



Red, White & Truth

Carolina Journalism Institute 2018

June 13-16

\$225 tuition ★ \$100 housing

bit.ly/CJIatUSC

Applications due May 15

@USC SJMC/Columbia, S.C.

Find projects @ onlinecji.wordpress.com

Schedule

Wednesday, June 13

2 p.m. – check in to dorms
3-4:30 p.m. – welcome and group assignments
4:30-5:30 p.m. – “Angles and Demons” w/
Lindsay
5:30-6:45 p.m. – dinner
6:45-9 p.m. – watch “The Post” w/snacks
9-10:30 p.m. – group work & meet with mentors
due @ day’s end: roles, assignments and
timeline
11:30 p.m. – lights out at dorm

Thursday, June 14

7:30-8:30 a.m. – breakfast/wake up
8:30-8:45 a.m. – GOOD MORNING, CJ!!!
8:45-9:30 a.m. – choice of small group
sessions #1
9:35 a.m.-10:15 a.m. – choice of small group
sessions #2
10:15 a.m.-noon – group planning w/mentor
Noon-1 pm. – lunch
1-1:45 p.m. – choice of small group sessions #3
1:45-2:30 p.m. – choice of small group
sessions #4
2:30-4 p.m. – group work (w/mentor input)
4:15-5 p.m. – choice of small group sessions #5
5-5:45 p.m. – choice of small group sessions #6
5:45-7:30 p.m. – dinner
7:30-9 p.m. – large group activity TBD
9-11 p.m. – work with mentor
due @ day’s end: progress report, interviews/
questions/sources, rough draft of written and
visual elements
11:30 p.m. – lights out at dorm

Friday, June 15

7:30-8:30 a.m. – breakfast/wake up
8:30-8:45 a.m. – GOOD MORNING, CJ!!!
8:45-9:30 a.m. – choice of small group
sessions #7
9:35 a.m.-10:15 a.m. – choice of small group
sessions #8
10:15 a.m.-noon – group planning w/mentor
Noon-1 pm. – lunch
1-1:45 p.m. – choice of small group sessions #9
1:45-2:30 p.m. – choice of small group
sessions #10
2:30-5:45 p.m. – group work (w/mentor input)
5:45-7:30 p.m. – dinner
7:30-9 p.m. – large group activity TBD
9-11 p.m. – work with mentor
due @ day’s end: progress report, interviews/
questions/sources, rough draft of written and
visual elements
11:30 p.m. – lights out at dorm

Saturday, June 16

7:30-8:30 a.m. – breakfast/wake up
8:30-11:30 a.m. – group work (w/mentor input)
11:30-12:30 pm. – lunch
12:30-3:30 p.m. – group work/finalize
packages/check out of dorms
4-5:30 p.m. – pizza party and group
presentations

The project

After CJI, you will be able to take these projects back with you to your media production class, no matter what type of publication or production you work on. Literary magazine, yearbook, newsprint, broadcast and online media students alike can benefit and learn from sessions, and the project teaches all students how to work in a group and to use programs and resources they can use in their journalism classrooms.

At CJI, you will be placed in a group with three or four other students, and your group will be assigned a beat to cover for a final project. Each group member should take a different angle or approach to covering the assigned beat. By the end of the week, each person should have one written, one visual and one social media element.

Below is the outline for each requirement and an option for a supplemental element to enhance your project.

Written

REQUIRED written element –

- sourced story: 300-600 words
- story must include three to five sources, three hyperlinks designed to enhance the reader's experience and engagement and at least one featured image

Supplemental written elements –

- choice: blog, review, column, editorial, critical essay, poem, skit/drama, broadcast script, short story or song/song lyrics

Visual

REQUIRED visual element –

- choice: broadcast package, double-page spread or photo essay with at least 10 images and captions

Supplemental visual elements –

- choice: infographic, photo gallery/slideshow, illustration, photo illustration, Animoto or editorial cartoon

Social

REQUIRED social media element –

- Twitter or Instagram/ Snap story: specific number tweets/grams/snaps per day connected to what you're learning/producing – have a separate student journalism account and appropriate hashtags
- Pinterest boards

Supplemental visual elements –

- Steller or ThingLink

Assignments

At CJI, you and your group will be assigned a beat to cover for your final project. For that project, each group member will need to have one written element, one visual element and one social media element to post to a website. Each group member should take a different angle or approach to covering the assigned beat. Below are some of the beats groups will be assigned at CJI. Groups will be notified by June 1 of their assignments so they can prepare and can discuss ideas with other group members.

Arts & Culture

Columbia Museum of Art
Columbia Poet Laureate
Koger Center for the Arts
Nickelodeon

Theater Groups (Town, Trustus, Workshop)
USC Theater Department

Community

Congaree Riverkeeper
Five Points Association
OneColumbia
Pawmetto Lifeline and Pets, Inc.
Soda City Market

Local Food

City Roots Farm
Local coffee shops (Cool Beans, Drip)
Chefs and restaurants (The Oak Table, The
Gourmet Shop)

Media

Local radio (92.1, 99.3)
Local television (WIS-TV, WACH-FOX)
Free Times
The State newspaper

Music

Local Artists/Bands
Music Farm
New Brookland Tavern
USC School of Music

Politics

Mayor Steve Benjamin
Gov. Henry McMaster
The Statehouse

Social Issues

Domestic Violence Shelters
LGBTQ Organizations (Harriet Hancock Center)
Multicultural Student Organizations

Sports

Columbia Fireflies
Lexington County Blowfish
USC Athletics
USC Intramurals

Faculty



Phillip Caston

Phillip is the adviser of the award-winning *Legend* yearbook at Wando High School in Mt. Pleasant, South Carolina. He has advised student publications for 12 years, including the *Manuscript* newspaper and *Talismann* yearbook at J.L. Mann HS. He received his

Master's in Journalism from the Univ. of Maryland, and he received his bachelor's degree from Clemson University. He was named the 2012 Adviser of the Year by the SC Scholastic Press Association and he and his students won the 2012 Joseph W. Shoquist Freedom of the Press award for their battle against censorship. He has produced three SC Scholastic Journalists of the Year.

A.J. Chambers

A.J. is a National Board Certified Convergence Media teacher at Richland Northeast High School in Columbia, South Carolina. He received his Bachelor of Arts from Charleston Southern University and his Master of Science from Walden University. He advises "RNE-TV" and "The Saber," an online newspaper. He is the 2015 SCSPA Rising Star adviser and 2017 National High School Special Recognition Broadcast Adviser of the Year. His students have been awarded Journalist of the Year, Best in State broadcast, Southeast Emmy Student Production awards, and two NSPA Pacemakers. His goal is to advise his students to become storytellers by giving a voice to the voiceless.



Erin Coggins

Erin, MJE, has advised the award-winning *Crimson Crier* newsprint and online and *Senator* yearbook at Sparkman High School (Alabama) for over 15

years. She holds a CSPA Gold Key, Dow Jones Distinguished Adviser and Special Recognition Adviser titles, and she has been the Alabama High School Adviser of the Year seven times. Her students have received numerous awards for their work on the *Crimson Crier*.



Kelly Furnas

Kelly teaches multimedia journalism at Elon (N.C.) University and advises the converged student news organization, Elon News Network. He is the former executive director of the national Journalism Education Association and an assistant professor at Kansas State University. He has also served as editorial adviser to student media at Virginia Tech and worked as an editor at newspapers in Las Vegas and Tallahassee, Florida.



Lindsay Theaker

Lindsay teaches a combined Journalism-Newspaper I to VI course, AP English language, and Honors American Literature at North Cobb High School (Georgia), her alma mater. She advises The Chant, a newswebsite that publishes daily. Lindsay attended the ASNE Reynolds Institute in 2014, which revolutionized how she saw scholastic journalism's future. Lindsay was 2015 Adviser of the Year for the Georgia Scholastic Press Association and 2016 Teacher of the Year for North Cobb High School. An ardent Ravenclaw, she loves buying everything off her Amazon book wish list, then regretting the purchases immediately (but not really because ... books).



Fund\$ ★★

Spend four days on the University of South Carolina's campus and in the new School of Journalism and Mass Communications. You will have access to cutting-edge technology and new facilities within the historic Horseshoe district.

Tuition=\$225

On-campus housing=\$100 (two-person room) / \$150 (single room)

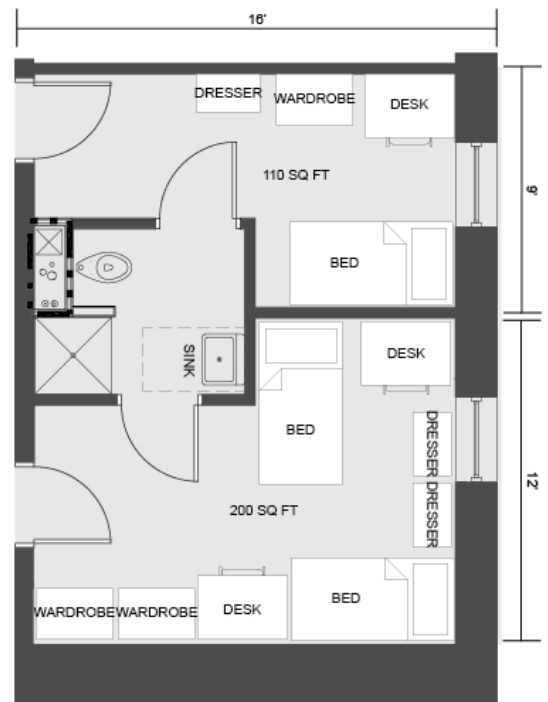
You will be staying in the Honors Community. It is the newest dorm community on campus. You can find out more about the dorm online (<http://goo.gl/ITfkS1>).

Commuting? No problem! It's free if you do not park, but if you want to save yourself the change and hassle of parking on the street, it costs only \$25 for a space one block away from the classroom facilities.

Meals are not provided, but don't worry. Columbia is home to many quick and affordable places to eat. We suggest you bring breakfast foods and snacks so you do not have to wake up early and will have plenty of supplies while you are here. However, you can eat for less than \$25 a day without a problem!

Meals you need - Wednesday LD, Thursday BLD, Friday BLD and Saturday BL (we have a pizza party planned Saturday night). *B=Breakfast, L=Lunch, D=Dinner.

Honors Dorm Room



Sessions

Choose one session at each time period to attend. Make sure you pick sessions that will help you with your project and give you a well-rounded experience.

LARGE GROUP SESSION – Angles and demons: and interactive investigation where you could control the story:

You are the journalist on the scene, and you have access to immediate and pertinent information that you need to get to the general public. Your task? Put together the information in the most logical and engaging way possible, including information from police reports, photographs, and evidence left at the scene before your fellow journalists hit publish and their story goes live. This interactive session will put your creative and accuracy skills to the test.

Prison break – moving from mug shots to photos with personality:

The worst form of photography is placing the subject of your photo in front of a cinderblock wall or bulletin board. This session will introduce ways to elevate your photos with natural reactions, better action shots, better lighting, and genuine personality reflected in images for your stories.

#Engaged – social media setup for the online news staff:

Leave with goals for the school year to improve process, scheduling, creating new content on social media beyond just Facebook, Instagram, Snapchat, and Twitter, and prepare for the future. Create accounts that are streamlined, have unique content and interactive capabilities, and how to run contests and promotions to engage readers.

Pop, Lock, and Drop It:

Wow worthy apps that make your site from blah to bam!: From how to create a basic infographic to exploring the best apps to enliven online stories to moving beyond taking one photograph to accompany text online, the topics in this session will make sections on your site more dynamic and compel viewers to click and stay.

Be like Amazon and [digital story] package it up:

Create collaborative journalism through digital story packaging and break out of the basic mold. This session explores how to set up enterprise stories and shows examples for how enterprise story packaging in an online news website can coexist alongside daily beat reporting.

Branding and message-making 101: What Taylor Swift and Kayne can teach us about the 'receipts': Play public relations guru in this session that showcases

how publicists and public relations teams can make or break a "big reputation." Using marketing tools, you will learn how to create a brand for your publication and how to alter your social media presence to reflect that brand.

Ethics in editing: Choosing when and how to provide details to your readers can determine whether your coverage is incomplete, or whether your coverage is simply offensive. We'll learn industry standards to help separate political correctness from insensitivity when reporting on groups in your community.

360 photo and video: Shooting 360-degree images allows your audience to take control of the story and simultaneously feel embedded in the scene you're capturing. In this session, we'll learn best practices and provide hands-on training for this burgeoning video format..

Media law, part 1: Copyright law is designed to protect creators from unauthorized use of their works, yet many in the communications field put themselves at risk by flouting the law on a regular basis. Learn what copyright law does and does not protect, as well as strategies to make sure you won't receive a cease-and-desist letter.

Media law, part 2: Successful libel lawsuits — especially against student journalists — are exceptionally rare, but that doesn't mean you shouldn't know how to protect yourself. In this session we'll explain the elements and defenses surrounding defamation law with a look at real-world examples.

PhotoJ: Designed for novice or want-to-be photographers, this session will show you how your choices about composition and lighting can change the story of your images. We'll also dissect the moments that created some of the most award-winning scholastic and professional photographs from the past 10 years.

Oops, I did it again?: Looking to improve your broadcast or online video? This session will uncover 10 common obstacles or mistakes new video journalists experience. You will leave the session with ideas on how to improve your storytelling and production value for online and broadcast video.

Sessions

Choose one session at each time period to attend. Make sure you pick sessions that will help you with your project and give you a well-rounded experience.

Everybody has a story: Telling someone's story goes beyond a list of questions. Discover techniques to use video to tell people's stories. These include interview tips, technical video skills, and examples from award-winning stories.

Can you hear me now?: Sound is just as important to video in broadcast. Uncover tips to incorporate nat sound, stand-ups, and voice-overs to your video.

Don't forget to hit the 'Like' button: Learn how to use social media and YouTube to promote your brand. This includes live Tweeting, promo videos, and more.

Get in touch with your senses to improve your writing: Reading articles by World War II journalist Ernie Pyle is more about writing than history. Pyle was a master at getting in touch his senses to capture the essence of events and people. This session will identify 10 techniques Pyle used to captivate his readers.

It's all about accessorizing: Journalism packaging is a lot like accessorizing an outfit and fashion icon JCrew is an expert at mixing and matching for the best accessory. Use JCrew's techniques to take your journalism packaging from everyday wear to Oscar night.

Why did the chicken cross the road?: Have you ever gotten a satisfying answer when asking this question? Maybe because the question does not dig deep enough or perhaps the interviewee did not seem confident when asking. Good questions lead to good interviews that lead to good quotes that lead to great stories. This session will explore the best way to get the most out of an interview.

Get out of the box: Good designers do not design for themselves—they design for others. This session will encourage designers to dig deep to wow their readers by making connections to the story. Interactive activities will encourage designers to "get out of their box."

Covering tragedy: Unfortunately, it's not a question of if it will happen to your school, it's a question of when. Reporting on tragedies at your school takes a special level of care, tactfulness and professionalism. Learn how to approach these important stories with sensi-

tivity from an adviser and a former journalist who has worked as a professional police reporter covering loss of life. We recommend students who have suffered a recent loss not attend this session.

Staff organization and workflow: Create a staff workflow method that models an office environment and gets your team on the same page. We'll explore utilizing hierarchy charts, spreadsheets, and other stuff that every organizational junkie will love. These methods will work for big and small staffs alike, and you'll wind up saving a lot of your precious time in the future as well.

Award-winning writing, guaranteed: Boost your writing to the next level with new lead-writing techniques, mechanics that draw readers in, and story angles that both readers and judges love. Learn the methods that have produced first place-winning pieces in state or regional competitions for the last 12 years, and some national finalists as well. (Projector needed)

Wait... they did WHAT?! On any student media staff, the craziest curveballs can get thrown at editors and advisers, from nasty relationship break-ups to server crashes to evil sabotage attempts against fellow staff members. This class will show you how to prepare, manage, and prevent the strangest (and inevitable) drama with real-life scenarios and probably a little bit of role-playing, too. Sometimes keeping your publication/production healthy depends on keeping staff dynamics healthy as well.

Move the elephant: Ever wonder why you can't change the mind of people who you just know are wrong? That's because you're using the wrong approach to convince them. All your facts and logic leave them feeling attacked. Let this session show you how to approach the opposition differently in your editorials and columns using proven psychology techniques, and perhaps finally get people to see the world from your point of view. Learn how to speak to their elephant, not their rider. Yeah, we'll explain what that means in the session as well.

Packing List

Don't forget to bring...

- clothes - mostly casual. It will be HOT (sometimes 100 degrees)!
- walking shoes
- a phone
- toiletries (shampoo, soap, toothpaste, etc.)
- pen/pencil - writing utensils
- a backpack or some carrying bag
- a reporter's notebook and/or paper
- sunscreen
- a water bottle
- snacks and breakfast food - this is highly suggested (no, there are no refrigerators but you can bring breakfast bars, pop tarts, etc.).
- chargers for any devices
- copies of your publication
- money for meals (Wednesday dinner, Thursday lunch and dinner, Friday lunch and dinner and Saturday lunch) - We suggest about \$10 per meal.

Not necessary, but please bring if you can...

- a laptop
- a camera
- a recording device (a phone works)
- SD card/card reader
- a tripod and microphone (if you want to record video)

To make yourself at home you may want to bring...

- your own pillow (one will be provided)
- a hand towel