



# 2021 VIRTUAL J-CAMP LIMITED EDITION WJEA Journalism Camp LE

Hey Student Journalist (or future Student Journalist)!

**W**hy in the world would you want to spend 4 1/2 hours a day during the first four days in August ZOOMING at Journalism Camp? It's been a long haul for the past year and a half and you're ready to play all summer. Right?

As a student journalist, you have an exciting year ahead with important stories to tell, pictures to take and truths to uncover as face masks start to come off. You want to hit your campus confident and ready to do your journalistic job.

Four days in August to get ready? YES you should do this.

August 1-4 the Washington Journalism Education Association will offer training and team projects for student journalists from newbies to experienced.

Mornings (10-noon) you will focus on improving your skills in a major area of interest (see the next page) and in the afternoon you'll work with a small team to produce content on a Health and Wellness theme for a yearbook spread, newspaper spread, broadcast or podcast.

What else will J-Camp have?

- Top instructors from journalism programs across the state
- Daily guest visits from journalism professionals with Q/A from campers
- The chance to see your project work published or broadcast to a broader audience after camp ends
- A "Certificate of Completion" from your morning "major"
- New friendships with student journalists from around the state

What about cost? Camp requires a registration fee of \$100, but full grants are available, thanks to the the DOW JONES NEWS FUND. See the last page of this packet for details on how to apply for a registration grant.

J-Camp wants YOU! Please join us Aug. 1-4 and get geared up for the 2021-22 school year.

Sincerely, The Washington Journalism Education Association



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## **SCHEDULE AND SESSION OPTIONS: SUN, AUG 1 – WED, AUG 4**

Each J-Camper will focus on a major area of interest during the morning 2-hour block. There will be lots of hands-on experience and guidance from experienced instructors. After lunch, there will be a daily guest presenter from the world of journalism, followed by afternoon team projects.

### **MORNINGS, 10-NOON: Your Major Session (M, T, W)**

Campers, please pick a major area of interest and indicate your choice when you register.

#### **#1 Journalism Boot Camp**

New to journalism? This is your Major! You'll cover just about everything you need to know for a successful start in student media. Learn the basics of journalistic writing, including interviewing, reporting, AP style, story structure and how to write news and feature stories. Other key topics are also covered in this amazing intro to journalism crash course. Recommended for those who are new to a student media staff and/or those with limited journalistic writing experience.

#### **#2 Journalistic Storytelling**

Most school publications, websites and broadcasts are full of features in many formats. This Major will further develop the writing abilities of those who have had a beginning journalistic writing course or who have worked on a media staff by exploring feature writing varieties for print and broadcast. Interviewing, copy editing and AP style are also addressed.

#### **#3 Photojournalism**

All aspects of being an effective, competent and ethical photojournalist are covered in this limited-enrollment Major session. NOTE: Participants in this Major should have access to a digital SLR-style camera, connection cables and adequate storage media. Additional information will be sent prior to the workshop.

#### **#4 Broadcast Journalism**

This major is designed for students to explore, develop and refine their skills specific to broadcast/streaming video and audio journalism. You'll learn and apply the technical basics as well as the important news gathering and reporting techniques necessary to be an effective multimedia communicator.

#### **#5 Print Design & Graphics**

This Major focuses on basic graphic design and layout concepts for all types of print publications. The majority of work focuses on using InDesign to layout pages for newspaper, newsmagazine, yearbook or literary publications. Topics include: formatting text, headlines, and captions; placing and formatting graphics; and basic tricks to make InDesign more productive. Designed for participants who have little or no experience with InDesign. However, participants must have access to a computer with a recent edition of Adobe InDesign.

### **LUNCH, Noon-1**

Take a break, get a little fresh air and food, then if you'd like to have lunch with J-Camp friends, there will be topic break-outs posted for you to choose from starting at 12:30.



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### J-CAMP AFTERNOONS

After lunch, **Health and Wellness** is the overarching theme as campers will first gain inspiration from journalism professionals in a one hour Guest Speaker series. The remainder of the afternoon will be hands-on as part of a content-creating team. Coaches from the workshop staff will provide guidance and encouragement as each team works to create the first draft of a print spread, video feature or podcast. Projects, even if still in progress, will be showcased on the final day of camp! Teams who wish to fine-tune their work beyond camp, will be given the opportunity to continue to meet virtually with their coach and WJEA media partners. Finished products may then be published or broadcast to a wider audience.

### GUEST SPEAKERS (M, T, W 1-2 pm)

Guest speakers from the world of professional journalism will share their thoughts and experiences on a range of topics. Students will have the chance to pose questions to their guests.

### TEAM PROJECTS (S, M, T, W 2-3:30 pm)

J-Campers: Pick the team that's the best fit for you, and indicate your choice when registering. Each area listed below may have more than one team working on a topic. You and your team members will be given the opportunity to connect prior to camp to discuss which **Health and Wellness** topic you'd like to pursue. That way, your team will be ready to go when you gather at camp!

#### #1 Newspaper Spread

If you work for your school newspaper or newsmagazine, whether print or online, this strand is for you. You'll choose your role on the team based on your skills and interest. Ideally, each team will have an editor, one or two writers, a photographer and one or two page designers.

#### #2 Yearbook Spread

As yearbook staffers, you and your team members from other schools around the state will create a double page spread that ties into the Health and Wellness theme. Teams should include: editors, writers, photographers and page designers.

#### #3 Video Broadcast Feature

If you are into video, you'll practice your teamwork skills producing a short feature appropriate for a school news website or tv broadcast. Teams will need to be staffed with one or more of the following: producer, camera tech, on-camera narrator, and video editor.

#### #4 Podcast Feature

Podcast teams will be small but mighty; in fact, each person may write and record their own podcast. Podcasts need editing, so some team members may prefer to focus on that behind-the-scenes, but very important function.

### PROFESSIONAL PARTNERSHIPS

WJEA has some wonderful partnerships with organizations who will help our 2021 Summer J-Camp to be a great experience for students.:

THE DOW JONES NEWS FUND (grant funding)

THE SEATTLE TIMES EDUCATION LAB (keynote, guest speaker and post-camp team coaching.)

WSU EDWARD R. MURROW COLLEGE OF COMMUNICATION (post-camp team coaching)

INVESTIGATEWEST (guest speaker, post-camp team coaching)



# 2021 VIRTUAL J-CAMP AUGUST 1 - 4, 2021 WJEA Journalism Camp LE

## REGISTRATION and PAYMENT options

**COST PER STUDENT** is \$100 (through 6/15) or \$120 (6/15-6/30) for four days, 4 1/2 hours per day. See below for individual student registration and payment form.

**ADVISER CLOCK HOURS** Media advisers who are unable to attend the in-person Adviser Workshop on campus at WSU, Aug. 1-4, may attend selected virtual student sessions to earn up to ten Washington state Clock Hours. Cost is \$4 per clock hour. Please contact Kathy Schrier for details. [wjeaexecutivedirector@gmail.com](mailto:wjeaexecutivedirector@gmail.com)

**STUDENT INFO / REGISTRATION FORM** is required from all participants. It is important for WJEA to know session preferences, past experience (if any) and contact information so we can communicate with each participant prior to camp. The individual registration/payment form includes these questions..

- **If providing a district or school purchase order [CLICK HERE](#)**
- **For individual registration [CLICK HERE](#)**
- **To apply for a GRANT\* covering registration [CLICK HERE](#)**

\* Grants are available to students with financial need as well as for students from under-represented groups who are considering careers in journalism.

The WJEA Summer workshop is one of 12 programs in the U.S. to be awarded a grant from **The Dow Jones News Fund for Summer 2021**. The Fund supports summer workshops to inspire high school students who face barriers to pursuing a career in journalism to consider working in the field. Significant support from the Robert Wood Johnson Foundation provides the bulk of funding for aspiring journalists to concentrate on health and wellness topics as they learn to report and write for an audience, shoot and edit video and take photos. Since 1968, the News Fund has joined other sponsors to introduce more than 12,000 high school students to journalism careers and provided valuable hands-on experience publishing in print and digitally. These workshops add value beyond the newsroom, exposing students to campus life, thinking critically and working collaboratively. [CLICK HERE](#) to see work produced during 2019 workshops.

## Questions?

- **Registration: Kathy Schrier, MJE – [wjeaexecutivedirector@gmail.com](mailto:wjeaexecutivedirector@gmail.com)**
- **Program: Vince DeMiero, CJE – [wjeapastpresident@gmail.com](mailto:wjeapastpresident@gmail.com)**