

Renaissance Journalism presents



L e a r n i n g



A multimedia journalism training conference for the ethnic media, community media and nonprofits

January 11, 2013

8:30 a.m - 4:30 p.m.

San Francisco State University

RJ RENAISSANCE
JOURNALISM


ZERO DIVIDE™
COMMUNITY / TECHNOLOGY / OPPORTUNITY



**SAN FRANCISCO
STATE UNIVERSITY**

January 11, 2013

Welcome to LearningLAB!

Renaissance Journalism is delighted that you are participating in LearningLAB 2013, our third multimedia journalism training conference for the community and ethnic media and nonprofit organizations interested in producing media. You are in good company with more than 100 participants registered for this event.

We believe that the media revolution, rather than being feared, should be embraced as it offers a rich array of new tools that can be used to promote positive social change, to inform and educate people about the important issues of the day, and to give a much-needed and vibrant voice to our diverse communities. Through this conference—and our all-day boot camps and other programs—we strive to help you take advantage of all that new media has to offer by introducing you to the latest tools, techniques and “tricks of the trade” in journalism, multimedia and social media. And we have gathered some of the leading practitioners in these fields to be your patient instructors and inspirational mentors.

We are grateful to the dozens of journalists, media specialists, educators, nonprofit leaders, communications professionals, students and volunteers who have contributed to making this year’s conference a success. And we are also grateful to our donors for their ongoing support of Renaissance Journalism’s work.

Please enjoy your day. Ask lots of questions and be open to learning something new!

Sincerely,



Jon Funabiki
Executive Director
Renaissance Journalism

LearningLAB is presented by Renaissance Journalism and ZeroDivide.

Renaissance Journalism

Renaissance Journalism at San Francisco State University experiments with bold, new approaches to news and storytelling, reimagining the media as a vital source of education, engagement and empowerment for underserved communities. We provide training, technical assistance, consultation and grants to journalists and organizations that share our passion for media innovations that strengthen communities. Renaissance Journalism was created in 2009 as a program of San Francisco State University's Department of Journalism. It operates in partnership with ZeroDivide.

RenJournalism.org

ZeroDivide

ZeroDivide is a funder, thought partner, and capacity-building organization working to transform underserved communities through the strategic use of technology in ways that increase economic opportunity, civic engagement and healthy outcomes. With more than 14 years of experience in the field, ZeroDivide provides the leadership, guidance and cultural knowledge necessary to build equitable and thriving communities. The organization partners with foundations, businesses and government agencies to design and implement programs that close the divides hindering the growth of healthy, vibrant and just communities.

ZeroDivide.org

Acknowledgments

Special thanks to San Francisco State University's Journalism Department and College of Liberal and Creative Arts; Rozan Soleimani, Arun Unnikrishnan and David Rich; ZeroDivide; Rene Ciria-Cruz, Eva Martinez and Jaena Rae Cabrera and the students and other volunteers who helped at the event; and the numerous individuals and organizations who spread the word about the conference through their Web sites, e-newsletters, listservs and social networks. We are also grateful to the journalists, media specialists, instructors, nonprofit professionals and issues experts who served as our trainers, presenters and facilitators.

Major funding provided by the Wallace Alexander Gerbode Foundation, The Whitman Institute, Wyncote Foundation and ZeroDivide.

For more info on LearningLAB, visit renjournalism.org

Friday, January 11

8:30 a.m. - 9 a.m. **REGISTRATION & CHECK-IN**

Coffee, tea & pastries available.

9 a.m. - Noon **MULTIMEDIA STORYTELLING WORKSHOPS**

- Audio Storytelling 101 (**Lab 312**)
- Go Live! Live Streaming with Ustream (**Lab 304**)
- Photojournalism Goes Mobile (**Room 311**)
- Adapting Your Publication to the New Demographics (**Room 308**)
- Launch a Web Site in a Day: A WordPress Intensive (**Lab 403**)

Noon - 12:45 p.m. Lunch is on your own.

1 p.m. - 2:30 p.m. **HOT TOPICS WORKSHOPS**

- Promises To Keep: What Now for Immigration Reform? (**Room 386**)
- The Affordable Care Act & Its Impact on Our Communities (**Room 301**)
- In Our Own Backyard: Poverty in the Bay Area (**Room 382**)
- Shifting Demographics & The New Political Landscape (**Room 383**)

2:30 p.m. - 4:30 p.m. **SOCIAL MEDIA & COMMUNITY ENGAGEMENT WORKSHOPS**

- Social, Mobile & More: A Journalist's Digital Toolbox (**Lab 304**)
- Beyond the Byline: Building a Powerful Personal Brand (**Room 308**)
- Make It a Habit: Tips on Keeping Up with Tech Overload (**Lab 312**)
- Show Me the Numbers: Making Sense of Metrics (**Room 301**)
- Grow & Engage Your Audience with Social Media (**Room 386**)

9 A.M. - NOON

❑ Audio Storytelling 101

— Mac Lab 312

Limited to 20 participants, on a first-come, first-served basis.

In this hands-on workshop, radio journalist Martina Castro will guide you through the step-by-step process of gathering sound and producing a radio feature story. You will learn and practice how to conduct interviews; how to ensure the highest-quality recording in the field; the basics of radio script writing; and audio editing and mixing using Audacity software.

Recommended Level of Experience:

Beginner & Intermediate

Martina Castro, Managing Editor, KALW 91.7 FM

❑ Go Live! Live Streaming with Ustream

— Lab 304

Limited to 25 participants, on a first-come, first-served basis.

The power of live is in your hands. In this workshop, Ustream's news team will teach streaming novices how to stream live, when to go live, and why real-time storytelling is revolutionizing journalism. This interactive session will spark new ideas for your own newsrooms and give you the tools to broadcast to the world.

Recommended Level of Experience:

Beginner & Intermediate

Tomoko Hosaka, News & Politics Manager, Ustream

Terry Parris Jr., Community Manager, Ustream

❑ Photojournalism Goes Mobile

— Room 311

Limited to 25 participants, on a first-come, first-served basis.

Learn the basics of compelling photojournalism using your mobile phone. Photographer Scot Tucker will walk you through the key principles of photojournalism and demonstrate some of the techniques and "tricks of the trade" used by the professionals in telling stories through pictures. He'll introduce you to the apps, hardware, gadgets and software used to edit and transmit photos from the field using a mobile phone.

Recommended Level of Experience: Beginner

Scot Tucker, Director of Photography, SFBay.ca

❑ Adapting Your Publication to the New Demographics

— Room 308

Is your target readership changing? Do you want to bring new readers to your publication? Are you wondering how you can use new technologies to better serve your audience? This workshop will help you better understand the community you serve; to redefine your audience; and to rethink content, design and distribution to position your publication for a changing readership.

Rachele Kanigel, Associate Professor of Journalism, SF State University

Beth Reneissen, Visual Journalist & Lecturer, SF State University

❑ Launch a Web Site in a Day: A WordPress Intensive

— Mac Lab 403

Limited to 25 participants, on a first-come, first-served basis.

Creating a Web site for your organization doesn't have to take forever, require extensive knowledge of HTML, or cost a fortune. By using WordPress, a simple, powerful content-management system, anyone can launch an easy-to-manage Web site. In this hands-on workshop, you will register a domain name, create a hosting account, install WordPress, select a theme, and connect WordPress with your existing social networks. You will also learn about multilingual installations and about incorporating multimedia into your site.

Recommended Level of Experience: Beginner, but those with more advanced skills may benefit, too.

Jesse Garnier, Editor and Founder, SFBay.ca

1P.M. - 2:30 P.M.

❑ Promises To Keep: What Now for Immigration Reform?

— Room 386

Emboldened by his re-election, thanks in large part to securing 70 percent of the Latino vote, President Obama and many Senate Democrats have promised to push aggressively for immigration reforms during his second term. Find out what's happening nationally and locally on the immigration front from a legal expert and a reporter covering this important issue. Specifically, the panel will address the local impact of The Dream Act, which would give legal status to undocumented young people who came to the U.S. as children, as well as changes in implementation of the U.S. Immigration and Customs Enforcement's "Secure Communities" program.

Facilitator:

Raul Ramirez, Executive Director,
News and Public Affairs, KQED Public Radio

Presenters:

Julia Harumi Mass, Staff Attorney,
ACLU of Northern California
Stephen Magagnini, Race & Ethnicity Reporter,
The Sacramento Bee

❑ The Affordable Care Act & Its Impact on Our Communities

— Room 301

How much does your community really know and understand about the Affordable Care Act, the landmark civil rights law that many health care experts believe will play a significant role in eliminating health and health care disparities in the United States? Hear from a nationally renowned expert and a veteran health care reporter as they discuss the Affordable Care Act: What will it do and when? Who is eligible? How will it benefit our communities, those who are low-income or uninsured? And, what lies ahead for long-lasting health care reform in America? You'll come away from this panel with lots of new ideas for stories and how to better cover this important issue.

Facilitator:

Sally Lehrman, Knight Ridder Endowed Chair in
Journalism, Santa Clara University

Presenters:

Kathy Ko Chin, President & C.E.O., Asian & Pacific Islander
American Health Forum
Viji Sundaram, Health Editor, New America Media

❑ In Our Own Backyard: Poverty in the Bay Area

— Room 382

Join a leading expert and activist in the effort to eradicate poverty in America and an award-winning journalist in this thought-provoking discussion on the state of poverty in the Bay Area. They'll talk about the impact on Bay Area communities of one of the worst recessions since the Great Depression and share stories of local efforts to end or at least mitigate the effects of poverty in our neighborhoods. The presenters will move beyond the statistics and grim data to share advice on how to cover this complex and troubling topic in a compelling way.

Facilitator:

Venise Wagner, Associate Professor and Chair,
Journalism Department, SF State University

Presenters:

Ethel Long-Scott, Executive Director,
Women's Economic Agenda Project
Rose Aguilar, Host, "Your Call," KALW
Reporter, Economic Hardship Reporting Project

❑ Shifting Demographics and the New Political Landscape

— Room 383

Demographers predict that by 2050, communities of color will be half of our country's population. In 2012, we saw the impact of this demographic sea change when a coalition of ethnic minorities, youth and women helped to lead Obama to presidential victory. Learn more about how these shifting demographics are transforming the political landscape—and our communities. In this workshop, the panelists will delve into the deeper meaning behind the population statistics and discuss the many, rich story ideas that emerge from the Census data.

Facilitator:

Jon Funabiki, Professor of Journalism, SF State
Executive Director, Renaissance Journalism

Presenters:

Michelle Romero, Director of Claiming Our Democracy
Initiative, The Greenlining Institute
Mike Billings, Assistant Managing Editor,
The San Francisco Examiner

2:30 P.M. - 4:30 P.M.

❑ **Social, Mobile & Beyond: A Journalist's Digital Toolbox**

— Lab 304

Limited to 25 participants, on a first-come, first-served basis.

Expand your digital journalism toolbox by exploring how social networks, mobile-enabled readers and publicly available data can help you tell stories and connect with your communities. In this workshop, you will learn how social networks like Facebook, Twitter and LinkedIn help journalists reach out to individuals and identify sources. You will see how mobile technology and crowdsourcing can change breaking news reporting, and why a smartphone is a journalist's multipurpose tool for reporting and producing the news. And you will learn about free tools to build stories, aggregate content and enhance your role as a journalist and member of your community.

Jesse Garnier, Editor and Founder, SFBay.ca

❑ **Beyond the Byline: Building a Powerful Personal Brand**

— Room 308

Today, more than ever, it is critical for journalists to use new media to gain a wider audience and sphere of influence. Journalists can no longer depend solely on a byline from traditional media outlets. Now is the time to update your social toolbox! We will discuss the use of social media, online social networks and SEO (search engine optimization) for brand building, including best practices and case studies. We'll also discuss challenges presented by restrictive news industry policies.

Sherbeam Wright, Communications Consultant and Brand Strategist

❑ **Make It a Habit: Tips on Keeping Up with Tech Overload**

— Mac Lab 312

Limited to 20 participants, on a first-come, first-served basis.

Tired of trying—and failing—to stay on top of the ever-changing digital ecosystem of new tools, apps and media platforms? Convinced it takes a technical wizard to meet this challenge? Journalist Justin Beck believes that by adopting just a few new habits—mostly in the way that you filter and read online content each day—anyone, regardless of your tech aptitude—can keep up to date with the rapidly evolving world of multimedia journalism and technology. In this hands-on workshop, Justin will teach you how to use

free online tools like Really Simple Syndication (RSS) and Twitter to stay abreast of all the innovations happening in media today.

Justin Beck, Independent Journalist

❑ **Show Me the Numbers: Making Sense of Metrics**

— Room 301

Every media and nonprofit organization uses Web sites and social marketing to get the word out. But what if you don't have a Google Analytics jockey on staff to help understand the data? Which metrics are really the ones to look at to make decisions about your site and your outreach programs? In this hands-on, real-case workshop, find out how to use Google Analytics and social media measurements to build a growth plan, and how to manage and evaluate your referral traffic.

Recommended Level: Intermediate

Susan Mernit, Executive Director, Editor & Publisher, Oakland Local

❑ **Grow & Engage Your Audience with Social Media**

— Room 386

As our communities evolve and change, it's key to an organization's survival to develop effective strategies to engage and grow its audience. In this workshop, you will learn how to use compelling storytelling, social media and other community engagement strategies—both online and off-line—to increase audience engagement, participation and collaboration. You will get advice on how to begin to develop your organization's social media strategy and learn how to effectively use key engagement tools such as Facebook, Twitter, LinkedIn and YouTube to reach and interact with your communities.

Meghann Farnsworth, Senior Manager, Distribution and Online Engagement, Center for Investigative Reporting

Rose Aguilar
Reporter and Host, "Your Call,"
KALW 91.7 FM

Rose Aguilar is the host of "Your Call," a daily call-in radio show on KALW in San Francisco and KUSP 88.9 FM in Santa Cruz. It airs from 10-11 a.m. and can be heard online: <http://yourcallradio.org>. Rose writes op-eds for Al Jazeera English and is the author of "Red Highways: A Journey into the Heartland." She has reported for AlterNet, Truthout, and The Economic Hardship Reporting Project.

Justin Beck
Independent Journalist & Lecturer,
SF State University

Justin Beck is a lecturer in the Journalism Department at San Francisco State University. He is also an independent journalist, media consultant, live streamer and photographer. Justin previously worked for the San Francisco Chronicle as a multimedia producer; the National Radio Project as a reporter, host and producer; and as a public affairs director and DJ for KDVS-FM in Davis, California. His photography has been featured in San Francisco Magazine and on Bay Area blogs, including SFist and Curbed SF.

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Mike Billings
Assistant Managing Editor,
The San Francisco Examiner

Mike Billings is the assistant managing editor at The San Francisco Examiner. He has worked at newspapers covering San Francisco and San Mateo County for nine years, and he has worked as a copy editor, editor, online editor and reporter.

Martina Castro
Managing Editor, KALW 91.7 FM

Martina Castro is an award-winning radio producer and editor based in San Francisco. She is currently managing editor of KALW News 91.7 FM, and also co-founder and senior producer of "Radio Ambulante," a Spanish-language radio podcast. Martina worked for five years with National Public Radio as a producer and trainer. Her independent work has been featured nationally on NPR's "Morning Edition," "All Things Considered," and "Day to Day."

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Meghann Farnsworth
Senior Manager,
Distribution & Online Engagement,
Center for Investigative Reporting

Meghann Farnsworth manages distribution and online community building for the Center for Investigative Reporting, where she works with editors, reporters and multimedia producers to create comprehensive distribution strategies in print, radio, television and online media outlets, as well as blogs, online communities and social media. In addition, she develops and maintains media partnerships and collaborations.

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Jon Funabiki
Professor of Journalism, SF State
Executive Director,
Renaissance Journalism

Jon Funabiki is a professor of journalism at San Francisco State University, where he founded Renaissance Journalism in 2009. He joined the university after an 11-year career with the Ford Foundation as the deputy director of its Media, Arts and Culture Unit. Jon is the former founding director of San Francisco State's Center for Integration and Improvement of Journalism and a former journalist with The San Diego Union.

Jesse Garnier
Editor & Founder, SFBay.com

Jesse Garnier is editor and founder of SFBay.ca, a Bay Area news startup. He also teaches online journalism at San Francisco State University. Previously, Jesse led newsroom teams in New York for the Associated Press and in San Francisco for the Chronicle and the Examiner. Since 1997, he has created Web sites for news organizations and community groups, including the Mission District-based El Tecolote. A San Francisco native, Jesse is a member of the Online News Association and the Asian American Journalists Association.

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Tomoko A. Hosaka
News & Politics Manager, Ustream

Tomoko A. Hosaka is the news and politics manager at Ustream, where she oversees news content, strategy and partnerships. Tomoko is an experienced international journalist who moved home to Silicon Valley last year after a decade in Asia. She most recently worked for the AP in Tokyo and was part of its award-winning team that covered the 2011 earthquake and tsunami. She serves on the governing board of the Asian American Journalists Association and is a graduate of Northwestern University's Medill School of Journalism.

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Rachele Kanigel
Associate Professor of Journalism,
SF State University

Rachele Kanigel is an associate professor of journalism at San Francisco State University, where she advises the student newspaper, Golden Gate Xpress, and teaches writing, reporting and magazine courses. She was a daily newspaper reporter for 15 years and has freelanced for magazines and Web sites, including Time, U.S. News & World Report, CNN.com and Prevention. She is the author of "The Student Newspaper Survival Guide" and the executive director of ieiMedia, which sponsors journalism study-abroad programs.

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Kathy Ko Chin
President & C.E.O., Asian & Pacific
Islander American Health Forum

Kathy Ko Chin is president and C.E.O. of the Asian & Pacific Islander American Health Forum, which influences policy and strengthens organizations to mobilize communities to improve the health of Asian Americans, Native Hawaiians and Pacific Islanders. Kathy has worked in the community and in philanthropy throughout her 30-year career. She has worked in health care settings across the country and served on many boards. Kathy graduated from Harvard School of Public Health and Stanford University.

Sally Lehrman
Knight Ridder Endowed Chair in
Journalism, Santa Clara University

Sally Lehrman holds Santa Clara University's Knight Ridder Endowed Chair in Journalism and the Public Interest. As an independent journalist, she specializes in identity, race relations and gender within the context of medicine and science. Byline credits include Scientific American, Health, Salon.com, The New York Times, Nature, The Boston Globe and "The DNA Files," the NPR-distributed documentary series for which her team won the Peabody Award and the DuPont-Columbia. She was a John S. Knight Fellow at Stanford. Sally is author of "News in a New America" and is working on "Skin Deep: The Search for Race in Our Genes," under contract with Oxford University Press.

Ethel Long-Scott
Executive Director,
Women's Economic Agenda Project

Ethel Long-Scott is the executive director of the Oakland-based Women's Economic Agenda Project, (WEAP), which seeks to eradicate poverty. She is known nationally and internationally for devoting her life to the education and leadership of people at the losing end of society, especially women of color. In 2003, Essence Magazine gave Ethel one of its first "Street Warrior" awards "for courage and sacrifice, vision and commitment to community and the advancement of our people." Her social justice work is spotlighted in the Ford Foundation's "Close to Home," a publication that presents 13 case studies of human rights work that is making life better for people in America.

Stephen Magagnini
Race & Ethnicity Reporter,
The Sacramento Bee

Stephen Magagnini has covered race, ethnicity and immigration for The Sacramento Bee since 1994, and been honored twice for Distinguished Diversity Writing by the American Society of Newspaper Editors (ASNE), as well as receiving a Lifetime Achievement Award for "Outstanding Coverage of Race and Ethnicity in America" by Columbia Journalism School. His stories on Hmong refugees and Japanese reparations have appeared in the anthologies "Best Newspaper Writing 2001" and "Best Newspaper Writing 2002," respectively. He was awarded a Stanford Knight Fellowship in 2001-2002.

Julia Harumi Mass
Staff Attorney,
ACLU of Northern California

Julia Harumi Mass is a staff attorney at the ACLU of Northern California, with current areas of focus in immigrants' rights and national security. Her immigrants' rights work challenges both federal immigration policies and practices and local police practices that particularly impact immigrant communities. Prior to joining the ACLU in 2003, Julia worked as a union lawyer in Pasadena, California, and clerked for the Honorable Warren J. Ferguson on the 9th Circuit U.S. Court of Appeals.

Susan Mernit
Editor & Publisher, Oakland Local

Susan Mernit is the editor and publisher of Oakland Local, a news and community hub for Oakland. Previously, she was a vice president at AOL and Netscape; a senior director at Yahoo; and a consulting program manager for the Knight News Challenge. In 2011, she launched “Code for Oakland”, a one-day tech event focused on building apps to serve the Oakland community. In 2012, Susan was a Stanford Carlos McClatchy Fellow. She loves metrics and data and has presented on this topic at many venues, including at the Knight Digital Media Center at USC and at the Online News Association conference.

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Terry Parris Jr.
Community Manager, Ustream

Terry Parris Jr. spent nearly five years in Detroit as a reporter and editor for media startups. He moved out to the Bay Area to edit two hyperlocal news sites for Patch.com. Currently he is the community manager for news at Ustream, working mainly with citizen reporters, hyperlocal sites and independent media.

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Raul Ramirez
Executive Director of News & Public Affairs, KQED Public Radio

Raul Ramirez is the executive director of News and Public Affairs at KQED Public Radio, where he has worked since 1991, when he became the station’s news director. He has worked as reporter for The Miami Herald and The Washington Post, and as a reporter and editor for the Oakland Tribune and the San Francisco Examiner. Raul has won numerous awards for local, national and international reporting.

Beth Renneisen
Visual Journalist & Lecturer, SF State

Beth Renneisen is a visual journalist, writer and illustrator. She is currently an instructor and lecturer at San Francisco State’s Journalism Department, where she teaches publication and iPad design. Previously she was the graphics editor at the Marin Independent Journal in Marin County and a contributing features writer and photographer for Gannett News Service. In 2010, Beth earned a master’s degree in visual journalism from San Francisco State, with an emphasis on experimental approaches to online design, including animation, virtual worlds and short-form video.

Michelle Romero
Director of Claiming Our Democracy Initiative, The Greenlining Institute

Michelle Romero is the director of the Claiming Our Democracy Initiative at The Greenlining Institute, a racial justice advocacy organization. Michelle has five years of experience in legislative advocacy and organizing around immigration, education, voting rights and elections policy issues. In 2010-11, she led the Institute’s statewide civic engagement campaign to involve communities of color in California’s historic citizen redistricting process. Michelle has expertise in issues management and civic engagement and coalition-building strategies.

Viji Sundaram
Health Editor, New America Media

Viji Sundaram is the health editor at New America Media, a Web-based news service for the ethnic media in the United States. Prior to joining New America Media, she was a reporter at India-West, a national newspaper for the South Asian community, the Cape Cod Times, the Providence Journal and the New Bedford Standard Times. In the last decade, Viji has won eight journalism awards, including two for investigative reporting for her expose on McDonald’s use of beef in its so-called vegetarian French fries.

Scot Tucker
Director of Photography, SFBay.ca

Scot Tucker has been teaching photojournalism at San Francisco State University since 2006. He previously worked as a staff photographer and picture editor at the Napa Valley Register, San Mateo County Times, San Francisco Examiner, San Francisco Chronicle/SF-Gate.com and the Associated Press. In addition to his teaching duties, Scot currently serves as the director of photography at SFBay.ca.

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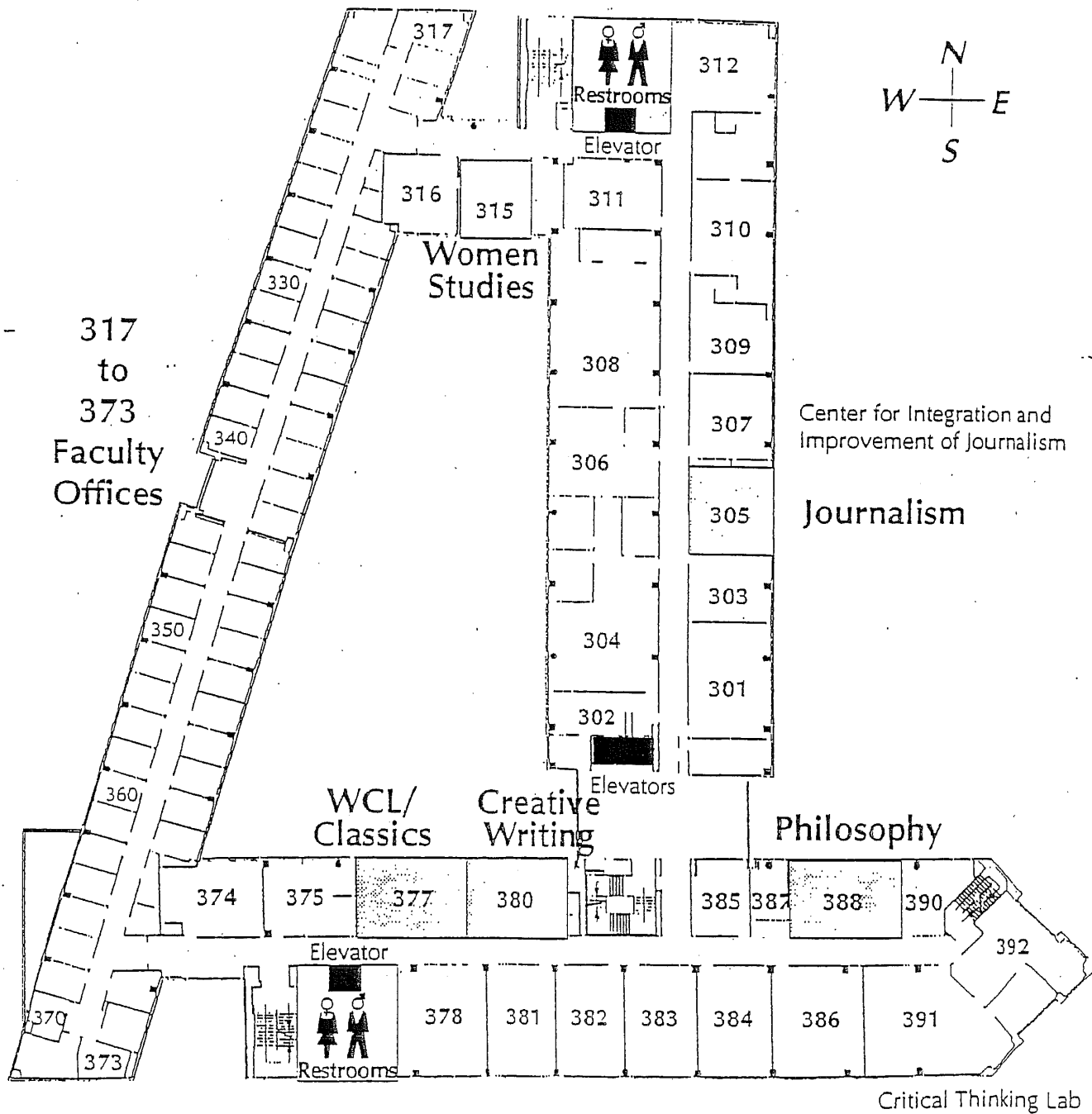
Venise Wagner
Associate Professor and Chair, Journalism Department, SF State

Venise Wagner is an associate professor of journalism and chair of the department at San Francisco State University. She spent 12 years as a reporter for various California dailies, including the Hearst-owned San Francisco Examiner and San Francisco Chronicle. At San Francisco State she developed a journalism curriculum that focuses on improving coverage of marginalized communities and social inequities.

Sherbeam Wright
Communications Consultant and Brand Strategist

Sherbeam Wright is a brand strategist, communications consultant and co-founder of LitHit—an app designed to give short-form writers solutions for turning their lit into a hit. She has extensive experience advising journalists and authors in developing and growing their brands through social media. She has presented at Online News Association, National Association of Blacks in Journalism and Society of Professional Journalists. Sherbeam is a UNITY NewU Entrepreneur Fellow.

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