

J-Day 2024 Sessions At A Glance

Opening Session 8:30-9:30

Closing Session 1:10-2:00

Breakout #1 9:45 - 10:25

Jobs in TV News & Sports

Noah Cooper, Ashley Moore,
Janelle Finch, Amanda Alicea
UMC Middle Ballroom
GENERAL

Advanced Writing for Broadcast

Patrick Moring
UMC 382
BROADCAST

Voiceovers: Moving the Story Forward

Scott Roberts
UMC Aspen 287/289
BROADCAST

"Let Me Interrupt You a Sec..."

Eilidh Gill
UMC 235
PHOTOGRAPHY

Documentary

Ross Taylor
UMC East Ballroom
GENERAL

Analyzing AI Chatbots and Disinformation

Karla Shotts
UMC 415-417
GENERAL

Become a Student Reporter for PBS News

Becky Wandel
UMC West Ballroom
GENERAL

Sociology and Sports Journalism

Ever Figueroa
CASE E422
SPORTS

Telling True Stories: Feature Writing Using Fiction Techniques

Christine Larson
UMC Aspen 285
WRITING

How to Be an Editor CSMA Student Board

UMC 247
LEADERSHIP

Building Your Career in Journalism

Robert Barba
CASE Auditorium
GENERAL

Breakout #2 10:35 - 11:15

Jobs in TV News & Sports

Noah Cooper, Ashley Moore,
Janelle Finch, Amanda Alicea
UMC Middle Ballroom
GENERAL

The Ingredients of a Strong Broadcast

Patrick Moring
UMC 382
BROADCAST

Stretch your Sports Narrative Muscles

Jack Kennedy
UMC East Ballroom
WRITING

What's Your Angle?

Karla Shotts
UMC 415-417
GENERAL

Hard News Leads and News Stories for Broadcast and Print

Adam Dawkins
UMC Aspen 285
NEWS

POV: You're a Social Media Director

Noelle Seybert, DBA, MBA
CASE Auditorium
GENERAL

The \$100,000 Spread

Genise Cushman
UMC 235
YEARBOOK, DESIGN

Selective Perception

Matt Varca
UMC Aspen 287/289
GENERAL

Impactful Campus Photography and Videography

Glenn Asakawa
UMC West Ballroom
PHOTO, VIDEO

Shooting Sequences for Visual Storytelling

Paul Daugherty
Meet on UMC Patio, Tour to Studio
BROADCAST

Get On Board

Anastasia Harrison
CASE E260
ADVISERS

Meet the CU Student Media

Vicky Sama
CASE E422
GENERAL

Get It Right: Photo Selection and Caption Writing

Annie Gorenstein-Falkenberg
UMC 247
PHOTOGRAPHY

Breakout #3 11:25 - 12:05

What I Wish I Would Have Known Before my Journalism Career

Noah Cooper, Ashley Moore,
Janelle Finch, Amanda Alicea
UMC Middle Ballroom
GENERAL

JOY Ready!

Jessica Hunziker
UMC Aspen 285
SOPHOMORES AND JUNIORS

"Feeling Through The Lens"

Eilidh Gill
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PHOTOGRAPHY

Write Like Taylor Swift

Andrew Ross
UMC 235
GENERAL, WRITING

The 4 Cs of Social Media

Kristi Rathbun
UMC West Ballroom
GENERAL

News-Academic Partnerships

Laura Frank
UMC Aspen 287/289
SENIORS, ADVISERS

Making a Broadcast that Students Want to Watch

Bruce Phillips
CASE Auditorium
BROADCAST

Small Book, Big Dreams

Annie Gorenstein-Falkenberg
UMC 247
YEARBOOK

Happy Journalists Sketch & Draw

Tina Barber
UMC 415-417
GENERAL

CSMA ReBrand Comm

Patrick Moring
CASE W260
ADVISERS

Breakout #4 12:15 - 1:00

What I Wish I Would Have Known Before my Journalism Career

Noah Cooper, Ashley Moore,
Janelle Finch, Amanda Alicea
UMC Middle Ballroom
GENERAL

Put some SPARK in Your Storytelling

Tina Cleavelin and Peter Griffin
UMC West Ballroom
WRITING

How Opinion Writing Defends Democracy

Chuck Plunkett
UMC 415-417
WRITING

The Right Stuff

Ben Reed
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GENERAL

Cover Designs that Work

Seth Fine
CASE E422
DESIGNERS

Streamline & Shine: Organizational Strategies for Advisers

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Ethics in the Newsroom

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Shooting Sequences for Visual Storytelling

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Your Words Matter

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Community College Journalism Programs: So Many Opportunities for Student Journalists

Jamey Trotter, Andrea Mason
UMC 382
GENERAL

CSMA New Adviser Comm

Patrick Moring
CASE W260
ADVISERS

J-Day 2024 Session Descriptions

Breakout # 1 9:45 - 10:25

Jobs in TV News & Sports (session 1 & 2)

Noah Cooper, Ashley Moore, Janelle Finch,
Amanda Alicea

UMC Middle Ballroom

Panel discussion of the fun and exciting jobs available in TV and digital news and sports roles with 9News stars just a few years into their careers. Panel includes 9News Prep Sports Reporter Ashley Moore, 9News On-Air News Reporter Janelle Finch and 9News 4p newscast producer Amanda Alicea. Students will learn about what skills they need to land jobs in the industry, best college courses to take and the amazing stuff they get to see and hear in the broadcast/digital local news and sports industry.

Advanced Writing for Broadcast

Patrick Moring

UMC 382

A lot of student journalists ignore the power of writing to make a strong story and increase production value. Using student and professional examples, we'll look at how you can incorporate good writing into every news package you produce and reach your community more effectively.

Voiceovers: Moving the Story Forward

Scott Roberts

UMC Aspen 287/289

In this session we will look at some of the technical aspects of recording voiceovers, as well as how and why they are vital to any broadcast feature. How voiceovers shape the story you are telling and how to write a good voiceover.

"Let Me Interrupt You a Sec..."

Eilidh Gill

UMC 235

All the best yearbooks are doing it. Why aren't you? Break tradition with creative interrupter spreads that wow your customers, and cover beyond the typical.

Documentary

Ross Taylor

UMC East Ballroom

This session will explore some fun and best practices for documentary photography, portraiture and video. While this can be done with professional gear, much of it can also now be done with the phone in your pocket. We'll also explore this.

Analyzing AI Chatbots and Disinformation

Karla Shotts

UMC 415-417

It is a crazy world out there when it comes to AI, and it is even more challenging when AI enters the conversation in journalism. Use it? Cite it? How accurate is it? Should we use it for research? Let's talk about the good, the bad, and the ugly surrounding AI in journalism.

Become a Student Reporter for PBS News

Becky Wandel

UMC West Ballroom

PBS News Student Reporting Labs (SRL) is a nationwide youth journalism training program that provides real-world reporting experiences to high school journalists. Video Producer, Becky Wandel, has been with SRL for five years mentoring student journalists and sharing the stories they produce on public media outlets, including PBS News Hour broadcast and digital platforms. This program will introduce students to the opportunities available through SRL and give them a chance to start thinking about their own stories with an interactive story-boarding activity. Becky will also share free resources SRL provides for journalism educators.

J-Day 2024 Session Descriptions

Breakout #1 9:45 - 10:25

Breakout #2 10:35 - 11:15

Sociology and sports journalism

Ever Figueroa

CASE E422

Students will learn how to use sociological thinking to generate story ideas for sports journalism. The session focuses on thinking about how sports intersect with culture. Students will generate original story pitches in sports and develop those ideas into journalism stories.

Telling True Stories: Feature Writing

Using Fiction Techniques

Christine Larson

UMC Aspen 285

Some of the best journalism today combines hard-hitting factual reporting with the techniques of fiction to tell compelling stories. This class offers hands on experience in reading and writing true stories using character development, suspense and other storytelling techniques to create journalism that leaps off the page.

How to Be an Editor

CSMA Student Board

UMC 247

In this session, the student board members will discuss what it takes to be a leader on staff. What do you need to know to be an editor or other type of leader on staff? They go over what they didn't know and what they know now. This session is designed for all staffers aspiring to be leaders on staff, editors or otherwise.

Building Your Career in Journalism

Robert Barba

CASE Auditorium

In a conversation with CU journalism student Leo Rivera, Wall Street Journal editor Robert Barba will discuss his journey from Boulder to New York City. Learn how Barba, a 2004 CU grad, has built his career, prioritizes networking and shapes breaking news coverage for one of the country's most trusted sources of news.

Jobs in TV News & Sports (cont. from session 1)

Noah Cooper, Ashley Moore, Janelle Finch,

Amanda Alicea

UMC Middle Ballroom

Panel discussion of the fun and exciting jobs available in TV and digital news and sports roles with 9News stars just a few years into their careers.

Panel includes 9News Prep Sports Reporter Ashley Moore, 9News On-Air News Reporter Janelle Finch and 9News 4p newscast producer Amanda Alicea.

Students will learn about what skills they need to land jobs in the industry, best college courses to take and the amazing stuff they get to see and hear in the broadcast/digital local news and sports industry.

The Ingredients of a Strong Broadcast

Patrick Moring

UMC 382

A good broadcast has strong writing, professional anchoring, solid storytelling, and creative camera work. It's not just one thing, but a mix that reaches its audience on multiple levels. We'll go over the ingredients that will help you increase your broadcast production value, represent student voices authentically, and strengthen your school community.

Stretch your sports narrative muscles

Jack Kennedy

UMC East Ballroom

Athletics offers everything a writer could wish for. Setting is important and we can always find stand-out and/or intriguing characters. We keep score, so there's conflict and one team wins... so there's resolution. Interesting in going beyond filing reports and rather mechanical quote-transition formula articles and posts? Sports reporting is where the action could be for you.

J-Day 2024 Session Descriptions

Breakout #2 10:35 - 11:15

What's your angle?

Karla Shotts

UMC 415-417

Let's talk about breaking down large stories into small bite-size pieces. How do you find unique angles of stories, especially if we have done the story every year? Central character stories are the key!

Hard News Leads and News Stories for Broadcast and Print.

Adam Dawkins

UMC Aspen 285

What we can learn from writing hard news leads and short news stories and briefs that get right to the point and stick to the facts. We will look at the tried-and-true art - (er, dying science?)- of hard news in broadcast writing and in writing for print and online.

POV: You're a Social Media Director

Noelle Seybert, DBA, MBA

CASE Auditorium

Learn about what a day in the life of a social media director looks like. This session will be co-led by two members of the CU Boulder social media team and show a behind the screens look at what it takes to manage some of the largest social media accounts on campus. Discussion will include content strategy and approach to chasing trends, measuring success and explaining metrics, and how to manage decentralized creative teams.

The \$100,000 Spread

Genise Cushman

UMC 235

Fun, unique coverage can be worth a thousand words, or \$100,000. Step outside of your comfort zone and push yourself to put a different take on how you cover your student body.

Selective Perception

Matt Varca

UMC Aspen 287/289

This session will discuss how our perception of truth is impacted by where we were born, the school that we attend and even what sports teams we root for. The session will also explore how our understanding of our perceptions can help lead to more objective journalism.

Impactful Campus photography and Videography

Glenn Asakawa

UMC West Ballroom

Presenting Glenn Asakawa's photos for CU Boulder and discussing the transition from pure photojournalism to marketing photography. Also, the impact of social media on our current workflow. Mason Marino will showcase his drone video work and discuss some creative and technical aspects of his important work.

Shooting Sequences for Visual Storytelling

Paul Daugherty

Meet on the UMC North Patio. Look for 'Broadcast Studio Sessions' sign.

This session explains the technique of shooting sequences for visual stories. Sequences progress the action and compress the time it takes to achieve an action that would take longer in real life. Sequences also make the editing more dynamic and add a professional polish to video productions.

J-Day 2024 Session Descriptions

Breakout #2 10:35 - 11:15

Breakout #3 11:25 - 12:05

Get On Board

Anastasia Harrison

CASE E260

We all teach the beginning of the year skills about how to do yearbook, newspaper, broadcast, etc, but how do we know our staffers understand and really know the skills? In this session, Anastasia Harrison will teach about how to onboard your staffers similar to how people complete onboarding for jobs. This idea comes from another adviser and she will explain how she made it her own so you can make it your own as well.

Meet the CU Student Media

Vicky Sama

CASE E422

This session will bring together the student editors, news directors and managers of our student media outlets at CU. They will be there to meet with students, talk about the experiences of working at the CU Independent newspaper, Sko Buffs Sports and Radio 1190. The students will share their experiences about what it's like for students to participate in student media at CU.

Get It Right: Photo Selection and Caption Writing

Annie Gorenstein-Falkenberg

UMC 247

Your photographer came back from an event with 1,000 images. Now, you have to sort them, find the best ones and get ready to interview the people in the photos. This session will help you create criteria to pick amazing images and prep for writing solid, journalistic captions.

What I Wish I Would Have Known Before My Journalism Career (session 3 & 4)

Noah Cooper, Ashley Moore, Janelle Finch, Amanda Alicea

UMC Middle Ballroom

Panel discussion about the things a few 9News stars wish they had known about journalism careers before they got started. Panel includes 9News Prep Sports Reporter Ashley Moore, 9News On-Air News Reporter Janelle Finch and 9News 4p newscast producer Amanda Alicea. Students will learn about what skills they need to land jobs in the industry, best college courses to take and the amazing stuff they get to see and hear in the broadcast/digital local news and sports industry.

JOY Ready!

Jessica Hunziker

UMC Aspen 285

Interested in applying for the Dorothy Greer Journalist of the Year Scholarship? In this session, we'll evaluate exemplar JOY portfolios and develop an action plan for stress-free portfolio creation.

"Feeling Through The Lens"

Eilidh Gill

UMC East Ballroom

How do you capture those photographs that last a lifetime, and make your audience say "wow"? Taking photographs that highlight emotions can be one of the most powerful tools of a publication. This breakout will showcase some powerful student photojournalism... and show you how can do it too.

J-Day 2024 Session Descriptions

Breakout #3 11:25 - 12:05

Write Like Taylor Swift

Andrew Ross

UMC 235

It is not lie that Taylor Swift has captured the attention of millions with her epic songwriting and storytelling. But, how exactly has she created this phenomenon and become a world-wide sensation with her words? Come and learn why T-Swift's writing is so effective, and how we can use her tactics to produce great stories.

The 4 Cs of Social Media

Kristi Rathbun

UMC West Ballroom

Building a solid social media presence just requires a little TLC—Four Cs, to be exact! Come find out how to ensure the content on your social media platforms is top quality and audience-grabbing. Attendees will leave this session with tangible tips and ideas for their publication's social media platforms.

News-Academic Partnerships

Laura Frank

UMC Aspen 287/289

From Classroom to Newsroom: Transformative Partnerships for Local Journalism. For anyone with interest in the growing statewide movement for more news-academia partnerships in Colorado. With a stone soup approach, we'll explore the strengths and needs of classrooms and newsrooms to see how we can work together toward reinventing journalism and journalism education. Discussion led by Corey Hutchins of Colorado College and Laura Frank of COLab and University of Denver.

Making a Broadcast that Students Want to Watch

Bruce Phillips

CASE Auditorium

Create an engaging broadcast that students want to tune in for and that teachers will support. We will talk about how to structure a show to maintain interest, how to tell stories that keep students focused, and how to balance news and entertainment.

Small Book, Big Dreams

Annie Gorenstein-Falkenberg

UMC 247

Even if your yearbook is small, you can still go big with your coverage. This session will discuss ways to cover your entire community even with a limited page count. If you have ever looked at coverage inspiration and felt like you don't have the space to do something like that, this is the session for you.

Happy Journalists Sketch & Draw

Tina Barber

UMC 415-417

Come ready to draw, doodle and create. In this session, you'll learn how to leverage sketchbooks to support your work as a journalist between deadlines and see how two staffs from Cherokee Trail High School captured their creative processes. We'll also show AP 2D Portfolios that our student journalist submitted and passed with threes or higher to earn college credit.

CSMA ReBrand Comm

Patrick Moring

CASE W260

Meeting opportunity for advisers that have volunteered for the CSMA Rebranding Committee.

J-Day 2024 Session Descriptions

Breakout #4 12:15 - 1:00

What I Wish I Would Have Known Before My Journalism Career (cont. from session 3)

Noah Cooper, Ashley Moore, Janelle Finch, Amanda Alicea

UMC Middle Ballroom

Panel discussion about the things a few 9News stars wish they had known about journalism careers before they got started. Panel includes 9News Prep Sports Reporter Ashley Moore, 9News On-Air News Reporter Janelle Finch and 9News 4p newscast producer Amanda Alicea. Students will learn about what skills they need to land jobs in the industry, best college courses to take and the amazing stuff they get to see and hear in the broadcast/digital local news and sports industry.

Put Some SPARK in Your Storytelling

Tina Cleavelin and Peter Griffin

UMC West Ballroom

A great reporting process and intriguing questions lead to incredible stories. This session includes best practices for finding stories as well as professional heroes you should follow. We will begin and end with activities you can take back to help your staff find the stories of your community. Prizes included for best stories.

How Opinion Writing Defends Democracy

Chuck Plunkett

UMC 415-417

Hear the story of the Denver Post Rebellion firsthand from one of the paper's former editors. Understand this story in the context of how you as a journalist could help challenge misused power and protect democracy. This session has an emphasis on writing informed opinion that stands up and demands to be noticed.

The Right Stuff

Ben Reed

UMC East Ballroom

The First Amendment rights of student journalists are under attack. From newspapers to yearbooks to broadcasts, school administrators are looking to censor your ability to publish what you want to publish and say what you want to say. In this session, learn about your rights and have all your questions answered.

Cover Designs that Work

Seth Fine

CASE E422

The cover is the most important page of your magazine. Unfortunately, it might be the only page a lot of people ever see. But if it's great, it will pull readers in to read that cover story and the rest of your mag. Get a dozen tips for designing those cover images that successfully deliver the story and get people reading.

Streamline & Shine: Organizational Strategies for Advisers

Gina Claus

CASE E260

This session is designed to help yearbook and media advisers streamline their classroom management and enhance productivity. I will share the strategies I use for organizing physical and digital materials, but welcome you to also share your ideas as well. Having an issue, we can discuss it as a group and help each other find solutions to our unique settings/classes. No need to feel like an "island" any more.

J-Day 2024 Session Descriptions

Breakout #4 12:15 - 1:00

Ethics in the newsroom

Dinfin Mulupi

UMC Aspen 285

We will discuss ethical guidelines for high school journalists and apply these principles to common hypothetical dilemmas. Journalists will learn how to weigh the impact and risks of their editorial decision-making with the goal of ensuring that we cover social issues responsibly, accurately, and fairly, while minimizing harm to our news subjects and audiences.

Shooting Sequences for Visual Storytelling

Paul Daugherty

Meet on the UMC North Patio. Look for 'Broadcast Studio Sessions' sign.

This session explains the technique of shooting sequences for visual stories. Sequences progress the action and compress the time it takes to achieve an action that would take longer in real life. Sequences also make the editing more dynamic and add a professional polish to video productions.

CSMA New Adviser Comm

Patrick Moring

CASE W260

Meeting opportunity for advisers that have volunteered for the CSMA New Adviser Support Committee.

Community College Journalism Programs: So Many Opportunities for Student Journalists

Jamey Trotter, Andrea Mason

UMC 382

Join Professors Andrea Mason and Jamey Trotter for an informative session on journalism programs at the community college level, and the vast opportunities proffered to students therein, which they might not find in the first two years of their collegiate experience. And we'll end our discussion with the question: What are student attendees looking for when assessing their situation as it pertains to where to go to college?

Your Words Matter

Justin Daigle

UMC 235

Your theme copy establishes two things: the voice of your book and the story you are going to tell. We will study strong examples and learn key methods to help you revise your yearbook theme copy. Please bring a rough draft of your opening copy to this session.

Tours

Campus and CMCI tours will meet on the UMC Patio (north side of building). Tours will depart approximately 3 minutes after the session start time. All tours will be led by CU students/staff.

CU Boulder Campus Tour
Offered during all four sessions.

CU CMCI Tour
Offered during 1st and 3rd sessions.

Alienware Esports Lounge
Broadcasting Tour
UMC 138
Offered during all four sessions.

Lunch

Please plan to eat on the south side of the UMC building (outside the ballrooms, under the tent). CU Catering will be selling boxed lunches for \$10 (cashless, card only). These meals are specifically designated for J-Day participants. Students that brought lunches are also invited to eat in this area. Enjoy the nice weather, the beautiful campus, and a break with some friends.

Adviser/presenter hospitality in CASE W262 starting at 9:30.

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