



# **JOURNALISM ROCKS**

**Nov. 17, 2018**

**Moore Hall**

**CMU, Mt. Pleasant**

Dear journalism advisers, students and parents,

With excitement we invite you to the fifth Journalism Rocks at Central Michigan University on Nov. 17 from 9 a.m. to 2 p.m. Sponsored by the Journalism Department, this fantastic and completely free opportunity allows for emerging young journalists to participate in a variety of events to engage with collegiate students and seasoned journalism professionals. Participants will have a choice of three 40-minute learning sessions, receive a t-shirt, a goody bag, have an opportunity to tour campus, be able to enter contests and enjoy lunch in the student cafeteria. Note: advisers/parents are not required to attend with students, although we'd love to meet you!

Here is the schedule for the day, and you will find a registration form attached to this email. We do ask if you register and cannot make it, that you are kind enough to let us know in advance so we can keep costs down. Please fill it out, shoot a picture of it and return it by Nov. 7 to [rau1bp@cmich.edu](mailto:rau1bp@cmich.edu) or register online at <https://goo.gl/forms/Y9gSpxeqBHoV7zau2>. Session numbers are limited, so register soon! We will notify you immediately when we receive your registration, and we will send directions and final details the week of the event.

New this year are contests. If you are interested in entering your online publication (only one student needs to submit it), a photo, a page design, a graphic or a piece of your writing, please check the form at the bottom of the attached registration and follow the directions to submit. Winners will be announced at 12:30.

## **JOURNALISM ROCKS 5 SCHEDULE OF EVENTS @MOORE HALL**

9-9:30 a.m. registration, refreshments and tours of CMLife and GCmag

9:30-9:55 a.m. opening in the Kiva featuring Journalism student organizations

10-10:40 a.m. SESSION ONE

10:45-11:25 a.m. SESSION TWO

11:30 a.m.-12:10 p.m. SESSION THREE

12:15-12:30 p.m. meet in the Kiva to fill out survey cards

12:30-1:30 p.m. Lunch

1:30 p.m. optional campus tour. Must sign up in advance

Fire up Chips!

Betsy Pollard Rau, coordinator and IPR student planners



Name \_\_\_\_\_ Student \_\_\_ Adviser \_\_\_ Parent

School \_\_\_\_\_ Shirt size \_\_\_ sm \_\_\_ m \_\_\_ l \_\_\_ xl \_\_\_ 2xl

Email \_\_\_\_\_ Year of graduation \_\_\_\_\_

**Session One 10-10:40 a.m. CHOOSE 1**

- \_\_\_\_\_ **Make Your Online Publication Rock • Steve Coon (GCmag adviser) and Members of the Online Magazine: GCmag**
- \_\_\_\_\_ **The Perfect Lead • Ed Simpson (Associate Professor, Reporting and Media)**
- \_\_\_\_\_ **So You Want to be a Sports Photographer • Tim Fitzgerald (Instructor, Photojournalism)**
- \_\_\_\_\_ **Live Interviewing Session • Dave Clark (CMLife Adviser) and a CMLife Editor**
- \_\_\_\_\_ **Using Social Media? Key Crisis Communication Tips • Elina Erzikova (Professor, Public Relations) and Students**

**Session Two 10:45-11:25 a.m. CHOOSE 1**

- \_\_\_\_\_ **Finding Great Stories • Ed Simpson (Associate Professor, Reporting and Media)**
- \_\_\_\_\_ **Shoot Great Portraits--No Brick Walls! • Tim Fitzgerald (Instructor, Photojournalism)**
- \_\_\_\_\_ **The Latest Video Tips and Tricks • Lori F. Brost (Associate Professor, Digital Journalism) and Students**
- \_\_\_\_\_ **Covering Breaking News. We did it! • Dave Clark (CMLife Adviser) and Members of CMLife**
- \_\_\_\_\_ **Design Tricks and Tips to Grab Readers • Jeff Johnston (Managing Editor, University Communications)**

**Session Three 11:30 a.m.-12:10 p.m. CHOOSE 1**

- \_\_\_\_\_ **Fun with Photoshop • Sean Baker (Associate Professor, Graphics and Visual Communication)**
- \_\_\_\_\_ **Advertising: From AFLAC to Dilly Dilly • Michael Marn (Instructor, Advertising)**
- \_\_\_\_\_ **Getting Great Photos with Your iPhone • Teresa Hernandez (Instructor, Photojournalism)**
- \_\_\_\_\_ **Fake News and Other Journalism Myths • Ed Simpson (Associate Professor, Reporting and Media)**
- \_\_\_\_\_ **Using Video Games to Reach Your Audience • Carol McGinnis (Instructor, Video Game Journalism)**

**OPTIONAL ACTIVITIES--PLACE A CHECK NEXT TO THE ONES YOU PLAN TO DO**

- \_\_\_\_\_ **Bring in a link to your website or copy of your newspaper, yearbook or portfolio for a face-to-face critique. We will set up a time for you to sit down with a pro.**
- \_\_\_\_\_ **Campus Tour @1:30 with journalism students. Count me in!**
- \_\_\_\_\_ **Enter our online publication contest. Please email a link to rau1bp@cmich.edu by Nov. 12. Put "Online Contest Entry" in the subject line.**
- \_\_\_\_\_ **Enter our photo contest. Please email a jpg and a cutline to rau1bp@cmich.edu by Nov. 12. Put "Photo Contest Entry" in the subject line. You may enter only one photo.**
- \_\_\_\_\_ **Enter our writing contest. Please email a word document or online link to the story to rau1bp@cmich.edu by Nov. 12. Put "Writing Contest Entry" in the subject area. You may enter only one piece of writing.**
- \_\_\_\_\_ **Enter our graphics contest. Please email a pdf or online link to the story to rau1bp@cmich.edu by Nov. 12. Put "Graphics Contest Entry" in the subject area. You may enter only one graphic.**
- \_\_\_\_\_ **Enter our design/layout contest. Please email a pdf or online link to the story to rau1bp@cmich.edu by Nov. 12. Put "Design Contest Entry" in the subject area. You may enter only one design.**