

Tell your story.

June 14-17

Tuition: \$225/Housing: \$100

Applications due May 15

@USC SJMC/Columbia, S.C.

[bit.ly/CJJIatUSC](http://bit.ly/CJJIatUSC)

# Schedule

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## Wednesday, June 14

2 p.m. – check in to dorms  
3-3:30 p.m. – welcome and group assignments  
3:30-4:30 p.m. – Humans of CJI session  
4:30-5:30 p.m. – work in small groups  
5:30-7 p.m. – dinner  
7-9:30 p.m. – large group session  
9:30-11 p.m. – group work  
**due @ day's end:** roles, assignments and timeline  
11:30 p.m. – lights out at dorm

## Thursday, June 15

7:30-8:30 a.m. – breakfast/wake up  
8:30-9:15 a.m. – large group session  
9:30-10:15 a.m. – choice of small group sessions #1  
10:30 a.m.-12:30 p.m.– group work (w/mentor input)  
12:30-1:30 pm. – lunch  
1:45-2:30 p.m. – choice of small group sessions #2  
2:30-4 p.m. – group work (w/mentor input)  
4:15-5 p.m. – choice of small group sessions #3  
(specialized content with professionals)  
5:15-6 p.m. – choice of small group sessions #4  
6:15-7:30 p.m. – dinner  
7:30-9 p.m. – large group activity  
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 16

7:30-8:30 a.m. – breakfast/wake up  
8:30-9:15 a.m. – large group session  
9:30-10:15 a.m. – choice of small group sessions #5  
10:30 a.m.-12:30 p.m.– group work (w/mentor input)  
12:30-1:30 pm. – lunch  
1:45-2:30 p.m. – choice of small group sessions #6  
2:30-4 p.m. – group work (w/mentor input)  
4:15-5 p.m. – choice of small group sessions #7 –  
(specialized content with professionals)  
5:15-6 p.m. – choice of small group sessions #8  
6:15-7:30 p.m. – dinner  
7:30-9 p.m. – large group activity  
9:15-11 p.m. – work with mentor  
**due @ day's end:** final rough drafts  
11:30 p.m. – lights out at dorm

## Saturday, June 17

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

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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: 500-800 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: specific number tweet per day connected to what you're learning/producing – have a separate student journalism account and appropriate hashtags

### **Supplemental elements –**

- choice: Snap story, Pinterest, Storify, Instagram, Steller or ThingLink

# Assignments

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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

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## Zac Baker

Zac is a proud alumnus of the University of South Carolina (2013, Visual Communications). He works in Saint Paul, Minnesota as Communications and Graphic Design Coordinator for ReconcilingWorks: Lutherans for Full Participation, a non-profit advocating for full inclusion of LGBTQ people in

church and society. Zac believes exceptional visual work can be produced by following a few foundational principles. Fun facts: he enjoys ballroom dance, Beyoncé concerts, and combining multiple coupons.

## Dean Hume

Dean Hume advises the Spark newsmagazine at Lakota East High School in Liberty Township, Ohio. Dean is a former sportswriter and columnist and earned the Dow Jones Newspaper Fund Distinguished Adviser award. Dean, a lifelong Cleveland Indians fan, and his wife Bobbi live in Monroe, where he coaches their son, Jamison, in Little League during the summer.



## Kelly Furnas

Kelly Furnas 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 Theaker teaches a combined Journalism-Newspaper I to VI course, AP English language, and Honors American Literature at North Cobb High School, her alma mater. She advises The Chant, a student-run and student-produced newswebsite that publishes daily online at <http://nchschant.com>. 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). In her spare time, Lindsay tweets, edits, and fan-girls at her home in Marietta, Georgia with her nerdy husband. Lindsay also holds a firm passion for brewing cheap but unlimited coffee, baking for family, and upholding the Oxford comma.



# Fund\$

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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)

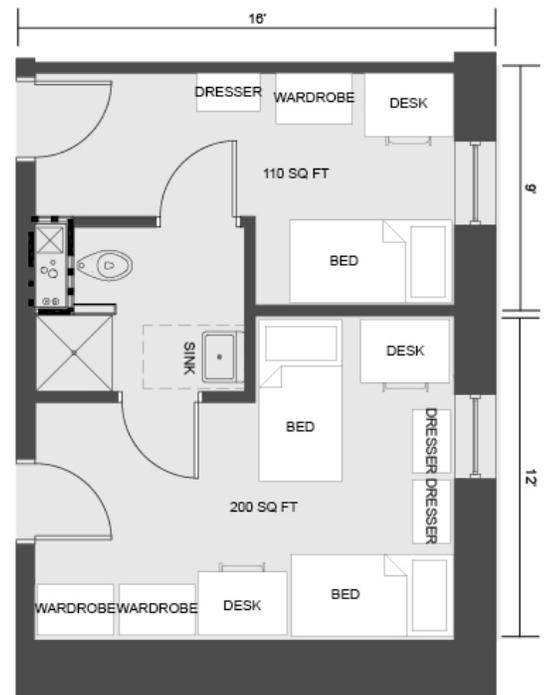
You will be staying in the Honors Community. It is the newest dorm community on campus. You can find out more about the dorm online (<http://goo.gl/ITfkS1>).

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



# Small Group Sessions

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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. Attendance will be taken. More will be added, and we will have a set schedule at a later date.

**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 newswebsite 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. Learn from the best scholastic and professional social media accounts about how to engage and keep 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.

**No digital detox necessary – why you need to move news online:** Want to move to a multi-functioning online platform but worried about time, money, and, most importantly, organizing the transition? This session helps make the process easier. Learn how to convince faculty and administration that this move matters, and how to transition staff to function daily, including organization tips and tricks.

**10 things you're not doing online (but should be):** If your publication's website is getting stagnant, come learn 10 suggestions to drive up traffic, increase reader engagement and, most importantly, better educate your students about web techniques. You'll also get exposed to (free!) tools you can use to put these suggestions into practice right away.

**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.

**Thinking visually:** Everyone on staff needs to think about how stories can be told using not only words, but with graphics, photography and illustrations. This session will teach you when and how to add graphical elements to your stories, and we will showcase strategies for developing interesting illustrations.

**Lede writing:** Undoubtedly the most important words in your story are the first 25, and we will discuss strategies to make them shine. Take a look at several lede options, as well as ledes you'll want to avoid. We will also discuss strategies for strengthening the beginning of your story, whether you're writing news or features.

**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.

**Laying it all out:** This workshop will use Adobe InDesign to teach basic document layout skills like working with margins, typography, and graphical elements.

**Visual literacy:** 21st-century journalists are expected to be both masters of written and visual information. Learn how to condense information and layer using symbols, color, and typography to create visual hierarchy.

**Good, better, best:** This workshop is a light-hearted survey and critique of high school publication's cover pages and center spreads. Learn how basic design building blocks and a bit of risk-taking can bump up your publication's visual appeal.

**Advanced InDesign:** Got the basics? Learn intermediate InDesign skills like styles, publication workflow, and printing.

# 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