

CONTESTS

CONTEST COMPUTER LABS: 2412 & 2416

All submissions due at 2:45

Keynote Article | Online Submission

Attend the keynote address by ShanBerries and produce one article about or connected to the address. The article can be a feature, news feature, opinion, profile or review. The article will be judged on accuracy, depth of research, the creativity of angle and writing. The contestant is allowed to conduct necessary interviews. Grammar and factual errors will be penalized. Articles may be no longer than 500 words. Required Subject Line: FIRST NAME LAST NAME: Keynote Article Submission

Photo Essay | Online Submission

This contest is about visual storytelling through photography. The contestant must submit five photos from the Press Pass event that collectively tell a story. Each photo must include its own caption. The only requirement for the photo essay is that it must be related to the event. Anything about attendees, presenters, location or trends is acceptable. Photos will be judged on clarity, composition, crop, content and caption. Required Subject Line: FIRST NAME LAST NAME: Photo Essay Submission

Social Media | Online Submission

The contestant must create posts for three social media platforms: Twitter, Facebook and Instagram. Each post should include at least one @mention and use the hashtag #PressPassSymposium. Submit a screenshot of the posts - which will be judged on creativity, relevance to the event, nature of the content and command of the particular platform. Think like a content creator! Required Subject Line: FIRST NAME LAST NAME: Social Media Submission

Copy Editing | Room 2450

For Copy Editing, contestants will be given a printed article with inserted mistakes. The goal is to find as many possible. Errors will include grammar, spelling, accuracy, spacing and AP Style.

Email submissions to PressPassSymposium@gmail.com

CAMPUS MAP



SCHEDULE

9 a.m. | Keynote Speaker

Barbara F. Mertes Center for the Arts (4000 building) Main Theater

10 a.m. - 11 a.m. | Session 1: The Basics

2400 Building

11:15 a.m. - 12:15 p.m. | Session 2: Pro

2400 Building

12:30 | Lunch

1600 Building, Room 1620 faculty/staff dining

1:30 p.m. - 2:45 p.m. | On-the-Spot Contests

2400 Building

3 p.m. - 3:45 p.m. | Film Workshop

2400 Building, Room 2420

4 p.m. | Award Ceremony

2400 Building, Room 2420



KEYNOTE ADDRESS BY

SHAN BERRIES

99.7 [NOW]! Fernando and Greg
Morning Show Producer
Founder of Shades by Shan Cosmetics
and

#MamaBerries Nonprofit Foundation
CBS | KBCW | CAL HI Sports TV Host

kicking off the symposium with the story
of her success and some words of
encouragement, followed by a Q&A

3 p.m. | Room 2420

So You Wanna Be A Filmmaker?

With Cody Jack Love
Documentary Filmmaker

SESSION 1 THE BASICS

10 a.m. | 2400 Building

Integrating Social Media | Room 2420

Shea Geary, Social Media Coordinator at “Off Leash PR”

Learn the importance of a strong social media presence with Shea. Get the inside tips and tricks on how to make unique and original content for social media posts.

Art of Storytelling | Room 2450

Emily Forschen, Editor-in-Chief of “The Express”

This is a time-honored tradition. The ability to captivate through story is one of the oldest and still best ways to communicate. Emily Forschen is an accomplished writer who is going to offer some secrets to improve your storytelling. And if you can tell a good story, you can do it on any platform through any medium and be successful in media.

Developing Your Eye | Room 2470

Squint, Photographer

Whether shooting photos or videos, it's all about perspective. Squint is a famous Bay Area photographer who has shot everybody from Kevin Durant to Stephen Curry to LeBron James to Mark Wahlberg to Nas to Michael B. Jordan. He also directs documentaries and videos, including music videos and Mar-shawn Lynch's show. Learn his tips and techniques for being able to see and shoot like a professional.

Interviewing | Room 2480

Sam Amick, Senior NBA Writer for “The Athletic”

This isn't interviewing 101. While Sam Amick will give you some basics, you will also get some tricks of the trade from a pro. What does it take to sit down with someone and get them to tell you stuff? What is the best way to prepare? How do you interview with your eyes? How do you loosen up your subject? Be prepared to be an even better interrogator. Sorry, interviewer.

SESSION 2 PRO

11:15 a.m. | 2400 Building

Page Design | Room 2420

Brianna Guillory, Graphic Designer

Presentation matters. What's the point in doing great journalism, taking great photos, only to wrap them in an ugly package? Designers are critical, and Brianna Guillory is going to take your craft to a new level. Your school newspapers will look professional and attractive after this insight from an award-winning designer.

Sports Reporting | Room 2450

Martin Gallegos, Oakland A's Beat Writer

Sports has its own little world inside the media. But whether you are a diehard sports nut or just find yourself thrown into a sports assignment, Martin Gallegos has got you covered. Learn how to watch the game and produce quality content. Analysis, interviewing athletes and coaches, developing writing for sports fans —Martin has done it all and will share the knowledge with you.

Columns, Opinions, and Reviews | Room 2470

Marcus Thompson II, Senior Columnist at “The Athletic” – LPC Instructor

Uncover the formula to writing relevant opinion pieces from the lead columnist at “The Athletic” Bay Area and author of the best-selling biography “GOLDEN: The Miraculous Rise of Steph Curry.” Marcus Thompson will teach meaningful reviews, powerful opinion pieces and how to find your voice. With 15 years covering pro sports, Marcus has a ton of experience. Trust — you are in for a treat.

Editing With Your Phone | Room 2480

Ryan Reichert, Cinematographer & Photographer

There was a time you had to invest in expensive equipment to produce great visuals. Now, you have everything you need to create great content right on your phone. Learn what apps to use, what filters to apply, how to incorporate sound and how to add special effects.