

# WakeUp Call!

Wear your pajamas or sweats, slip into those bunny slippers or comfy Crocs and join us for a first-month-of-school Saturday workshop sponsored by Southern California Journalism Education Association and newspapers2

**Sept. 30, 2017**

**Long Beach City College/Liberal Arts Campus 4901  
East Carson Street, Long Beach CA 90808**

- 8 a.m. Continental Breakfast and Registration**
- 8:45 Opening Session**  
"That's What You Get for Jumping on the Bed"  
inspiration for beginning your year in publications
- 9:30 Choose from one of the following sessions:**  
Not Before I've Had My Coffee (advisers only)  
Where advisers find friends and share advice for the coming year  
**Picture This (photography) TWO-HOUR SESSION 9:30-11:30**  
Bring SLR cameras and do directed creative campus shots  
Something's Scary in My Closet? (interviewing)  
Getting the facts for an article is about making new friends and getting them to talk to you about what really matters and is interesting  
**Between the Covers Session (yearbook layout, design and theme) TWO-HOUR SESSION 9:30-11:30**  
Looking at what you've created as your theme and its coverage and helping you create alternative copy, great headlines and captions  
**Designer Wear (newspaper layout and design) TWO-HOUR SESSION 9:30-11:30**  
Bring your first edition or your planned first edition; we'll help you take update its look  
**Tomorrow Will Be a Better Day (using social media)**  
Convergence using your smartphone for a "complete" picture
- 10:30 Choose from one of the following one-hour sessions:**  
Car Pooling (for EICs only)  
Led by the LBCC editorial team, a roundtable chance to look at the coming year and get help with leadership and getting your staff going in one direction  
Where's My Paper? (campus NEWS content)  
News value in a monthly paper and how it's important to tell campus stories that everyone wants to read; make them yearn for distribution day!  
Worst Nightmares/Best Daydreams (feature and sports feature writing)  
Feature and sports feature writing as a creative experience for those with heart and vision and a real human interest curiosity  
Night Light (critical reviews, entertainment reporting and columns)  
Critical reviews, entertainment reporting and how specialized writers can cast a new eye on these projects
- 11:30 Closing Session, Prizes and Up and At 'Em Message**  
**Alarm Bells:** cafeteria food. . .dirty bathrooms. . .campus security. . .topics that will get you in trouble and how this and other more edgy, interesting coverage is readable and LEGAL under Ed Code 48907

SCJEA members will be charged \$5 per student to cover costs and breakfast. Non-members will be charged \$15 per student. If you are not sure your membership status please email [mrschatfield@gmail.com](mailto:mrschatfield@gmail.com). If you need to renew your membership also email [mrschatfield@gmail.com](mailto:mrschatfield@gmail.com) and I will send one to you.

**Mail checks to SCJEA WakeUp Call! c/o Greg Vieira 7705 Lotus Circle, Buena Park, CA 90620**

**RSVP by September 25, 2017, for guaranteed space**