

JEWISH SCHOLASTIC PRESS ASSOCIATION

High School Journalism with Judaism in Mind

Third Annual Convention & Shabbaton

February 25-28, 2016

Los Angeles

THANKS TO OUR SPONSORS



Thursday February 25

THURS 9.30 - 10.20 A.M.
SESSION 1 – CHOICE OF 2 WORKSHOPS

Summer of Schism: Covering the Controversy over the Iran Nuclear Deal

ROB ESHMAN, EDITOR-IN-CHIEF, THE JEWISH JOURNAL (LA)

Last summer's controversy over the nuclear deal between the U.S., Russia, Europe and Iran deeply divided American Jews and presented an unprecedented challenge to the newspapers who serve them. Mr. Eshman will explore how the Jewish Journal handled this, including some of its best and worst moments both internally and with the community of its readers.

Freedom of the Press in Religious High Schools

CURT BROWN AND LAUREN DRAKE, IRELL & MANELLA LLP

A primer on privacy, libel, censorship, student press shields, Hazelwood, FOIA and FERPA, including California's pioneering Leonard Law, which grants to both public and private high schools all the freedoms afforded the professional press except one: work that violates the religious tenets of a religious high school. How to navigate through conflicting laws and court cases -- and what to do when you're not sure what applies.

THURS 10.30 - 11.20 A.M. SESSION 2

Journalism and Jewish Law

RABBI YOSEF KANEFKY, B'NAI DAVID-JUDEA CONGREGATION

Looking through the lens of Jewish law, an exploration of journalism and the conflicting halachic imperatives of avoiding lashon harah and protecting others from harm, which journalism can often uniquely do.

Jewish Issues In College Media

JACOB ELLENHORN, USC

With Israel and anti-Zionism increasingly newsworthy on campus, college papers can help explain the issues, but

student journalists covering these topics have been accused of bias and often face conflicting interests. Learn how to uncover stories that are not being written, how to recognize and prevent bias in your own writing, when to recuse yourself from writing a story and how to confront bias in the writing of others.

THURS 11.30 - 12.20 SESSION 3 | CHOICE OF TWO

Close To Home: Covering Your Own Community

JULIE GRUENBAUM FAX, JEWISH JOURNAL

Writing about the people you know and love is one of the toughest challenges in all of journalism, and high school journalists do this every day. Shalhevet parent Julie Fax, who has covered Los Angeles' Jewish community -- including Shalhevet -- for more than 15 years, will share war stories from the front and offer suggestions for how to write and think about the news that's closest to home.

Interview Technique

SUSAN FREUDENHEIM, JEWISH JOURNAL

Ever wondered how to get your subject to talk? Learn how to frame your questions and techniques to get the most out of even a very short time for an interview.

12.20 - 1.30 P.M LUNCH

Students on their own on Pico (location of many kosher restaurants)

THURS 1.30 - 2.00 P.M.

SESSION 3 | SWAP SHOP

Students holding similar positions at different schools will compare notes, stories, challenges, success stories, etc., along with their newspapers. Bring plenty of copies to share.

THURS 2 - 2.50 P.M. SESSION 4 | CHOICE OF 2

Objectivity : Easier Said Than Done

KATHLEEN NEUMEYER, DIRECTOR EMERITUS OF UPPER SCHOOL COMMUNICATIONS, HARVARD-WESTLAKE SCHOOL

What you know is compelling, and every word of it may be true — but getting the whole story involves attitude, humility and skill. To find all of the truth, and to accurately and fairly convey all of the story, requires being aware of your own biases so you can challenge them through careful sourcing and searching for unbiased questions.

Basic Dos and Don'ts of News and Feature Page Design

RACHEL LESTER, USC

Being able to use the tools in InDesign is only half the layout battle. No matter what page you're working on, laying out a paper requires some knowledge of design fundamentals — learn the rules from headline size, focal points and image prioritization to the "dollar-bill rule" to make your good newspaper great.

THURS 3 - 3.50

SESSION 5 | CHOICE OF 2

Build Your Own Code of Ethics

MARSHALL WEISS, AJPA

Three international organizations — the Shalom Hartman Institute, the American Jewish Press Association and the Online News Association — have joined together to create an online template for the discussion of journalism ethics from a Jewish perspective, including a website you can use to create one for your own website or paper. Find out what it is, where it came from and how to use it from AJPA's Marshall Weiss, one of the leaders of the project.

Double Trucks: Designing the Heart of a Paper

RACHEL LESTER, USC

Center spreads are the highlight of any paper, but they usually incorporate so many different design elements that it's hard to know where to start. This workshop will get you comfortable with designing a double truck that's just as organized and twice as creative as the rest of your paper.

THURS 7.00 PM at Shalhevet High School

KEYNOTE SPEAKER Consul General David Siegel



The Honorable David Siegel, Consul General of Israel for the Southwestern United States, has represented the Israeli government in Los Angeles since 2011, connecting Israeli technology with companies and local governments in California, Nevada, Arizona and elsewhere while also representing Israel in news and other public forums through several wars and during the political battles over the nuclear deal between the U.S. and Iran. Among his achievements are the signing of a multi-year technology agreement between Israel and California to supply expertise in countering the effects of West Coast drought.

Earlier Mr. Siegel served as Chief of Staff to Israel's Deputy Minister of Foreign Affairs and as Chief of Staff to three of Israel's Ambassadors to the United States. He also was Israel's voice to the Washington press corps and liaison to the U.S. Congress, where he was responsible for security cooperation, missile defense and homeland security. In these capacities, Mr. Siegel participated in the 1998 Wye River Peace Summit, the 1999 Israel-Syria negotiations, and the Camp David Middle East Peace Summit in the Fall of 2000. He holds a Masters Degree in International Relations from the Fletcher School of Law and Diplomacy in Boston, and served as a Commander in the Israel Defense Forces.

THURS 4 - 4.50 SESSION 6

Using Multimedia to Cover Your School

STAFF OF THE HARVARD-WESTLAKE CHRONICLE: EDITOR-IN-CHIEF HENRY VOGEL, MANAGING EDITOR & CHIEF DIGITAL EDITOR BENJAMIN MOST, SPORTS EDITOR BENNETT GROSS AND SPORTS SECTION HEAD JAKE LIKER

A panel of juniors and seniors who work on the Harvard-Westlake Chronicle's award-winning online edition will talk about achieving a web-first mentality, covering news and sports within hours of its breaking, devising attention-grabbing features, making short videos, and using Instagram, Twitter and Facebook to enhance news coverage.

Friday

February 26

FRI 9 - 9.50 A.M. SESSION 6 – CHOICE OF 2 WORKSHOPS

The Torah Section: How to find news in Tanach, Halacha and morning davening

ALEC FIELDS, SHALHEVET BOILING POINT

They say nothing's older than yesterday's news, but as old as it is, the Torah is new whenever it's applied to modern life. From shomer negiah to kashrut to the role of women and girls, Judaism always has something to say. Learn how to bring this to life for your readers.

Leading With Words: Editorials That Make A Difference

KATHLEEN NEUMEYER, DIRECTOR EMERITUS OF UPPER SCHOOL COMMUNICATIONS, HARVARD-WESTLAKE SCHOOL

Opinion writing isn't just about explaining your views and convincing others. It's also about leadership at your school, whether it's setting the tone for debating a controversy or saying what should be done about a problem described in a news story. This requires fact-based and well structured writing, along with careful thinking, usually with several editors working together. Learn how to set an editorials policy, as a first step toward making your Editorial Page essential reading for anyone who cares about your school.

FRI 10 - 10.50 A.M. SESSION 7 – CHOICE OF 2 WORKSHOPS

21st-Century Sports Reporting

ERIC NUSBAUM, VICESPORTS.COM

As demonstrated multiple times per day by the groundbreaking news site Vice.com, sports journalism is about more than pro and college big-league teams, or at the high school level, whether the football or basketball teams have a winning day. Vice.com Deputy Sports Editor Eric Nusbaum will describe how he finds non-team sports stories like "The House That Built Cam," about Carolina quarterback Cam Newton's church, and another story he wrote on the Israeli Olympic team's search for a mascot.

Online & Offline: Blogging as a journalistic and Jewish process

ESTHER D. KUSTANOWITZ, JEWISH JOURNAL COLUMNIST

Sharing lessons learned over the course of her career — from her high school newspaper experience to today — a pioneering Jewish blogger will take you on a tour through the punk history of Jewish blogging and its challenges. Learn how blogging Jews created safe spaces for innovation, creativity and activism; where blogging may be headed next; and how to shape blog posts that best reflect your interests and appeal to your readers. This will be very interactive, and Esther hopes to learn as much from you as you will from her.

FRI 11 - 11.50 am SESSION 8

New Media, Where It's Going And How To Get Into It

ERIC NUSBAUM, VICESPORTS.COM

How do sites like VICE and The Classical come to be, and how is their approach different from what's found in mainstream newspapers or magazines? Vice.com Deputy Sports Editor Eric Nusbaum will talk about where he thinks online media is going, commercially, journalistically and stylistically, in the coming decade, and how students can get ready for a career in new media's future.

11.50 - 1 P.M LUNCH ON PICO

FRI 1 P.M. - 1.50 P.M. SESSION 9

How To Get Away With Journalism: Copyright In The News Media

PROF. RACHEL FAULKNER, UCLA SCHOOL OF LAW

From photographs to quotations to music, journalists use a wide variety of sources in their work, and some of these sources may be protected by copyright. A good journalist needs to know how to cite, quote or show copyrighted material without infringing. We'll learn what exactly a copyright is and what it prohibits journalists

JSPA Shabbat

from doing, using examples from real-life copyright cases. And we'll explore the things journalists need to consider before using someone else's work without permission, including the famous "fair use" defense.

FRI 2 P.M. - 2.50 P.M. SESSION 10 – CHOICE OF 2 WORKSHOPS

Bringing It Home: How To Localize World And National News

JOELLE KEENE, SHALHEVET BOILING POINT

Whether it's the war in Syria or choosing nominees for a new president, your readers are talking about the news – whether they understand it or not – and many will appreciate having stories explained in a paper that's written specifically with them in mind. For that reason – along with its inherent importance – depending on how it's handled, "outside news" can be among your most widely read stories. The trick is first to expand your definition of "local," and then to localize the news without trivializing it or repeating what has been published elsewhere.

Editing, Motivating and Mentoring Beginning Writers

SUSAN FREUDENHEIM, JEWISH JOURNAL
No matter how good your paper is this year, next year it can be better if you pass what you know to kids who are just beginning. Learn where to start with beginning writers, and how to encourage them by editing their work without changing their voice.

FRIDAY EVENING EREV SHABBAT

MINCHA & KABBALAT SHABBAT

BNAI DAVID JUDEA

Mincha at 5:25 PM
Shabbat begins at 5:29 PM.

DINNER + KEYNOTE SPEAKER

BNAI DAVID JUDEA SOCIAL HALL

Mitchell Landsberg,
Deputy Foreign & National
Editor, Los Angeles Times

KEYNOTE SPEAKER: Mitchell Landsberg

A CO-WINNER OF THE PULITZER PRIZE, MR. LANDSBERG is the Deputy Foreign and National Editor for the Los Angeles Times, helping to supervise and edit the Times' global network of correspondents. Previously, he was an Assistant Foreign Editor for several years, and a reporter on the Times' Metro Desk.

As a reporter, Mr. Landsberg covered the 2008 presidential campaign, with a particular focus on the role of religion in the race, and has reported for the Times from China, the Middle East and Haiti, among other places. In 2004 he was part of a team that wrote a series of investigative articles about the troubled King Drew Medical Center, for which the paper won a 2005 Pulitzer Prize. He was also a lead writer on stories about the 2003 Southern California wildfires, for which the Times won a 2004 Pulitzer. Mr. Landsberg also served as Moscow correspondent for the Associated Press (AP)



SATURDAY, FEB. 27 SHABBAT DAY

9 A.M. Davening at Bnai David

LUNCH at Bnai David followed by discussion of an ethical dilemma led by Joelle Keene

AFTERNOON: Free

SATURDAY NIGHT

Optional city outing

Sunday

10.30 A.M.

Presentation of Third Annual Scholastic Journalism Awards

Filling out of conference evaluations

11:30 A.M.

Conference Adjourns



Speaker Bios

CURT BROWN is a litigation associate at Irell & Manella, where his practice includes trademark, bankruptcy, and class action defense. He earned his J.D. from UCLA School of Law where he



participated in the First Amendment Amicus Brief Clinic, helping draft briefs submitted to the U.S. Supreme Court and Ninth Circuit Court of Appeals in several highly publicized First Amendment cases.

LAUREN DRAKE is an associate at Irell & Manella, where her practice encompasses a wide-range of complex commercial litigation, with an emphasis on patent disputes. She earned her J.D., summa cum laude, from Loyola Law School, where she was salutatorian of her class and Note & Comment Editor of the Loyola of Los Angeles Law Review.



JACOB ELLENHORN is a senior at the Annenberg School of Communications at USC, where he is majoring in Communications. He is a senator in USC's student government and is also president of USC Republicans.

A graduate of Shalhevet High School where he served as Co-editor-in-Chief of the Boiling Point, Jacob plans to start USC's Gould School of Law in the fall.

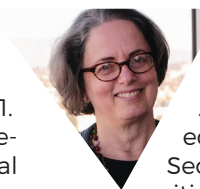


ROB ESHMAN is Publisher and Editor-in-Chief of TRIBE Media, a niche multimedia company based in Los Angeles that produces The Jewish Journal, Tribe magazine, jewishjournal.com and hollywoodjournal.com. Both The Jewish Journal and Rob have won numerous local and national awards for writing, design and community leadership. His work has also appeared in the Jerusalem Post, Los Angeles Times and Huffington Post. A frequent commentator on Los Angeles-area radio and television, Mr. Eshman serves on the board of the Media Policy Center and is a founding board member of the Daniel Pearl Journalism Institute in Herzliya, Israel.



RACHEL FAULKNER is a lecturer at UCLA School of Law. Before she started teaching, she was an intellectual property attorney at Irell & Manella LLP, a law firm in Century City. Mrs. Faulkner received her BA from Harvard University in 2010 and her JD from Stanford Law School in 2013. She has litigated or advised clients on copyright matters relating to music, toys, photographs, websites, computer databases, television shows and books.

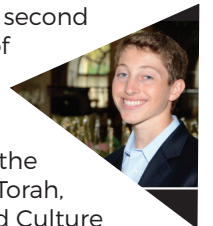
SUSAN FREUDENHEIM has been executive editor of the Jewish Journal since 2011 and served as managing editor from 2006-2011. She oversees day-to-day management of the newspaper's editorial staff as well as its online edition, assigning and editing news, features, arts and editorial columnists, and she also occasionally writes columns.



JULIE GRUENBAUM FAX is a freelance journalist, researcher and author of personal histories. For 15 years, she was a writer and editor for the Jewish Journal of Greater Los Angeles, covering religion, education and community, and her articles were often featured as cover stories. Julie has received awards from the Los Angeles Press Club, New American Media, and the American Jewish Press Association. An alumna of YULA, UCLA and the Wexner Heritage Foundation leadership program, Julie also is the granddaughter of four Holocaust survivors.



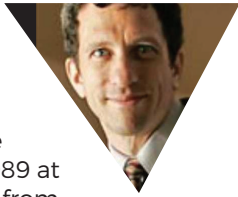
ALEC FIELDS, now in his second year as Torah Editor of The Boiling Point at Shalhevet High School, has written numerous stories for the paper's Community, Torah, Features and Arts and Culture sections. He has received awards for his work from the Quill & Scroll International Honorary Journalism Society and the Columbia Scholastic Press Association, including 2016 first place in sports news writing in the CSPA's Digital Gold Circle Awards.



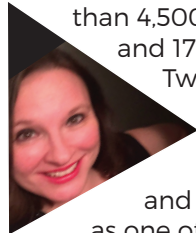
From 1990 until 2003 she worked as an assigning editor and writer at The Los Angeles Times, most of it as arts editor in The Times' Calendar Section. She also has written art criticism and freelance articles for the New York Times and many arts and general interest magazines and newspapers.

RABBI YOSEF

KANEFSKY is rabbi of Bnai David-Judea Congregation in Los Angeles. He was ordained in 1989 at Yeshiva University, from where he also received a Master's Degree in Jewish History. Since assuming leadership of Bnai David in 1996, he has helped it emerge as a voice of creativity and innovation within Orthodoxy, and as a vital link between the Orthodox community and the larger Jewish community of Los Angeles. He also has introduced changes in synagogue ritual and leadership intended to enhance the role of women in Orthodox life, and has established social action as a central dimension of the congregation's activity. Rabbi Kanefsky is a frequent contributor to Morethodoxy blog, past president of the Board of Rabbis of Southern California and of the International Rabbinic Fellowship, and a regular contributor to the Jewish Journal of Greater Los Angeles.

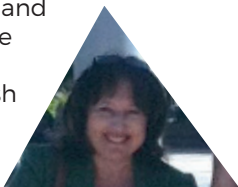


ESTHER D. KUSTANOWITZ is a Los Angeles-based writer and consultant specializing in social media, pop culture, Jewish community and innovation. In August 2015, Esther became Editorial Director at GrokNation.com, a blog and web community founded by actress, neuroscientist and mom Mayim Bialik. She is also a contributing writer at the Jewish Journal, where she writes on topics ranging from comedy to grief and from women in Jewish leadership to social media culture. Esther has more than 4,500 friends on Facebook



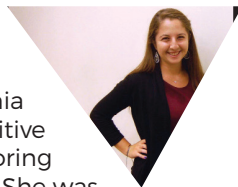
and 17,600 followers on Twitter; she is frequently sought-after as a source on social media engagement and culture, and is known as one of the Jewish nonprofit world's social influencers.

JOELLE KEENE, JSPA's founding director, teaches music and journalism at Shalhevet High School in Los Angeles, where she advises the school's nationally award-winning newspaper and website, The Boiling Point and shalhevetboilingpoint.com. A graduate of Columbia University's Graduate School of Journalism, Mrs. Keene worked for the Tacoma News-Tribune, Seattle Times and Los Angeles Herald-Examiner, winning national, state and local awards for education coverage and investigative reporting. She later served as Associate Editor of OLAM Magazine and her work has appeared in the Los Angeles Times, Chabad.org, Reform Judaism, and Conversations: The Journal of the Institute for Jewish Ideas and Ideals, among other publications.

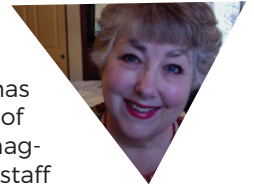


RACHEL LESTER

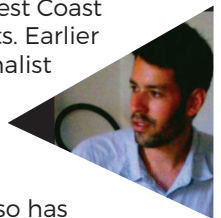
is a senior at the University of Southern California majoring in cognitive science and minoring in digital studies. She was Managing Editor of the Shalhevet Boiling Point in 2011-2012, when it won its first CSPA Gold Crown Award and was a finalist for the NSPA Pacemaker, both in the large newspaper broadsheet category. She also has won multiple national awards for newspaper and yearbook design, and her video, Harry Potter and the Threats to Israel, went viral in October 2015 with over 150,000 views.



KATHLEEN NEUMEYER has written hundreds of newspaper and magazine articles as a staff writer for United Press International, a contributing editor of Los Angeles Magazine, and as a freelancer for The Economist, the Los Angeles Times, Emmy Magazine, Ladies' Home Journal and others. She has taught journalism at California State University Northridge, and has advised the Harvard-Westlake Chronicle for more than 20 years. Columbia Scholastic Press Association has honored her with its Gold Key and she has been named a Dow Jones News Fund Distinguished Adviser.



ERIC NUSBAUM is the West Coast Editor for VICE Sports. Earlier he worked as a journalist in Mexico City, covering sports and culture there and around Latin America. He also has written for publications including Sports Illustrated, ESPN the Magazine, Outside, Slate, and The Atlantic. He is a founder of pioneering sports website The Classical, and a native of Culver City, California.



MARSHALL WEISS, JSPA Vice President and Immediate Past President of the American Jewish Press Association, is editor and publisher of The Dayton Jewish Observer, in Ohio. He is the recipient of four Simon J. Rockower first-place awards from AJPA, including the first Jacob Rader Marcus Award for Journalistic Excellence in American Jewish History for his 2012 series on Jewish connections to the Titanic, along with many other national and state awards. His articles have appeared in virtually every Jewish media outlet in North America, as well as The Times of Israel and Haaretz. As AJPA president, Mr. Weiss provided indispensable assistance and encouragement toward establishing the JSPA, and he also co-founded the AJPA/Shalom Hartman Institute Ethics Project.



THOU SHALT NOT GO UP AND DOWN AS A TALEBEARER AMONG THY PEOPLE;
NEITHER SHALT THOU STAND IDLY BY THE BLOOD OF THY NEIGHBOR.
VAYIKRA, CHAPTER 19, VERSE 16

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Marshall Weiss, Vice President
Susan Freudenheim, Secretary
Kathleen Neumeyer, Board Member

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Rabbi Yosef Kanefsky
Morateinu Alissa Thomas-Newborn

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Raizie Weissman, Lili Einalhori, Muriel Ohana
Adynna Swartz
Jake Benyowitz, Michelle Hirschhorn
The Lipner-Yasgur Family and The Segal Family

...without whom this conference would not have been possible.
Thank you, and may you go from strength to strength.

