

JEWISH SCHOLASTIC PRESS ASSOCIATION

High School Journalism with Judaism in Mind

Fourth Annual Convention & Shabbaton

January 5-7, 2017

Los Angeles

THANKS TO OUR SPONSORS



Thursday January 5

THURS 9.30 - 10.20 A.M. SESSION 1 CONFERENCE-WIDE ADDRESS

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.

THURS 10.30 - 11.20 A.M. SESSION 2 CONFERENCE-WIDE ADDRESS

Friends at odds: Covering Netanyahu, Obama and American Jewry

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

The U.S. abstention from last week's UN vote calling Israeli settlements illegal divided American Jews anew just as the rift over the Iran nuclear deal was beginning to recede. How do Jewish news media navigate complex issues when their own readers and backers disagree? Is objectivity possible, and is it a goal? Mr. Eshman will explore how the Jewish Journal has handled this in the past and how it is likely to navigate the first months of the Trump Administration.

THURS 11.30 - 12.20 A.M. SESSION 3 CHOICE OF TWO WORKSHOPS

Covering Israel and Jewish Issues in College News Media

ZEV HURWITZ, UCLA

As Israel and anti-Zionism become ever more 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 write the stories, how to avoid bias, and

how to know when to recuse yourself from an assignment.

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

ALEC FIELDS, THE 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.

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

THURS 2.00 - 2.50 P.M. SESSION 4 CHOICE OF TWO WORKSHOPS

Close To Home: Covering Your Own Community

JULIE GRUENBAUM FAX

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.

Basics of Good News Design

KATHLEEN NEUMEYER, FORMER ADVISER,
THE HARVARD-WESTLAKE CHRONICLE

How well you design the newspaper determines whether anybody reads the stories that you write, and 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. **If you plan to attend this workshop, please bring samples of your paper for discussion and on-site critique!**

THURS 3 - 3.50 SESSION 5 CONFERENCE-WIDE ADDRESS

Who, Me? Conflict Of Interest In High School Journalism

KATHLEEN NEUMEYER, FORMER ADVISER,
THE HARVARD-WESTLAKE CHRONICLE

Can the editor of the paper run for student body president? Can he or she be a member of the student council? Is it okay to use quotes from your best friend? Can you write a profile of your history teacher or your tennis coach? If your sports editor plays on the soccer team, can he write the stories about the soccer team? Can the star of the play write a review? How about someone who tried out and didn't get a part? Conflict of interest questions play out in high school as well as on the national political stage. Learn why they matter, and how to support the integrity of the news.

THURS 4 - 4.50 SESSION 6 CONFERENCE-WIDE ADDRESS

Your Principal And Your Principles: How To Handle Sensitive Subjects in Real Time

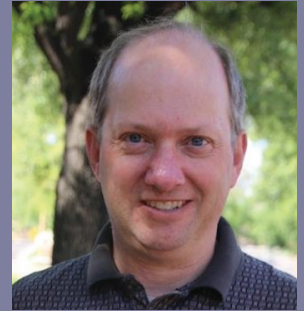
JESSE NADEL AND SAMMI HANDLER,
THE HARVARD-WESTLAKE CHRONICLE

For 25 years, the Harvard-Westlake Chronicle has covered the news, the good and the bad, with no prior review from the administration. This year's editors-in-chief will tell how they maintain a working relationship with the administration, how they cover sensitive and controversial subjects, and how they decide what to post immediately on the website and what to hold for the print edition.

THURS 7.30 PM at Shalhevet High School

KEYNOTE SPEAKER

E. Randol Schoenberg



Attorney E. Randol Schoenberg has handled numerous cases involving looted art and the recovery of property stolen by the Nazis and took the case of Maria Altmann's family's painting by Gustav Klimt all the way to the U.S. Supreme Court. He later donated some of the proceeds from his work on the case to rebuilding the award-winning Los Angeles Museum of the Holocaust (LAMOTH) in Pan Pacific Park. The legal case was dramatized in the 2015 movie, 'Woman in Gold,' starring Helen Mirren as Mrs. Altmann and Ryan Reynolds as Mr. Schoenberg.

More recently, Mr. Schoenberg used the Freedom of Information Act to successfully sue for access to the deliberations of FBI Director James Comey in the agency's search for Hillary Clinton's emails on Anthony Wiener's computer during the final week of the recent presidential campaign.

Mr. Schoenberg is on the faculty of USC's Gould School of Law and is also an avid genealogist, managing over 145,000 profiles on geni.com and authoring the the Beginner's Guide to Austrian-Jewish Genealogy. He graduated from Princeton University with a Bachelor of Arts in Mathematics and a certificate in European Cultural Studies. He served as President of Los Angeles Museum of the Holocaust from 2005 through 2015.

Friday January 6

FRI 9 - 9.50 A.M.
SESSION 6
CONFERENCE-WIDE ADDRESS

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

DAVID NIMMER, IRELL AND MANELLA LLP

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

Going Mobile. How To Make Your News Source Colorful, Current and Accessible To All

JORDAN LEVINE AND ALEC FIELDS, THE BOILING POINT

What does it take to cover news within hours of its breaking, engage with readers on Facebook and Instagram, and live-broadcast sports events? Does creating short and long videos detract from your efforts to post high quality, long-form news and feature stories? And how much staff does it take to take a good print newspaper online? The Shalhevet Boiling Point has won numerous awards for doing just this, at a school (at the time) with fewer than 200 students. Learn how the magic happens.

Interview Technique in Journalism and Beyond

SUSAN FREUDENHEIM, JEWISH WORLD WATCH

Getting a stranger to talk to you about important things is not a natural social activity, but if you can learn to do

it, it is a skill you will use throughout your life. Learn how to frame questions, listen to answers and connect more deeply with anyone through the same techniques that make for a better news interview.

FRI 11 - 11.50 am SESSION 8 - CHOICE OF 2 WORKSHOPS

Sports Reporting in the World of New Media

ERIC NUSBAUM, VICESPORTS.COM

As demonstrated multiple times per day by the groundbreaking site VICE Sports, 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 Sports' West Coast Editor Eric Nusbaum will describe how he finds non-team sports stories, and where he thinks online media is going, commercially, journalistically and stylistically, in the coming decade.

Bringing It Home. How To Localize World and National News

JOELLE KEENE, JSPA AND SHALHEVET HIGH SCHOOL

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.

11.45 - 12.45 P.M LUNCH ON PICO

JSPA Shabbat

12.45 P.M -1.35 PM

SESSION 9

CONFERENCE-WIDE ADDRESS

Freedom of the Press in Religious High Schools

JOSEPH M. LIPNER, 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.

FRI 1.45 P.M. - 2.35 P.M.

SESSION 10

CONFERENCE-WIDE ADDRESS

Facing criticism. News media in the eye of a political storm

JENNIFER MEDINA, THE NEW YORK TIMES

With so much criticism directed at news organizations during the recent presidential campaign, even high school journalists may feel attacked and vulnerable in new ways. Ms. Medina will share her perspective on this phenomenon and tell how she and the Times respond when attacked. She also will offer ways to be sure you're doing things right, so your work will inspire as much confidence as possible in your readers.

FRIDAY 2.45 P.M.-3.45 P.M.

SWAP SHOP II

FRIDAY EVENING EREV SHABBAT

MINCHA & KABBALAT SHABBAT

BNAI DAVID JUDEA

Mincha at 4:45 PM

Shabbat begins at 4:41 PM.

DINNER + KEYNOTE SPEAKER

BNAI DAVID JUDEA SOCIAL HALL

Gregory Zuckerman,
Special Writer,
The Wall Street Journal

KEYNOTE SPEAKER

Gregory Zuckerman

As Special Writer for The Wall Street Journal, Mr. Zuckerman writes about big financial firms, personalities and trades, hedge funds, the energy revolution and other investing and business topics. Previously, he was lead writer of the paper's widely read "Heard on the Street" column and covered the credit markets, among other beats.

Mr. Zuckerman is also the author of two bestselling books, including "The Frackers: The Outrageous Inside Story of the New Billionaire Wildcatters," which describes how a few unlikely individuals created an American energy resurgence that brought OPEC to its knees; and "The Greatest Trade Ever: The Behind-the-Scenes Story of How John Paulson Defied Wall Street and Made Financial History."

In 2015, won he Loeb Award -- the highest award in business journalism -- for a series of stories leading to the resignation of the chief executive of bond powerhouse Pimco. Mr. Zuckerman won the same award in 2007 and 2003, and was a finalist in 2008 for his coverage of the mortgage meltdown and in 2011 for coverage of insider trading.

Mr. Zuckerman appears regularly on CNBC, Fox Business, Yahoo Finance, Bloomberg Television and various television networks, as well as National Public Radio, BBC, ABC Radio, Bloomberg Radio and radio stations around the globe.

SATURDAY, JAN 7 SHABBAT DAY

9 A.M. Davening at Bnai David

LUNCH in Beverlywood at the home of the Waldman Family with **CHANAN WEISSMAN**, White House Liaison to the Jewish Community for President Barack Obama

HAVDALAH

5:51 PM



Speaker Bios

DAVID NIMMER is of counsel to Irell & Manella LLP in Los Angeles, Calif., and current author of *Nimmer on Copyright*. His many articles on copyright and developing intellectual property law have been gathered into two

anthologies: *Copyright Illuminated* (2008) and *Sacred Text, Technology, and the DMCA* (2003). Next year, Oxford University Press will publish

his new book (with co-author Neil Netanel), entitled: *From Maimonides To Microsoft: The Jewish Law Of Copyright Since The Birth Of Print*. Mr. Nimmer also serves as Professor from Practice at UCLA School of Law and Distinguished Scholar at the Berkeley Center for Law and Technology. In 2000, he was elected to the American Law Institute.

The U.S. Supreme Court has cited *Nimmer on Copyright* on numerous occasions, as has every federal appellate court, countless district and state courts, as well as courts confronting copyright cases in countries across the globe.

The U.S. Supreme Court has cited *Nimmer on Copyright* on numerous occasions, as has every federal appellate court, countless district and state courts, as well as courts confronting copyright cases in countries across the globe.

JORDAN LEVINE is a senior at Shalhevet High School and has been the Web Editor-in-Chief since his junior year. He served as both Deputy Web Editor-in-Chief

and Photo Editor in 10th grade, and the *Boiling Point* has won CSPA Hybrid Gold Crown awards for print and website integration each year he's been on staff. Jordan is the co-chair of the Student Activities Committee and is involved with YACHAD LA. In his free time he loves to listen to music and hang out with friends.



JESSE NADEL AND SAMMI HANDLER are 2016-17

Editors-in-Chief of *The Chronicle* at Harvard-Westlake School in Studio City. *The Chronicle* has won 14 CSPA Gold Crowns, eight Silver Crowns, have been finalists for the National Scholastic Press Association's Pacemaker 18 times and have won seven Pacemakers. *The Chronicle* is in the High School Journalism Hall of Fame.



SUSAN FREUDENHEIM currently serves as Executive Director of *Jewish World Watch*, a new post for her after more than a decade as Managing Editor and then Executive Editor of the *Jewish Journal of Greater Los Angeles*. From 1990 until 2003 she worked as an assigning editor and writer at *The Los*

JULIE GRUENBAUM

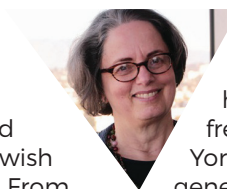
FAX is a free-lance journalist, researcher and author of personal histories. For 15 years, she was a writer and editor for the *Jewish Journal of Greater Los Angeles*, covering religion, education and community, and her articles were often featured as cover stories. Julie has received awards from the 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 is Co-Editor-in-Chief of the *Boiling Point* at Shalhevet High School and the winner of last year's Quill & Scroll 2016 Sweepstakes Award for best news story. He served as Torah Editor during his junior year and has written for the paper's Community, Torah, Features, Outside News, Sports and Arts and Culture sections, and also has won awards from the Columbia Scholastic Press Association and the American Jewish Press Association.



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 newspapers and magazines.

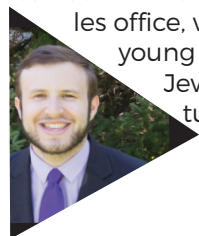


RABBI YOSEF

KANEFSKY is rabbi of Bnai David-Judea Congregation in Los Angeles. He was ordained in 1989 at Yeshiva University, 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.

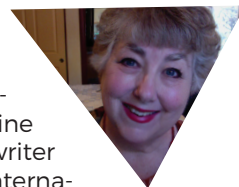


ZEV HURWITZ is a first year master's candidate in Public Policy at UCLA and a Wexner Graduate Fellow in Jewish Professional Leadership. He earned his Bachelor's degree in Political Science from the University of California, San Diego, in 2015 where he served as editor-in-chief of the student newspaper The Guardian and interned and wrote for several Jewish publications. Prior to starting graduate school, he served as the Goldman Bridge Fellow in the American Jewish Committee's Los Angeles office, working to connect young professionals with Jewish advocacy opportunities and training.



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 Deputy Editor of VICE Sports. His work has been featured in Sports Illustrated, ESPN the Magazine, Outside, Slate, and The Best American Sports Writing, and other publications. He has written about subjects ranging from lucha libre wrestling priests in Mexico to nuclear waste disasters in Washington state. He is a founder of The Classical, and lives in his hometown, Culver City, California with his wife and six-month old son.



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.



JENNIFER MEDINA is a Los Angeles-based National Correspondent for the New York Times, covering anything that may happen in the West and focusing on immigration, education and politics. She received a Front Page Award from the Newswomen's Club of New York in 2006 for her stories on the aftermath of Hurricane Katrina. Born in Riverside, Calif., Ms. Medina received a bachelor's degree in print journalism and political science from University of Southern California. She began her journalism career with internships at the Boston Globe, Denver Post, Orange County Register and Reno Gazette Journal.



JOSEPH M. LIPNER

is a partner in the Los Angeles office of Irell & Manella LLP, where he is a member of the firm's intellectual property and litigation groups and chair of the firm's appellate practice group. He has litigated in the superior and appellate courts of California, federal district courts, the Second, Ninth and Federal Circuit Courts of Appeal, and the United States Supreme Court. Mr. Lipner is also the chair of the firm's ethics committee, providing guidance on a variety of issues under the legal ethics rules. Mr. Lipner was selected for inclusion in Southern California "Super Lawyers" by Los Angeles Magazine every year since 2006.



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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Lisa Norton
Molly Keene
Raizie Weissman, Stacey Enoch
Lili Einalhori, Muriel Ohana
Adynna Swartz

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

