



JEWISH SCHOLASTIC PRESS ASSOCIATION

High School Journalism with Judaism in Mind

FIFTH ANNUAL CONVENTION & SHABBATON

February 1-3, 2018 | Los Angeles, CA

JEAN & JERRY FRIEDMAN
Shalhevet
שלחבת High School 

BJ BETH
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AMERICAN JEWISH
PRESS ASSOCIATION 

Thursday February 1

THURSDAY

9.00 AM - 9.30 AM - REGISTRATION, BETH JACOB LOBBY

THURS 9.30 AM - 10.15 AM

SESSION 1 | CONFERENCE-WIDE ADDRESS

Journalism & Jewish Ethics

RABBI KALMAN TOPP, BETH JACOB CONGREGATION
Even though neither print, web nor cable news existed when it was written down, there's nothing that our holy Torah did not envision and address, however indirectly. Learn what Jewish ethics have to say about the most modern of media, and how to evaluate journalism dilemmas through a lens of Jewish thought.

Bayer Hall

THURS 10.30 AM - 11.15 AM

SESSION 2 | CONFERENCE-WIDE ADDRESS

Does #metoo mean you too? Covering (or not covering) harassment in high school

KATHLEEN NEUMEYER, FORMER HEAD OF UPPER SCHOOL PUBLICATIONS, HARVARD-WESTLAKE SCHOOL, LOS ANGELES

What's the first thing you should do when someone brings a charge of sexual harassment or other misconduct to the attention of your school news media? What should and shouldn't be reported? What legal issues are involved? And how can you decide whether staying away from the story is fair or is allowing misconduct to continue? Kathleen Neumeyer will offer a template for how to handle sexual harassment and other allegations, sharing examples from the past as well as guidelines being published by journalism think tanks today. **Bayer Hall**

THURS 11.30 AM - 12.20 PM

SESSION 3 | CHOICE OF 2 WORKSHOPS

Covering Israel and Jewish Issues in College News Media

ZEV HURWITZ, UCLA

As Israel issues and anti-Semitism become ever more newsworthy on campus, college newspapers 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. **Glaser Children's Room**

Principles of Design

JESSICA NASSAU, CHARLES E. SMITH JEWISH DAY SCHOOL, ROCKVILLE, MD.

No matter what section you're designing, there are certain fundamentals of design that you need to follow. From fonts to headlines, dominance to harmony, this session will cover all the basics of page layout. **Bayer Hall**

12.25 PM - 2 PM LUNCH ON PICO

SESSION 4 | CHOICE OF TWO WORKSHOPS

2.00 PM - 2.45 PM

Writing About Jewish Values in 21st-century Media

PROFESSOR MICHAEL (AVI) HELFAND, PEPPERDINE UNIVERSITY SCHOOL OF LAW

Prof. Helfand, an important legal thinker on issues of religious liberty and responsibility, will share some of his experiences writing for mainstream news media about questions of religious freedom and Jewish values. What are some of today's challenges when bringing the complex lessons of Jewish identity and values to an increasingly polarized audience? And how can journalists and authors meet those challenges in the work that they do? **Glaser**

The Big Picture:

Designing a Cover or Double-truck

JESSICA NASSAU, CHARLES E. SMITH JEWISH DAY SCHOOL, ROCKVILLE, MD.

There are some sections of your paper where you really want to make an impact. In this session, we'll talk about how to come up with simple but clever visual metaphors that intrigue your readers - and pull them into your stories. **Bayer Hall**

SESSION 5 | CHOICE OF 2 WORKSHOPS

3.00 PM - 3.45 PM

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. **Bayer Hall**

Tales From The Cutting Edge

HANNAH JANNOL, HILA MACHMALI, GILAD SPITZER, SHALHEVET BOILING POINT

From push notifications to basketball broadcasts, nothing puts you in your readers' pockets like a news app and/or a frequently updated website. Editors of the national award-winning Boiling Point will describe how they manage staff roles, work flow, mistakes, tech updates, social media and more, along with the all-important interface between web publication and the print paper. **Glaser**

SESSION 6 | CHOICE OF 2 WORKSHOPS

4.00 PM - 4.45 PM

Summer Forever

JULIE GRUENBAUM FAX, JOURNALIST & MEMOIRIST

Summer goes by so quickly but often your experiences on vacation, at camp, or in other unique environments make create life-changing impressions that you want to share with others. How can you frame your experience so that it imparts meaning to others without sounding clichéd and boring? What awareness and techniques to do you need while you are going through the experience? Ms. Fax, who spent two decades as a journalist and now co-authors people's memoirs, will provide answers and suggestions, and tell you how to get started even before summer begins. **Glaser**

Thinking & Planning: Panel on Layout & Design

DANIELLE SPITZ, JOSIE ABUGOV, ALENA RUBIN AND NICOLE KIM, THE HARVARD-WESTLAKE CHRONICLE

From maintaining a look to starting fresh, Chronicle Co-Editors-in-Chief Danielle Spitz and Josie Abugov, along with Managing Editor Alena Rubin and Presentations Editor Nicole Kim, will share how they design the overall look as well as individual pages of their school's four-section paper. Alena and Nicole recently launched a new school features magazine called *Panorama* and will also share insights on how to design a new publication from scratch. **Bayer Hall**

4.45 - 5.10 PM SNACK BREAK, BAYER HALL

5.10 PM MINCHA AT BETH JACOB, SCHOENFELD BEIT MIDRASH

SESSION 7 | SWAP SHOP

5.30 - 6.15 PM

BAYER HALL

Friday February 2

SESSION 8 | CHOICE OF 2 WORKSHOPS
9.00 AM - 9.45 AM

Everyone's A Critic -- Or Are They?

RICH NORDWIND, SENIOR CALENDAR EDITOR,
THE LOS ANGELES TIMES

The Los Angeles Times has some of the finest arts and film critics in the nation, and their writing has the capacity to deepen our understanding of today's world across many forms of expression. But with popular websites offering everyone a voice on social media, do readers still want critics' expertise? Mr. Nordwind will lead a discussion about what role they should play, what readers would lose without them, and how students can learn to write about culture in a way that has value in the internet age. **Bayer Hall**

Close to Home:

Covering Your Own Community

JULIE GRUENBAUM FAX, JOURNALIST AND MEMOIRIST

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 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. **Glaser**

SESSION 9 | CONFERENCE-WIDE ADDRESS
10.00-10.45 AM | BAYER HALL

Journalism Goes to the Movies

SHIRA DICKER, WRITER & BLOGGER

Writer and cultural critic Shira Dicker pioneered this course at the School of the New York Times in New York and brings a snippet of it to JSPA, focusing on *The Post*, *Spotlight* and other films that share journalism's inner workings with the masses, for better or for worse. **Bayer Hall**

SESSION 10 | CHOICE OF 2 WORKSHOPS
11.00 AM - 11.45 AM

Sports Reporting in the World of New Media

ERIC NUSBAUM, VICESPORTS.COM

Like all news gathering, sports journalism is in flux, with live streaming services and social media challenging the role of sports writers whether in pro sports or at school. But the best sports coverage goes beyond game reports. Vice Sports 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. **Glaser**

Saving the Yazidis, and Other Case Studies in Advocacy Journalism

EITAN AROM, JEWISH JOURNAL OF LOS ANGELES

Can journalism save lives? The story of the Yazidis, a tiny religious minority in Iraq, suggests that it can. Unknown in the West until they suffered shocking violence and destruction – partly on live TV – at the hands of ISIS in 2014, the small number of Yazidi survivors in the U.S. came to the attention of the Jewish community in part because of the efforts of Eitan Arom, who wrote about them, advocated for them, and visited them in their far-flung communities in the United States. Learn how to make the newspaper a place to improve the world, even at a moment when journalism seems besieged and less powerful than in the past. **Bayer Hall**

11.45 AM - 1.00 P.M LUNCH ON PICO

SESSION 11 | CHOICE OF 2 WORKSHOPS
12.45 P.M -1.35 PM

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. **Glaser**

JSPA Shabbat

News Photography for Print and Online

KATHLEEN NEUMEYER, FORMER HEAD OF UPPER SCHOOL PUBLICATIONS, HARVARD-WESTLAKE SCHOOL, LOS ANGELES

Why shouldn't news photos be posed? What's the difference between the best picture and one that's best for the story? When is it okay to use cellphone cameras, and what has to be done to a photo to make it work both online and in print? And what makes a picture newsworthy on its own? From shooting to cropping and from breaking news to environmental portraits, learn how to capture, transfer and publish pictures that enhance storytelling and make your pages look great. **Bayer Hall**

SESSION 12 | CONFERENCE-WIDE ADDRESS
2.00 - 2.45 PM

Covering Disaster

JENNIFER MEDINA,
NATIONAL CORRESPONDENT,
THE NEW YORK TIMES

No one ever expects a disaster, but when one happens, your news source becomes more important than ever. Ms. Medina, who in the past year alone has covered the Las Vegas massacre, fires in Los Angeles and Ventura, mudslides in Montecito and the Perris child torture discovery, will share her experiences and tell how to get the basic facts, how to know which facts you need, how to scour for important details and how to approach victims, law enforcement, first responders and survivors, whether on site or far away. **Bayer Hall**

FRIDAY EVENING EREV SHABBAT

4:30 PM MINCHA & KABBALAT SHABBAT
BETH JACOB

DINNER & KEYNOTE ADDRESS
IVES YOUTH LOUNGE

Keynote Speaker, Ari Goldman

SATURDAY, FEB 3 SHABBAT DAY

9 AM SHACHARIT

LUNCH IVES YOUTH LOUNGE

Lunch & Moral Dilemma
CONFERENCE ADJOURNS



Ari Goldman is a professor in the Graduate School of Journalism at Columbia University, where he directs the Scripps Howard Program in Religion, Journalism and the Spiritual Life. He joined Columbia's faculty in 1993 after 20 years at the New York Times, most of them covering religion.

At Columbia, students in Mr. Goldman's "Covering Religion" class travel to religious centers around the world, and have visited Israel, India, Russia, Ukraine, Ireland, Italy and the West Bank. He also teaches a course called "The Journalism of Death and Dying."

Mr. Goldman is also on the faculty of The School of the New York Times, which offers journalism and culture classes to high school students and adults in New York City. His course there is called "Writing the Big City: Covering New York."

In 1991, Mr. Goldman published his first book, *The Search for God at Harvard*, a chronicle of his year at Harvard Divinity School, where he was sent by the New York Times for a sabbatical to expand his knowl-

edge of world religions. The book, which became a best-seller, describes his encounters with faiths ranging from Catholicism and Islam to Buddhism and African sacrificial cults, always viewed through the lens of his own Modern Orthodox upbringing and faith.

"From my life journey," he writes near the book's close, "I believe that traditional Judaism is large enough, compassionate enough, forgiving enough and tolerant enough to encompass the world."

Mr. Goldman's other books are *Being Jewish: The Spiritual and Cultural Practice of Judaism Today* (2006), *Living a Year of Kaddish: A Memoir* (2007), and *The Late-Starters Orchestra* (2014), about rediscovering a passion for the cello as an adult.

He contributes occasional articles to Slate, Salon, The Forward, The Washington Post, and the New York Jewish Week, in addition to the Times.

Mr. Goldman has served as scholar-in-residence at Yeshiva University's Stern College for Women, as a Skirball Fellow at the Oxford Centre for Hebrew and Jewish Studies in England; and as Visiting Fulbright Professor at Hebrew University in Jerusalem. His academic degrees are from Yeshiva University, Columbia and Harvard, where he studied in the Divinity School for a year that became basis for his first book.

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). In addition to lecturing on copyright issues in multiple languages and around the world, Mr. Nimmer 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.

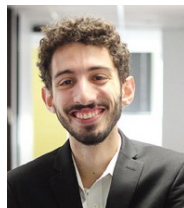
The U.S. Supreme Court has cited *Nimmer on Copyright* on numerous occasions, as has every federal appellate court, countless district and state courts, as well as courts confronting copyright cases in countries across the globe.



RABBI KALMAN TOPP is currently the Senior Rabbi at Beth Jacob Congregation serving in that position since 2009. During his tenure, he has strengthened Beth Jacob as a leading center of Modern Orthodoxy and Religious Zionism, with

dynamic Torah and social programming for all ages including young professionals. He received his ordination from Yeshiva University- RIETS and earned a Masters degree in secondary education from the Azrieli Graduate School of Jewish Education. Rabbi Topp is also active in the broader community, currently serving on the National Council of AIPAC, Executive Committee of the RCA, Executive Committee of the Southern California Board of Rabbis, and the Advisory Board for the Israel-Christian Nexus.

JULIE GRUENBAUM FAX is a freelance journalist, researcher and author of personal histories. She is the co-author of *From Dusk to Dawn: Rebuilding our Lives After the Holocaust, the Memoirs of Emil and Lola Sassover*, privately published in January 2018. 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. Julie is an alumna of YULA, UCLA and the Wexner Heritage Foundation leadership program.



EITAN AROM || As senior writer at the Jewish Journal of Los Angeles, Eitan Arom covered local Jewish issues ranging from civic engagement and culture to Holocaust memory, faith-based activism, politics and people. Before that, he worked as a freelance journalist in Jerusalem, Washington D.C., and Los Angeles. In January, he quit the Journal to focus on his upcoming book, *My Soul is Having Difficulty Returning*, a memoir of discovery focusing on his family's Holocaust history. He graduated from UCLA with bachelor's degrees in mathematics/economics and communication studies, and plans on attending law school in the fall.



SHIRA DICKER has written for newspapers and magazines both local and national, including The New York Times, The Forward, The Jerusalem Post, The Wall Street Journal, The Huffington Post and many more. She teaches about ethical communications -- both in professional leadership seminars and academia -- and created the multi-media course "Journalism Goes to the Movies" for the School of the New York Times, where she taught for several semesters. Ms. Dicker received her MA in Arts and Culture writing from Columbia University and believes that art makes life better.



the Chronicle
The online student newspaper at Harvard-Westlake School, Los Angeles

THE HARVARD-WESTLAKE CHRONICLE AND SHALHEVET BOILING POINT are leading high school news sources, each publishing both web and print versions. Both have won multiple CSPA Gold Crown awards and NSPA Pacemaker nominations, and the Chronicle has won seven Pacemaker Awards. The Boiling Point is the only student newspaper ever to win prizes in the professional Simon Rockower Competition of the American Jewish Press Association, and the Chronicle is in the High School Journalism Hall of Fame.

DR. MICHAEL (AVI) HELFAND is an expert on religious law and religious liberty. A frequent author and lecturer, his work considers how the state treats religious law, custom and practice. He is currently an associate professor at Pepperdine University School of Law and co-director of Pepperdine's Diane and Guilford Glazer Institute for Jewish Studies. He received his J.D. from Yale Law School and his Ph.D. in Political Science from Yale University.



Dr. Helfand's academic articles have appeared in numerous law journals, including the Yale Law Journal, New York University Law Review and Duke Law Journal. He also often provides commentary on clashes between law and religion, writing for various general audience publications including the Wall Street Journal, Los Angeles Times, USA Today, the Jewish Week and the Forward, and has provided legal commentary for various news outlets.

In addition to his academic work, Professor Helfand is an executive board member of the Beth Din of America, where he also serves as a consultant on the enforceability of rabbinical arbitration.



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.



JESSICA NASSAU is the director of publications at the Charles E. Smith Jewish Day School in Rockville, Md., and faculty adviser for The Lion's Tale, a nationally award-winning student newspapers. She is also the director of the Maryland Journalism Education Association and a board member of the Maryland-D.C. Scholastic Press Association. Her students have received national recognition for design as well as for stories on a wide range of topics, and this year won Fourth Place in NSPA's Design of the Year Competition for front-page design. Ms. Nassau was a Reynolds Institute Fellow at the Cronkite School of Journalism at Arizona State University, and has been both a judge and presenter for CSPA.



ZEV HURWITZ is a second 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 & training. He currently serves as a content editor and writer for the UCLA Jewish student newsmagazine, Ha'am.

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 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 an Editor at ViceSports. 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 two sons.



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. I AM THE LORD.**

VAYIKRA, CHAPTER 19, VERSE 16

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Thank you, and may you go from strength to strength.*

