



A quick guide to journalism days

Why do a journalism day?

Newspaper and media companies have a keen interest in a strong pipeline of knowledgeable, invigorated future employees. And if your program benefits from some of these students visiting campus and meeting you and your students, it's a win-win. Plus, we involve newer or struggling high school advisers and programs, too.

Will it boost my enrollment numbers?

Indirectly, it might. You serving as a resource for regional high school advisers can raise your profile among their students. Unless you have a direct line to individual students, or have time for regular visits to high schools or conventions, you could use some outreach.

What do I have to do?

Pick the right date, preferably in consultation with a few of your area high school advisers. Decide on spring or fall, but avoid prom time, standardized-testing time, and anything too close to vacations or breaks. Arrange for meeting space on your campus. Get the event on the campus calendar and have your students put it in the public-service announcement mix. We'll send press releases to area newspapers and send official publicity to the high schools.

Who obtains all the speakers?

We do, with your input. We'll cover all the sessions with relevant speakers from area newspapers and organizations that are interested in strengthening the programs at the high school, college and industry levels. If you have a certain keynote speaker or presenter in mind, please let us know. If you've had good guest speakers in your news classes, we can get them onboard.

What's it going to cost me?

This first one is on us. In following years, we hope you'll continue to effort. On your part, a few phone calls. A vat of Starbucks for the morning kick-start. If you want to host a writing contest, plan to buy some plaques or certificates.

Can my students help out?

Absolutely. They make the best ambassadors you've got. Have them show off the newsroom operation, have them critique high school newspapers, use them as guides to the meeting rooms.

Got any references?

Here are the campus hosts from our previous journalism days:

Dave Waddell, CSU Chico
Mark Ludwig, CSU Sacramento
William Johnson, Chabot College, Hayward
Allan Lovelace, Riverside City College
Rich Cameron, Cerritos College, Norwalk
Joanna Miller, Moorpark College
Craig Harrington, Shasta College

Mary McCorkle, Cuesta College, San Luis
Obispo
Rubina Gulati, Cosumnes River College,
Sacramento
Dianne Heimer, Sacramento City College
Esther Wojcicki/Paul Kandell, Palo Alto High
School

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