

# 'Making It Better' Workshop

Saturday, Oct. 16, The Sacramento Bee



**8-8:45: Check-in, breakfast eats and drinks** (Sacramento Bee Courtyard)

**8:45: Welcome and opening remarks** (Third Floor Conference Room)

(All meeting rooms and the cafeteria are on the Third Floor.)

## **9-9:50: Opening Keynote:**

Mark Morris, Senior Editor/Visuals, The Sacramento Bee (Third Floor Conference Room)

## **10-10:50 Online Sessions**

**Beginning Reporting**, Casey Nichols, Rocklin High, (Third Floor Conference Room)

**Intermediate Writing: Beyond the Inverted Pyramid**, Fitz Vo, Grant High (Charles Kenny McClatchy Room)

**Advanced Reporting: Using Professional Tools such as the Public Records Act and Brown Act**, Karl Grubaugh, Granite Bay High; Jim Ewert, California Newspaper Publishers Association (Private Dining Room)

## **11-11:50 Writing/Reporting/Editing Sessions**

**Beginner Steps Online**, Using my.hsj.org for School Newspapers, Steve O'Donoghue, California Scholastic Journalism Initiative (Employee Dining Room)

**Intermediate Steps Online: Online-only Newspaper Sites**, Pete LeBlanc, Antelope High (Private Dining Room)

**Social Media at SacBee.com**, Tom Negrete, Managing Editor/Production, The Sacramento Bee, (Third Floor Conference Room)

**Putting Your Paper Online: Advanced Techniques**, Michelle Balmeo, Monta Vista High, Cupertino (Charles Kenny McClatchy Room)

## **Noon-12:45**

**Lunch for Students** (Cafeteria, Third Floor)

**Adviser Roundtable** (Private Dining Room)

## **12:45-1:35 Fourth Sessions**

**Beginner: Visual Storytelling** (Mark Morris, Senior Editor/Visuals, The Sacramento Bee (Third Floor Conference Room)

**Intermediate: Design for Impact**, Sarah Nichols, Whitney High, Rocklin (Private Dining Room)

**Advanced: Staffing and Running Online Without Sacrificing Print – and Vice Versa**, panel: Michelle Balmeo, Monta Vista High, Cupertino; Karl Grubaugh, Granite Bay High; Kelly Wilkerson, Davis High (Charles Kenny McClatchy Room)

## **1:45-2:30 Final Sessions and Tour**

**Google Docs: The Constant Connection**, Sarah Nichols, Whitney High, Rocklin (Third Floor Conference Room)

**Giving Voice to the Voiceless: Diversifying Your Coverage**, Kelly Wilkerson, Davis High (Private Dining Room)

**Tour The Sacramento Bee, followed by Q&A**, Pam Dinsmore, Community Affairs Director, The Sacramento Bee

## **Thanks, sponsors!**



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## Presenter bios

**Michelle Balmeo** is in her sixth year advising El Estoque, the newspaper and news website at Monta Vista High School in Cupertino. Her students have won several regional and national awards, including Pacemakers and Crowns, and she was named 2010 California High School Journalism Educator of the Year by the California Journalism Education Coalition.

**Michael Butts** is a senior at Antelope High. He is in his third year as an editor of the Titan Times newspaper and spent many hours during the summer getting the Titan Times website online.

**James W. Ewert** is the California Newspaper Publishers Association's legal counsel and legislative advocate. He advocates on behalf of CNPA before California's Legislature on issues relating to freedom of information, media access, workplace relations, advertising, workers' compensation and the environment. His recent work has included bills to protect the press rights of students and advisers, to protect college and university publications from censorship and to prohibit the theft of freely distributed newspapers. He operates CNPA's legal HelpLine, which provides general legal assistance to staff members at CNPA-member newspapers, including student papers. Ewert is a former high school teacher and newspaper adviser.

**Karl Grubaugh**, adviser of the Granite Bay Gazette, was the Dow Jones Newspaper Fund's 2008 National High School Journalism Teacher of the Year. In 2001, he received the James Madison Freedom of Information Award from the Northern California chapter of the Society of Professional Journalists for his efforts to defend the free press rights of students at Granite Bay High. His students have received many awards over the years, including National Scholastic Press Association Pacemakers and Columbia Scholastic Press Association Crowns. He's been threatened with more than a half-dozen lawsuits during his advising career ... although no one has ever actually filed.

**Pete LeBlanc** is in his 19th year of teaching. He is currently the Titan Times newspaper adviser, Titanium yearbook adviser and Channel 5 Titan TV broadcast adviser at Antelope High School. His students have won many Crown awards from the Columbia Scholastic Press Association and Pacemakers from the National Scholastic Press Association.

**Mark Morris**, Senior Editor/Visuals at The Sacramento Bee, is a Seattle native. He has been director of photography since 1991, but his love affair with photography began when he was 13. He graduated from Pacific Lutheran University, Tacoma, Wash., and worked as a photographer for a chain of suburban dailies near Seattle and as photo editor at the Daily News in Longview, Wash. Morris joined the Bee in 1988.

**Tom Negrete**, Managing Editor/Production at The Sacramento Bee, began his love affair with The Bee in 1984 when he was hired as a newsroom aide. He was a student at Sacramento City College at the time, trying to find his way after dropping out of high school and washing dishes at various restaurants. In between first working at The Bee as a news aide and his current job, there were detours to U.C. Berkeley, the Graduate School of Journalism at Columbia University, reporting jobs at the Stockton Record and Oakland Tribune, and a copy editing job at the New York Times.

**Casey Nichols** is a graduate of Ball State University with a MA in Journalism. He taught middle school journalism for 11 years at his alma mater, Eich Intermediate School, and has been the journalism teacher and department chair for Communication Studies at Rocklin High School for 17 years. Nichols is a frequent speaker at workshops and conventions. His yearbook staffs have won numerous crown and Pacemaker awards. For service, Nichols has won the Pioneer, Gold Key and JEA Medal of Merit awards. He was the 2005 JEA Yearbook Adviser of the Year.

**Sarah Nichols** advises Details yearbook, Whitney Update news website and The Roar newsmagazine at Whitney High School in Rocklin. In her 12 years advising, her students have earned top state and national honors. Nichols represents Northern California as the state director for the Journalism Education Association (JEA) and is past president of the Journalism Education Association of Northern California (JEANC). She is certified as a JEA Master Journalism Educator and serves on its Certification Commission as well as the JEA Scholastic Press Rights Commission and Digital Media Committee. Nichols is a recipient of the JEA's Medal of Merit and Distinguished Adviser awards and NSPA Pioneer Award.

**Steve O'Donoghue** is director of the California Scholastic Journalism Initiative, which provides local and regional support for high school newspaper advisers by helping teachers in the classroom. He taught journalism in Oakland for 27 years at Fremont High School, where he was an award-winning adviser of newspaper, yearbook and magazine. He has been active in professional organizations for more than 20 years.

**Fitz Vo**, a former editor of the student newspaper at the University of California, Davis, has worked as a professional journalist at the Monterey County Herald and the Sacramento Bee. He is working on his teaching credential and student teaching at Grant High School in Sacramento.

**Kelly Wilkerson** worked as a CNN news writer, restaurant reviewer, union newsletter editor and campaign press secretary. Her favorite job, however, is teaching journalism and English language learners at Davis Senior High School. In addition to a monthly newspaper, her students produce a weekly radio show and a website that is updated daily with text, video and .mp3 reports.



# Modesto Journalism Day

Saturday, March 15, The Modesto Bee

Schedule (subject to change)

8:15-8:45 - Registration, breakfast drinks/snacks

8:45 - Welcome and Opening Remarks

9-9:50 First session:

**Newswriting for Any Platform** - Dan Day, managing editor,  
The Modesto Bee

**Adviser Roundtable** - Steve O'Donoghue, California  
Scholastic Journalism Initiative

10-10:50 Second session:

**Digital Photography Basics** - John Haley Scott, Downey  
High School, Modesto

**Student Press Rights** - Steve O'Donoghue, California  
Scholastic Journalism Initiative

11-11:50 Third session:

**Sportswriting, from Preps to Pros** - Ryan Smith,  
journalism adviser, Los Banos High School

**What Should Be in Your Newspaper** - Steve O'Donoghue,  
California Scholastic Journalism Initiative

Noon to 1:15 **Lunch and Bee talk/tour**, led by Eric  
Johnston, VP/Interactive Media & Audience Development,  
The Modesto Bee

1:30 - 2:20 Fourth session:

**Storytelling with Video** - Brian Ramsay, chief  
videographer, The Modesto Bee

**Copyediting/Production** - Joe Wirt, CNPA Foundation

2:35-3

Evaluations, closing, farewells

\$15  
per person

includes  
breakfast  
and lunch

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# Journalism Days 2008

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Learn about writing, editing, design, photography, production,  
online skills, press rights, marketing, careers and more

Plus: On-site critiques of campus papers,  
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### City College Journalism Day

8:30 a.m.- 3 p.m. Saturday, Sept. 20, San Diego City College

Sponsors: City Times at San Diego City College, Journalism Education Association of San Diego, California Scholastic Journalism Initiative, California Newspaper Publishers Association



### Capital Journalism Day

8:30 a.m.-3 p.m. Saturday, Sept. 27, CSU Sacramento

Sponsors: CSUS Institute for the Study of Politics and Media, CSUS Communication Studies Department, Journalism Education Association of Northern California, California Scholastic Journalism Initiative, California Newspaper Publishers Association

### Bakersfield Journalism Day

8:30 a.m.-3 p.m. Saturday, Oct. 11, Bakersfield College

Sponsors: Renegade Rip and Bakersfield College Journalism, Kern Press Club, California Scholastic Journalism Initiative, California Newspaper Publishers Association



**\$15 per person, includes breakfast and lunch**

Details and registration at [www.cnpa.com/outreach](http://www.cnpa.com/outreach)

Questions? Joe Wirt, CNPA, (916) 288-6021; [joe@cnpa.com](mailto:joe@cnpa.com)

# Journalism Days 2008

San Diego: Sept. 20

Sacramento: Sept. 27 Bakersfield: Oct.11

**Boost your skills and confidence in gathering,  
producing and delivering compelling journalism**

**Get tips from pros on photography, layout and design,  
writing for print and Web and student press law.**

**Learn more about college journalism, marketing  
and working with your printer.**

**\$15 per person, includes breakfast and lunch**  
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**Information from media pros  
for students, advisers, parents  
... and other informed citizens**

# Journalism Days 2008

# Welcome to...

## Capital Journalism Day

Saturday, Oct. 7, Cosumnes River College, Sacramento

8:15-8:45: **Check-in, breakfast eats and drinks**, Library Lobby

8:45: **Welcome** (L111)

**Opening remarks**, Joe Wirt, CNPA, Sacramento

**Directions and details**, Rubina Gulati, CRC journalism professor and adviser

9-9:50: **First sessions**

### **Covering controversy** (LRC-104)

Learn how to approach the stories about your campus that matter – and that will be read and appreciated by your student community. For more journalistic essentials, try to attend the Student Press Rights session at 10 a.m.

– Karl Grubaugh, adviser, Granite Bay High School

### **Photography** (L111)

Go beyond the snapshot. Learn ways to tell the visual story better with a few tips from a veteran news photographer.

– Lezlie Sterling, The Sacramento Bee

### **Organizing your newspaper staff** (LRC-106)

Advisers: Learn how to organize your staff so helping them to produce the newspaper will be a breeze.

– Laurie Lattimore-Volkman, student media consultant

### **Critiques** (LRC-109) 25 minutes each; two per hour by advance registration

– Rich Hanner, Lodi News-Sentinel

10-10:50: **Second sessions**

### **Design on deadline** (L111)

Get down to basics and find out how to make you and your paper look good. Learn about things to avoid, headline styles, grids, fonts and other pieces that make for fun and effective pages.

– Joe Kieta, Merced Sun-Star

### **Newspaper revenue and marketing** (LRC-106)

If your school newspaper has all the money it needs for the printing bill, new hardware and software, and a good digital camera, you're obviously running a good business. Otherwise, attend this session for some tips on helping your paper make money.

– Jim O'Donnell, Herburger Publications, Galt

### **How editors manage people, time and space** (LRC-201)

These days, how does it all work at a daily paper? How does it all come together on deadline?

– Rich Hanner, executive editor, Lodi News-Sentinel; Barbara Zumwalt, Metro editor, The Record, Stockton; Robin Miller, city editor, The Reporter, Vacaville

### **Student press rights** (LRC-104)

California has specific laws that protect student journalists. Make sure you know them.

– Steve O'Donoghue and Nick Ferentinos, California Scholastic Journalism Initiative

### **Critiques** (LRC-109) 25 minutes each; two per hour by advance registration

– Karl Grubaugh, adviser, Granite Bay High School

## 11-11:50 Third sessions

### **What to know about multimedia (L111)**

Whether in print or online, journalism is all about a good story. California newspapers want multimedia journalists who can write, shoot still and video images and create compelling online productions. Here's how one working journalist is learning and doing just that.

– Joseph Hollak, The Selma Enterprise/CSU Fresno

### **How we do it: Putting it all together (LRC-104)**

The Gazette at Granite Bay High School has been a multi-year National Scholastic Press Association Pacemaker Award winner or finalist and a CNPA General Excellence winner. Learn from the staff of this leading high school paper what it takes to win.

– Student editors of The Gazette, Granite Bay High (and adviser Karl Grubaugh)

### **Moving on to college (LRC-109)**

How does working on a high school newspaper compare to working on one in a college? Hear from the adviser and staff of today's host college newspaper.

– Rubina Gulati and staffers from The Connection, Cosumnes River College's student newspaper

### **Critiques (LRC-106) 25 minutes each; two per hour by advance registration**

– Linda DuBois, The Davis Enterprise

## Noon-1:15 Lunch and keynote (Library Lobby/L111)

How newspaper companies are navigating the rapidly evolving media landscape

Speaker: Ken Chavez, The Sacramento Bee

## 1:30-2:20 Fourth sessions

### **Working with your printer (LRC-111)**

Before you hit the button that sends your files to your printing company, make sure to check that pictures are the right resolution and format, that fonts will come through, and that ads will reproduce correctly. Oh, and make sure not to miss your printing deadline. Get more tips here.

– Darlene Brown, Herburger Publications, Galt

### **Working for the paper now (LRC-109)**

Internships are instrumental in determining how you fit into the cast of players that produce a daily or weekly product. Or maybe you'd like to create youth content. And what do you know about being a newsroom assistant? Learn about these opportunities during this session.

– Sarah Williams, Sidetracks teen page editor, The Sacramento Bee; Molly Dugan, reporter/former Bee news aide; Melody Gutierrez, sports reporter/former Bee intern

### **Adviser roundtable (LRC-104)**

All advisers are welcome to join this discussion covering instruction and management of journalism classes and programs, plus guidance on potholes and pitfalls that will come your way.

– Steve O'Donoghue and Nick Ferentinos, California Scholastic Journalism Initiative, moderators.

### **Critiques (LRC-106) 25 minutes each; two per hour by advance registration**

– Linda DuBois, The Davis Enterprise

## 2:35-3 Evaluations, closing, farewells (L111)

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## Selected bios

**Darlene Brown**, commercial press representative for Herburger Publications Inc. in Galt, oversees the company's production and printing of dozens of newspapers, including four dozen high school papers in Northern California. She has been with the company for 25 years.

**Ken Chavez** has been a reporter and editor at The Sacramento Bee for nearly 18 years. In October 2005, he became assistant managing editor for interactive media, a position created to more fully integrate the newspaper with its websites [sacbee.com](http://sacbee.com) and [SacTicket.com](http://SacTicket.com). While at The Bee, he reported on crime, city hall, business and state politics. For about seven years, he was an editor on The Bee's Metro desk, supervising reporters who covered city and county governments, growth and transportation. He got his start in the business through the Los Angeles Times' Minority Editorial Training Program and, afterward, worked for more than a year at Greenwich (Conn.) Time.

**Linda DuBois**, associate editor of The Davis Enterprise, assists in editing daily news pages and assigns and edits content for the daily Living pages. She is also coordinator of The Enterprise internship program. DuBois has been an editor at the Mountain Democrat in Placerville, The Press-Tribune in Roseville and the Auburn Journal. Prior to that she was a reporter in Sonoma County and in Santa Barbara County.

**Molly Dugan** is a first-year journalism instructor at CSU Sacramento. She previously spent three years as a staff writer for The Sacramento Bee. She has worked for The Press-Enterprise in Riverside and The Modesto Bee, and has written for various publications in Chicago and Washington, D.C. Dugan started her career at age 19 as a part-time newsroom aide at The Sacramento Bee.

**Karl Grubaugh** is adviser to the Granite Bay Gazette. In 2001, he received the James Madison Freedom of Information Award from the Northern California chapter of the Society of Professional Journalists for his efforts to defend the free press rights of students at Granite Bay High. Grubaugh was selected as CNPA High School Adviser of the Year in 1998 and as a Dow Jones Newspaper Fund Distinguished Adviser in 2001.

**Melody Gutierrez** has covered a variety of sports during two years with The Sacramento Bee, most recently as the Monarchs beat reporter, following the team as they attempted to repeat as WNBA champions. Gutierrez interned twice with The Bee and once with the Houston Chronicle. She spent seven semesters on the staff of the award-winning collegiate newspaper The Orion at CSU Chico. While at Chico, she also received a CNPA Foundation internship grant.

**Rich Hanner** is executive editor of the Lodi News-Sentinel, one of fewer than a half-dozen family owned daily newspapers in the state. He recently bested his feature editor in a hamburger-eating death-match at a Lodi diner. Whatever you do, don't get in his way at lunchtime.

**Joseph Hollak** is the staff photographer for The Selma Enterprise and The Kingsburg Recorder south of Fresno. He is pursuing a communications degree with a digital journalism emphasis at CSU Fresno. Hollak has worked as the sports photographer for Fresno State Athletics and served as photographer and photo editor of his campus newspaper.

**Joe Kieta** is executive editor at the daily Merced Sun-Star newspaper. He has overseen the editorial redesign and operations of several other daily and weekly California newspapers.

**Laurie Lattimore-Volkman** recently moved to California after teaching journalism at Georgia State University and Mercer University. She has also taught graphic design and media law to high school journalists during summer camps. Lattimore-Volkman is currently the director of communication for San Francisco Theological Seminary.

**Robin Miller** is city editor at The Reporter, the daily newspaper in Vacaville. She has been with The Reporter since 1990, moving up the ranks after starting out as a reporter. Miller supervises a staff of eight reporters.

**Jim O'Donnell** has been advertising director since 2001 for the five weekly newspapers published by Herburger Publications in Galt. He has worked in major accounts, business development and telemarketing for The Sacramento Bee, Indianapolis Star and Wilmington (Del.) News-Journal.

**Steve O'Donoghue**, director of the California Scholastic Journalism Initiative, taught journalism at Fremont High School in Oakland for 27 years. O'Donoghue was the 1990 Dow Jones Newspaper Fund High School Journalism Teacher of the Year and CNPA's 1989 California High School Journalism Teacher of the Year.

**Lezlie Sterling** has been a photographer with The Sacramento Bee since 2000. Prior to that, she worked for The Bee's community editions. Sterling was runner-up for Photographer of the Year in 2002 in the California Press Photographers Association's Gold Seal Awards. She attended Sacramento City College and San Francisco State, majoring in journalism with an emphasis in photo.

**Sarah Lopez Williams** is features editor at The Sacramento Bee, specializing in lifestyle. Williams also works with teen writers on the weekly Sidetracks page, which you can find Fridays in the Scene section. Sidetracks has 86 contributors from throughout the area, but can always use more. Williams edited her high school and college newspapers and worked for nine years at The Seattle Times before returning to California two years ago.

**Barbara Zumwalt** has been Metro editor at The Record in Stockton since June, overseeing news coverage of the city and surrounding areas. Prior to that, she had been deputy sports editor at The Sacramento Bee. Earlier employers included the Press-Telegram in Long Beach, The Bakersfield Californian and the Greeley (Colo.) Daily Tribune.

# Welcome to...

## Inland Empire Journalism Day

Saturday, Sept. 30, Riverside City College

8:15-8:45: **Check-in, breakfast eats and drinks**, Noble Administration Building

8:45: **Welcome and opening remarks**, Joe Wirt, CNPA, Sacramento  
**Directions and details**, Allan Lovelace, adviser, Riverside City College

9-9:50: **First sessions**

### **Newswriting** (Room AD-123)

How do reporters cover a beat effectively, and how do they work more efficiently on the routine stories to make more time for the fun pieces?

– Nicole Brambila, The Desert Sun

### **Photography** (Room AD-122)

Go beyond the snapshot. Learn ways to tell the visual story better with a few tips from a news photographer.

– Lee Calkins, Redlands Daily Facts

### **Adviser roundtable** (Room AD 124)

All advisers are welcome to join this discussion covering instruction and management of journalism classes and programs, plus guidance on potholes and pitfalls that will come your way.

– Janet Ewell, moderator

### **Critiques** (Room AD-126) 25 minutes each; two per hour by advance registration

– John Bender, The Press-Enterprise, and C.L. Lopez, Redlands Daily Facts

10-10:50: **Second sessions**

### **Design on deadline** (Room AD-122)

How does the front-page editor allocate the newspaper's resources – manage space, utilize the day's best stories and art and make it all look good on deadline?

– Kelly Anderson, The Press-Enterprise

### **Newspaper revenue and marketing** (Room AD-123)

If your high school newspaper has all the money it needs for the printing bill, new hardware and software, and a good digital camera, you're obviously running a good business. If not, attend this session for some tips on helping your paper make money.

– Kevin Rigney, The Press-Enterprise

### **Student press rights** (Room AD 124)

You want to produce a good publication that is well-read and makes a difference in your campus community, but you don't want to run into trouble with the administration or the law. California has specific laws that protect student journalists. Make sure you know them.

– Janet Ewell, Rancho Alamitos High School, Garden Grove

### **Critiques** (Room AD-126) 25 minutes each; two per hour by advance registration

– John Bender, The Press-Enterprise, and C.L. Lopez, Redlands Daily Facts

11-11:50 **Third sessions**

### **What to know about multimedia** (Room AD-122)

Whether in print or online, journalism is all about a good story. California newspapers are training their newsroom staffers as multimedia journalists who can write, shoot still and video images and create compelling productions for the Web. Here's how one newspaper company is doing it.

– Louis Amestoy, The Sun/Inland Valley Daily Bulletin

### **Copyediting** (Room AD-123)

The copy desk creates all the entry points into the news product – whether it's in print or online. Ensure your grasp of the basics in editing, headlines and captions in this visit with a college professor, newspaper adviser and author of a textbook on editing.

–Tom Clanin, California State University, Fullerton

### **Moving on to college** (Room AD 124)

How does working on a high school newspaper compare to working on one in a college? Hear from the adviser and staff of today's host college newspaper.

– Allan Lovelace and Viewpoints staffers

### **Critiques** (Room AD-126) 25 minutes each; two per hour by advance registration

– Gina Tenorio, The Sun, San Bernardino; and Bill Norris, The Press-Enterprise

## Noon-1:15 **Lunch and keynote** (Room AD-122)

Speaker: Nels Jensen, The Press-Enterprise

## 1:30-2:20 **Fourth sessions**

### **Working with your printer** (Room AD-122)

Before you hit the button that sends your files to your printing company, make sure to check that pictures are the right resolution and format, that fonts will come through, and that ads will reproduce correctly. Oh, and make sure not to miss your printing deadline. A veteran adviser, graphics expert and printing broker will share some tips.

– Edgard Aguilar

### **Working for the paper now** (Room AD-123)

Internships are instrumental in determining how you fit into the cast of players that produce a daily or weekly product. Or maybe you'd like to create youth content for the local paper right now. Learn about both opportunities during this session.

– Lille Bose, The Press-Enterprise; C.L. Lopez, Redlands Daily Facts, Vanessa Overbeck, Redlands Daily Facts

### **Critiques** (Room AD-126) 25 minutes each; two per hour by advance registration

– Gina Tenorio, The Sun, San Bernardino; and Bill Norris, The Press-Enterprise

## 2:35-3 **Evaluations, closing, farewells**

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**California Newspaper Publishers Association** [www.cnpa.com/outreach](http://www.cnpa.com/outreach)

## Selected bios

**Kelly L. Anderson** began working as a reporter for The Associated Press in Detroit upon graduation in 1989 from Michigan State University's journalism school. During nearly 10 years at the AP, she covered the assisted suicide issue of Dr. Jack Kevorkian, interviewed Nelson Mandela and Michael Jackson and covered plane crashes, the auto industry, presidential visits, the Detroit Pistons, the Detroit Lions and the Grand Prix. She joined the Lansing (Mich.) State Journal in 1998 as night city editor and was later named assistant city editor in charge of communities, schools and suburban election coverage. She also led newspaper-wide diversity workshops and led efforts to connect the newsroom to the diverse cultures in Lansing. She also oversaw the college internship program. In April 2005, Anderson became A-1 editor at The Press-Enterprise.

**John Bender** has worked in newspapers since 1981. He is currently politics editor at The Press-Enterprise in Riverside. During his career, he has worked as a sports writer and editor, features writer and editor, copy editor and assignment editor. He previously worked at the Whittier Daily News, San Gabriel Valley Tribune, Highlander Newspapers and Pasadena Star-News. He is a board member with the Inland Professional Chapter of the Society of Professional Journalists. Bender is married with two sons.

**Nicole C. Brambila** is an award-winning journalist covering immigration issues at The Desert Sun since January. She earned a B.A. in Mass Communications from Texas State University and during her career has worked most newspaper beats from education and health to city hall and public safety to minority affairs. In 2005, she earned an Associated Press Features Series award, Vivian Castleberry Award and Amy Writing Award for her perspective series on abortion, intimately telling the story reproductive rights through the eyes of the doctor, client and protestors.

**Nels Jensen** is the director of online strategy and content development for PE.com and The Press-Enterprise Company. He also works with La Prensa and The Business Press. He joined The Press-Enterprise in June 2000 as sports editor and also been an assistant managing editor and most recently deputy managing editor. Jensen previously worked for 13 years at The Dallas Morning News, including the last eight as deputy sports editor. He also has worked at the Austin American-Statesman and the Boca Raton News in South Florida. He is a graduate of Northwestern University in Evanston, Ill. While he was in college, the football team lost 34 games in a row, which makes his cheering on the Wildcats at the 1996 Rose Bowl "easily the most surreal experience of my life." Jensen lives in Temecula with his wife Joan and children Kerri, 13, and Paul, 10.

**C.L. Lopez** is a reporter with the Redlands Daily Facts, covering the cities of Loma Linda and Highland. She is the president of the Inland Southern California Chapter of the Society of Professional Journalists. Lopez is a 2005 California Endowment Health Journalism Fellow. "The Last Goodbye," a series she wrote about a family's battle with ALS, won the 2005 Associated Press News Executives Council's Feature Writing (Div. IV) contest.

**Vanessa D. Overbeck** is a sports reporter with the Redlands Daily Facts. She covers the local high schools (Redlands, Redlands East Valley, Arrowhead Christian Academy and Loma Linda Academy), as well as the University of Redlands. She began with the Daily Facts in July 2005 as a freelancer, was picked up full-time as the editorial assistant the following August and was promoted to reporter in January 2006. While the Opinions Editor (2004) and News Editor (2005) for Riverside Community College's student newspaper, Viewpoints, she earned third place for Investigative Reporting and Editorial writing, an honorable mention for On-the-Spot Sports Reporting and third place for sports reporting in 2006 from the Society of Professional Journalists. As part of the Viewpoints staff in 2005 she also earned the Pacemaker Award (the Pulitzer Prize for collegiate journalism). She was also named 2005's Journalist of the Year by Viewpoints.

**Kevin Rigney**, regional advertising manager at The Press-Enterprise, has lived in Riverside since April 1961 and graduated from Poly High School and California Baptist College (now University.) Prior to his advertising experience, Rigney was in the real estate industry for 16 years in Riverside. In 1995, he began his advertising career with GTE (now Verizon) Directories, where he spent nine years in sales, training and management. In 2004, Rigney entered the newspaper industry and has enjoyed tremendous success in coaching and training account executives in the aspect of consultative selling and integrated media solutions.

# Welcome to...

# Palo Alto Journalism Day

Saturday, Sept. 9, Palo Alto High School

8:15-8:45: **Check-in, breakfast snacks and drinks**, Haymarket Theater

8:45: **Welcome and opening remarks**, Esther Wojcicki, adviser, Palo Alto High  
**Directions and Details**, Paul Kandell, adviser, Palo Alto High

9-9:50: **First sessions**

## **Newswriting** (Room P-10)

How do reporters cover a beat effectively, and how do they work efficiently on the routine stories to make more time for the fun pieces?

– Suzanne Bohan, San Mateo County Times

## **Tips for Better Pictures** (Auditorium)

Learn the elements of storytelling through photographs and see examples of each tip.

– Jim Gensheimer, San Jose Mercury News

## **Adviser Roundtable** (Room 213)

All advisers are welcome to join this discussion covering instruction and management of journalism classes and programs, plus guidance on potholes and pitfalls that will come your way.

– Steve O'Donoghue and Nick Ferentinos, California Scholastic Journalism Initiative

**Critiques** (Room 214) – 25 minutes each; two per hour by advance registration

– Palo Alto Weekly staff

10-10:50: **Second sessions**

## **Design on deadline** (Auditorium)

How does the editor of a community weekly allocate his newspaper's resources – manage space, deploy staff and make it all look good on deadline?

– Clay Lambert, Half Moon Bay Review

## **Advertising and Marketing for Your Newspaper** (Room 213)

If your high school newspaper has all the money it needs for the printing bill, new hardware and software, and a good digital camera, you're obviously running a good business. If not, attend this session for some tips on helping your paper make money.

– Joe Wirt, California Newspaper Publishers Association

## **Student Press Rights** (Room P-10)

Students want to produce a good publication that is well-read and makes a difference in your campus community, but you don't want to run into trouble with the administration or the law.

California has specific laws that protect student journalists. Make sure you know them.

– Steve O'Donoghue, California Scholastic Journalism Initiative

**Critiques** (Room 214) – 25 minutes each; two per hour by advance registration

– Palo Alto Weekly staff

11-11:50 Third sessions

## **Putting It All Together** (Room 214)

The Palo Alto Weekly has been judged the tip-top best in the state in its circulation and division eight times. How does this community weekly accomplish such feats? More importantly, how does the news staff integrate print and online communications, update its Web site continuously, and juggle semi-weekly print deadlines and the anytime deadlines of online news?

– Editor Jay Thorwaldson and Palo Alto Weekly staff

## **What to Learn About Multimedia** (Room P-10)

Whether in print or online, journalism is all about a good story. Many California newspapers are training their newsroom staffers as multimedia journalists who can write, shoot still and video images and create compelling productions for the Web. In this session, hear how a veteran news pro is learning the hands-on skills right along with his staffers.

– Tom Honig, editor, Santa Cruz Sentinel

**InDesign Basics** (English Lab – 200 Building) Limit of two students per school  
– Tracy Anne Sena, Convent of the Sacred Heart High School, San Francisco

**UC curriculum primer** (Room 213)  
– Esther Wojcicki, Paul Kandell

**Moving on to College** (Room 215)  
How does working on a high school newspaper compare to working on one in a college? Hear from advisers for three area colleges about the differences and similarities.  
– Advisers Ed Remitz, College of San Mateo; Bill Johnson, Chabot College; and Bill Parks, Ohlone College, Fremont

**Critiques** (Room 216) – 25 minutes each; two per hour by advance registration  
– Clay Lambert, Half Moon Bay Review

Noon to 1:15

**Lunch** (outside Auditorium)

**Keynote Speaker** (Auditorium)

“The Philosophy and Evolution of Community News”

– Bill Johnson, publisher, Palo Alto Weekly, and president, Embarcadero Publishing Co.

1:30-2:20 **Fourth sessions**

**Working with Your Printer** (Room 213)

Before you hit the button that sends your files to your printing company, make sure to check that pictures are the right resolution and format, that fonts will come through, and that ads will reproduce correctly. Oh, and make sure not to miss your printing deadline. Adviser and staff from an area college newspaper will share some tips.

– Ed Remitz and staff of The San Mateo, College of San Mateo

**Hiring and Internships** (Room P-10)

If you're convinced that working for a newspaper company is your big goal, then be sure to put an internship – or several – on your schedule. Internships are instrumental in determining how you fit into the cast of players that produce a daily or weekly product. An internship coordinator will moderate a discussion with former interns.

– Bob Nishizaki, Contra Costa Times, moderator

– Panelists:

Chris Riley, chief photographer, Dispatch, Gilroy;

Zachary Stahl, staff writer, The Salinas Californian;

Blanca Torres, business writer, Contra Costa Times, Walnut Creek;

Amanda Fuerte, news intern, San Jose Mercury News

**Advanced InDesign** (English Lab – 200 Building) Limit of two students per school  
– Tracy Anne Sena, Convent of the Sacred Heart High School, San Francisco

**Critiques** (Room 214) – 25 minutes each; two per hour by advance registration  
– Clay Lambert, Half Moon Bay Review

2:35-3:25 **Fifth Session** (Auditorium)

**Google's New Tools for Students**

– Salar Kamangar, Jen Mazzon, Kevin Systrom

3:30-3:45 **Evaluations, closing, farewells** (Auditorium)

Thanks to our co-sponsors:



**The Paly Voice, Palo Alto High School** <http://voice.paly.net>



**The San Matean, College of San Mateo** [www.sanmatean.com](http://www.sanmatean.com)



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**The Monitor, Ohlone College, Fremont** [www.ohlone.edu/org/monitor](http://www.ohlone.edu/org/monitor)



**Peninsula Press Club** [www.penpressclub.org/](http://www.penpressclub.org/)



**Journalism Education Assn. of Northern California** [www.jeanc.org](http://www.jeanc.org)



**California Scholastic Journalism Initiative** [csji@comcast.net](mailto:csji@comcast.net)



**California Newspaper Publishers Association** [www.cnpa.com/outreach](http://www.cnpa.com/outreach)

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## Selected bios

**Suzanne Bohan** is a regional reporter with the San Mateo County Times, an ANG Newspaper, and former Bay Area correspondent for the Sacramento Bee. She is president of the Northern California Science Writers Association. She has received several awards, most recently the 2005 David Perlman Award for Excellence in Medical Journalism.

**Jim Gensheimer** is a photojournalist at the San Jose Mercury News. Prior to joining The Mercury News in 1984, he worked at the Louisville Courier-Journal. He was named California Press Photographer of the Year in 1988 and 1992. He is a graduate of Western Kentucky University and holds a Master's in Visual Communication from Ohio University.

**Bill Johnson** is the founder and president of Embarcadero Publishing Co., a company that owns six newspapers throughout the Bay Area: Palo Alto Weekly, Mountain View Voice, Menlo Park Almanac, Pleasanton Weekly, Danville Weekly and Pacific Sun in Marin County. The company also operates Palo Alto Online, a comprehensive news and information website serving the Palo Alto area that attracts over 300,000 unique visitors each month. In 1994 the Palo Alto Weekly was the first newspaper in the country to post its contents on the Internet via the World Wide Web. Prior to forming his company in 1979, Johnson served as a senior aide and press secretary to then-Congressman Pete McCloskey and as a consultant to the California Coastal Commission. He graduated with a communications degree from Stanford University in 1975. Johnson serves as a director of numerous community and professional organizations, including the California Newspaper Publishers Association and the California First Amendment Coalition, of which he served as president for two years. The Palo Alto Weekly has received numerous awards, including the prestigious CNPA General Excellence award eight times.

**Salar Kamangar** is Google vice president of product management, overseeing Google's advertising and monetization products, including the AdWords program. He joined Google in 1999. During his first year, he created the company's first business plan and was responsible for its legal and finance functions. From there, Kamangar became a founding member of Google's product team, where he worked on consumer projects including the acquisition of DejaNews and the subsequent launch of Google Groups. In 2001, Kamangar led a small engineering team to define and launch the AdWords product in order to monetize the company's growing search traffic. Later, AdWords served as the foundation for Google's syndication on partner sites, including AOL, and today serves as the engine that drives Google's advertising revenue. Kamangar earned a bachelor's in Biological Sciences with Honors from Stanford University.

**Paul Kandell** is a former Newsweek stringer. He advised an award-winning website and newspaper at Lowell High School in San Francisco before moving to Palo Alto High School where he advises the student magazine, Verde, and the school's new journalism website, The Paly Voice (<http://voice.paly.net>). He has a master's in Journalism from the University of Missouri-Columbia.

**Clay Lambert** is managing editor of the Half Moon Bay Review. He has worked as a reporter or editor for daily and weekly newspapers since graduating with a degree in Journalism from Colorado State University in 1986. Since then he has been a government reporter, copy desk chief, assistant sports editor, general assignment reporter and senior writer for newspapers in Georgia, Florida and California. Lambert has won numerous journalism awards and is proud to report the Half Moon Bay Review earned three first-place awards from CNPA's Better Newspapers Contest in 2005.

**Jen Mazzon** is senior product marketing manager for Google. Born and raised in Menlo Park, Mazzon's first career ambition was to be an opera diva. She abandoned this idea while still an undergrad, earning a degree in Italian Language & Literature at Yale. Right out of college, Mazzon joined Intuit as a junior member of the marketing team and stayed for the next 12 years (taking a brief hiatus to attend Stanford Business School). She left Intuit in 2005 to join some good friends who founded Writely. Google acquired Writely in 2006, so now she's a happy Googler!

**Bob Nishizaki** is assistant managing editor at the Contra Costa Times in Walnut Creek. His responsibilities at The Times, include recruitment and hiring editor and internship coordinator in the newsroom. Nishizaki has been an editor at the paper for the past 10 years. He has managed and supervised the news desk and oversees the Sunday edition.

**Steve O'Donoghue**, director of the California Scholastic Journalism Initiative, taught journalism at Fremont High School in Oakland for 27 years. He founded the Media Academy, a school-within-a-school program built around journalism careers. O'Donoghue was the 1990 Dow Jones Newspaper Fund High School Journalism Teacher of the Year and CNPA's 1989 California High School Journalism Teacher of the Year.

**Chris Riley** discovered photography at a regional occupations program class in high school. He worked for the Renegade Rip at Bakersfield College and served two summer internships at The Bakersfield Californian, the second after receiving a CNPA Foundation internship grant. He then attended San Jose State University and worked on The Spartan Daily. After a 1999 internship at the Dispatch in Gilroy, he was hired part-time and eventually full-time. After five years of working for the Dispatch, Riley became chief photographer/photo editor.

**Kevin Systrom** is Google's associate product marketing manager. Systrom works on the product marketing team, which is responsible for managing all marketing and advertising efforts for Google products. He manages launch marketing for Writely, Google Spreadsheets, Picasa and Google Reader. Systrom recently graduated from Stanford University with a bachelor's in Management Science and Engineering where he concentrated his studies in decision analysis and entrepreneurship. In his free time, he is an avid photographer and cook.

**Jay Thorwaldson** is a long-time journalist who wrote his first news story at age 17 at Los Gatos High School. He worked for many years as a reporter and later as associate editor of the editorial pages and ombudsman for the former Palo Alto Times/Peninsula Times Tribune. He taught Newswriting and Journalism History and Trends at Stanford University in the late 1970s and early 1980s. He has been editor of the Palo Alto Weekly since June 2000.

**Blanca Torres**, a native of Pasco, Wash., started her career as a news clerk at her hometown paper, the Tri-City Herald in Kennewick, Wash. During college at Vanderbilt University in Nashville, Tenn., she interned at the Tri-City Herald and the Detroit News, where she was a Chips Quinn Scholar. She served as staff writer, opinion-editorial editor and news editor for The Vanderbilt Hustler college paper. The Knight Ridder Rotating Internship Program placed her at three newspapers for four months each: Kansas City Star, Contra Costa Times and Fort Worth Star-Telegram. After a three-year residency at The Seattle Times writing general assignment stories for the business desk, she spent six months writing about workplace and career issues for the Baltimore Sun before joining the Contra Costa Times, where she writes about retail and consumer issues

**Joe Wirt** coordinates ad placement for California Publisher, the quarterly newspaper of the California Newspaper Publishers Association in Sacramento. He formerly edited the newspaper along with the weekly CNPA Bulletin. Wirt has been a writer and editor at ANG Newspapers in Hayward, The Bakersfield Californian and The Sacramento Bee. He joined CNPA in 1999 as publications editor. In 2001, he was named to oversee CNPA's outreach efforts and administer the CNPA Foundation. He earned a bachelor's degree in Journalism at Fresno State.

**Esther Wojcicki**, adviser to The Campanile, has taught journalism at Palo Alto High School since 1984. She holds a Bachelor's from U.C. Berkeley in English and Political Science and a graduate degree from the Graduate School of Journalism at Berkeley.

# Welcome to...

## Central Coast Journalism Day

Saturday, Oct. 21, Cuesta College, San Luis Obispo

8-8:45: **Check-in, breakfast eats and drinks**, Student Center, Room 5401

8:45: **Welcome and opening remarks**, Joe Wirt, CNPA, Sacramento  
**Directions and details**, Mary McCorkle, Cuesta College Journalism chair

9-9:50: **First sessions**

**Interviewing and Newswriting** (Student Center, Room 5401)

Writing a good, compelling news story starts with a good interview – or several. Learn how to take a proactive approach to your assignment by attending this interactive session.

– Mary McCorkle, adviser, The Cuestonian, Cuesta College's student newspaper

**Photography** (Student Center, Room 5403)

Go beyond the snapshot. Learn ways to tell the visual story better with a few tips from a veteran news photographer.

– David Middlecamp, The Tribune, San Luis Obispo

**Adviser roundtable** (Student Center, Room 5402)

All advisers are welcome to join this discussion covering instruction and management of journalism classes and programs, plus guidance on potholes and pitfalls that will come your way.

– Steve O'Donoghue, California Scholastic Journalism Initiative, moderator

**Critiques** (Student Center, Room 5305)

25 minutes each; two per hour by advance registration

– Matthew Fox, Paso Robles Press and Gazette

10-10:50: **Second sessions**

**Design on deadline** (Student Center, Room 5401)

Learn how section-front designers and editors make pages look good when they have little — or a lot — to work with and time is short. Find out how to use traditional and alternative storytelling techniques to make centerpieces out of most anything.

– Joe Tarica and Rex Chekal, The Tribune, San Luis Obispo

**Newspaper revenue and marketing** (Student Center, Room 5402)

If your school newspaper has all the money it needs for the printing bill, new hardware and software, and a good digital camera, you're obviously running a good business. If not, attend this session for some tips on helping your paper make money.

– Terrie Banish and Cheryl Cuming, The Tribune, San Luis Obispo

**Student press rights** (Student Center, Room 5403)

You want to produce a good publication that is well-read and makes a difference in your campus community, but you don't want to run into trouble with the administration or the law. California has specific laws that protect student journalists. Make sure you know them.

– Steve O'Donoghue, California Scholastic Journalism Initiative

**Critiques** (Student Center, Room 5305)

25 minutes each; two per hour by advance registration

– Matthew Fox, Paso Robles Press and Gazette

## 11-11:50 **Third sessions**

### **What to know about multimedia** (Student Center, Room 5401)

Storytelling doesn't just happen on paper. More people are turning to the Web for their news. Web storytelling comes in many forms, including Podcasts, videos, blogs and more. Learn how journalists are adding all of these techniques to their tool belts to share their stories via the Web.  
– Jennifer Baldwin, The Bakersfield Californian

### **Putting It All Together** (Student Center, Room 5403)

The daily process from budget to deadline: how they decide what's top news, how to allocate people resources, how to fit it into a finite newshole -- and how the Internet is affecting all of it.  
– Tad Weber, Matt Lazier and Andy Castagnola, The Tribune, San Luis Obispo

### **Tour the Newsroom** (The Cuestonian newsroom, Language Arts, Room 6111)

How does working on a high school newspaper compare to working on one in a college? Hear from the adviser and staff of today's host college newspaper.  
– Mary McCorkle and staff of The Cuestonian, Cuesta College's student newspaper

### **Critiques** (Student Center, Room 5305)

25 minutes each; two per hour by advance registration  
– Steve O'Donoghue, California Scholastic Journalism Initiative

## Noon-1:15 **Lunch and keynote** (Student Center, Room 5401)

How newspaper companies are navigating the rapidly evolving media landscape  
Speaker: Sandra Duerr, The Tribune, San Luis Obispo

## 1:30-2:20 **Fourth sessions**

### **Working with your printer** (Student Center, Room 5401)

Before you hit the button that sends your files to your printing company, make sure to check that pictures are the right resolution and format, that fonts will come through, and that ads will reproduce correctly. A graphics expert will share some tips.  
– Penny Bennett, Cal Poly, San Luis Obispo

### **Working for the paper now** (Student Center, Room 5403)

Internships are instrumental in determining how you fit into the cast of players that produce a newspaper. Learn about opportunities to get published now and during college.  
– Tad Weber and Sally Buffalo, The Tribune, San Luis Obispo

### **Critiques** (Student Center, Room 5305)

25 minutes each; two per hour by advance registration  
– Steve O'Donoghue, California Scholastic Journalism Initiative

## 2:35-3 **Closing, farewells**

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Thanks to our co-sponsors:

**CUESTONIAN** The Cuestonian newspaper, Cuesta College



Tri-County Journalism Education Association [www.jea.org](http://www.jea.org)



California Scholastic Journalism Initiative [csji@comcast.net](mailto:csji@comcast.net)



California Newspaper Publishers Association [www.cnpa.com/outreach](http://www.cnpa.com/outreach)

## Selected bios

**Jennifer Baldwin** is the multimedia editor at The Bakersfield Californian. She works with reporters, photographers and graphic artists to turn static words and images into dynamic multimedia stories online. Check out this media company's website at Bakersfield.com.

**Terri Banish** is retail and major accounts sales manager for The Tribune. Banish has been with the paper for nearly six years, the past year in her current position, and prior years as a sales manager for national and major accounts and for the North County satellite office. Her background includes advertising, sponsorship marketing and sales management and was in management for Six Flags California/ Six Flags Theme Parks for more than nine years.

**Dr. Peggy K. Bennett's** courses in the Graphic Communications Department at Cal Poly include Electronic Publishing Systems, Electronic Prepress and Consumer Packaging.

**Sally Buffalo**, assistant city editor at The Tribune, has been a newspaper editor for 10 years, working in both local news and features. She worked in the Washington, D.C., area and North Carolina before coming to California last year. She has combed through countless applications from potential interns, worked with dozens of them and even hired some of the best full-time.

**Andy Castagnola**, news editor at The Tribune, is responsible for The Tribune's national and world wire reports and supervises the news copy editors who edit stories, lay out news and photos on the pages and recommend and select wire stories to publish. Castagnola has a bachelor's degree in journalism from Cal Poly.

**Rex Chekal** has worked at The Tribune as a page designer since 2005. He is a graduate of the University of Iowa.

**Cheryl Cuming** has been advertising director for The Tribune since July. Previously, she had been sales manager for outside classified, real estate and auto for three years. Cuming's background includes advertising and graphic design, and she was the director of operations for a marketing company based in Washington, D.C.

**Sandra Duerr**, executive editor of The Tribune since 1998, has more than 30 years experience as a reporter and editor. She previously was assistant managing editor of the Louisville Courier-Journal and held reporting positions at newspapers in New Jersey and Wisconsin. Duerr holds a bachelor's degree in urban studies and journalism and a master's degree in journalism from Northwestern University. She was a John S. Knight Journalism Fellow at Stanford University in 1989-90 and was president of the Society of American Business Editors and Writers in 1991-92. She is a member of the Rotary Club of San Luis Obispo de Tolosa and the Cal Poly Journalism Advisory Board.

**Matthew Fox**, editor of the Paso Robles Press and Gazette, started in newspapers on The Spyglass at Morro Bay High School, where he graduated in 1999. He later earned a degree in radio, television and film, with an emphasis in broadcast journalism, at Biola University in La Mirada. He started at The Press as a reporter in 2003 and later served as sports editor until becoming editor in 2005 of the bi-weekly Press and the weekly Gazette. Fox is also the film critic for The Press, Gazette, Atascadero News and several other papers in the News Media Corp. chain.

**Matt Lazier**, city editor at The Tribune, is a 20-year resident of the Central Coast and a 1997 Cal Poly graduate with a bachelor's degree in journalism (print emphasis). He began at The Tribune as an intern in college and became a full-time reporter upon graduating. As a reporter, Lazier covered city government, higher education and public safety (by turns). He became an assistant city editor in 2002 and was named the paper's city editor in April of this year.

**Mary McCorkle**, head of the journalism department and adviser to The Cuestionian, is recipient of three national awards: Poynter Teaching Fellowship in recognition of Outstanding Teaching in Journalism, the American Press Institute James H. Ottaway Fellowship in Media Convergence, and National Endowment for the Humanities research Fellowship on Thomas Jefferson. She holds bachelor and master of arts degrees from Cal Poly, San Luis Obispo, and has done additional graduate study at the College of William and Mary in Virginia.

**David Middlecamp** is the senior photographer at the Tribune. He is a fourth-generation San Luis Obispo native who graduated from Cal Poly with a journalism degree, photojournalism concentration, in 1985. After interning and working part-time at The Tribune, he got his first full-time job at The Press-Tribune in the Sacramento suburb of Roseville. He returned to The Tribune in 1986.

**Steve O'Donoghue**, director of the California Scholastic Journalism Initiative, taught journalism at Fremont High School in Oakland for 27 years. O'Donoghue was the 1990 Dow Jones Newspaper Fund High School Journalism Teacher of the Year and CNPA's 1989 California High School Journalism Teacher of the Year.

**Joe Tarica** is the presentation editor for The Tribune in San Luis Obispo. He has worked at the paper for 13 years, spending the first six years as a copy editor. He graduated from Cal Poly in 1993 with a double major in journalism and English. He worked at the Mustang Daily for three years as a reporter, arts and entertainment editor and production manager.

**Tad Weber** is managing editor of The Tribune. He joined the paper in 2000 and was promoted to his current post later that year. He has been a journalist for 23 years, having worked in Santa Maria, Santa Barbara and now San Luis Obispo. He is a graduate of Humboldt State University and also worked on student newspapers at Santa Barbara City College and San Marcos High School.