Creating a United State of Media: Using Media to Unite in Divided Times
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CommDay 2019 ~ Friday, October 18

CommDay has a wonderful history – and that’s why the Jandoli School of Communication is thrilled to invite you to campus and participate in this tradition. Communications Day started as Press Day in 1936. Its purpose was to expose students to media professionals and give them a taste of the excitement a career in journalism can bring. In those days, it was called Press Day because the world communicated mainly through presses that produced newspapers and magazines. Although the name has changed, the purpose of CommDay has not; it’s just gotten bigger and a lot more creative, interactive and exciting.

CommDay 2019 is a chance to take a glimpse into your future, a chance to see if some aspect of the broad field of professional communication might be something you’d like to think about. Maybe you’d like to explore being a sports broadcaster or a reporter, like one of the six Pulitzer Prize winning journalists who went to St. Bonaventure. Does the digital world appeal to you? It could even be public relations for an environmental protection crusade that excites you.

CommDay at St. Bonaventure gives you a chance to learn about these types of communications. We’ve made many changes over the past couple years and we’ve listened to our participating high school advisers. We’ve made a few more changes this year and kept what students liked as noted below:

- Our CommPetition will take place, once again, in the Friedsam Memorial Library.
- We will set the room up like a fair, where each group has dedicated space to set up poster boards, video, or other displays to present to the judges. Judges and others will walk around and talk with each group individually.
- Workshops are still here! We will have 10 interactive workshops during two sessions in the morning and an optional session in the afternoon. For those participating in the CommPetition, one group will attend workshops in the Murphy Professional Building, while the others present to the judges in the Friedsam Library and then it will flip.
- Please ask students to bring tablets and cell phones with them. We recognize that this is not common practice in school, but will have opportunities for interaction throughout the day.
- The St. Bonaventure University bookstore will be open! CommDay participants get 20% off.

We hope you will join us for the day to have breakfast, view the CommPetition submission, participate in workshops and have lunch.

How to Participate:

There is no fee to participate in or to attend CommDay or the CommPetition.

To register for CommDay, please complete the electronic registration form at http://stbonavenue.com/commday-2019/ by the following deadlines: Wednesday, Oct. 2, 2019, if participating in the competition; Wednesday, Oct. 9, if attending only.

A limited number of bus grants are available to assist schools with the cost of transportation to this event. Please email kboser@sbu.edu by Friday, Sept. 27, if you wish to apply for a bus grant.

Contact Information: If you have any questions, please contact Kathy Boser at 716-375-2521 or kboser@sbu.edu
CommDay Schedule:

8:00 – 9:00 a.m. - Arrive on campus for breakfast and registration in the Murphy Professional Building atrium. Groups set up their projects in Friedsam Memorial Library as directed upon check-in.

9:00 – 9:05 a.m. - Welcome by Jandoli School of Communication Dean Aaron Chimbel, Murphy Auditorium

9:05 – 9:20 a.m. - Keynote Address by Adrian “Woj” Wojnarowski, ’91, ESPN Sr. NBA Insider

9:25-10:10 a.m. - First workshop session. Group A school presenters (no more than 3 per presentation) participating in the CommPetition discuss their projects in Friedsam Library.

10:15-11 a.m. - Second workshop session. Group B school presenters (no more than 3 per presentation) participating in the CommPetition discuss their projects in Friedsam Library.

Workshops Many of the workshops will be repeated so all sessions will have the same material covered.

1. Creating #WojBombs – Adrian “Woj” Wojnarowski, ESPN
2. Breaking news: How investigative reporting happens – Charlie Specht, WKBW-TV
3. Turn Your Love of Instagram, Snapchat or YouTube into a Digital Marketing Career – Shelley Jack
4. Social media is not just random posts – Dr. William Northington
5. Interactive reporting exercise involving the 2020 presidential election – Dr. Rich Lee
6. What it takes to broadcast sports – Rick Karnath
7. Take the Time to Take the Walk: The Best Advice on Writing – Dr. Chris Mackowski
8. Top Tips for Great Video – Mike Spong
9. The magic of marketing communications – Mike Jones-Kelley
10. LIVE SBU-TV newscast experience – Anna Bulszewicz (Note: because this program will run through both workshop sessions and because it’s a live broadcast, workshop attendants need to remain in the room the entire time; 9:25-11 a.m.)

* Please rank workshops by interest on the Registration Form so that we may plan accordingly. This does not reserve a spot, but helps us get the correct room size for each workshop. Students can attend any workshop on first come, first served basis during CommDay.

11:05 – 11:35 a.m. Lunch at the Hickey Dining Hall

11:35-11:50 – Free time to go to the SBU Bookstore (20% discount is available with mention of CommDay attendance) or self-directed tour.

Noon-12:30 Convene in Dresser Auditorium in the Murphy Professional Building for judges’ critique of the CommPetition and presentation of awards to the winners. Afterward, judges and Jandoli School professors will be available to answer questions from students.

12:35-1:20 p.m. For those schools that are not leaving campus at 12:30 p.m., the following opportunities available, with advance registration:

- Campus tour
- Student media facilities tour
- Extra workshop
The CommPetition  
*Creating a United State of Media: Using Media to Unite in Divided Times*

Your challenge for St. Bonaventure University’s CommDay 2019 is address how you can use media to unite rather than divide during these current times.

We live in partisan, divided times. How can media help bridge that divide? Your project should focus on examples you’ve found and how you feel this should be addressed.

This competition is free to schools and students to participate in and attend. Schools that participate in CommDay are not required to enter the CommPetition; it is entirely optional. We are limiting each team to three (3) people, but schools may enter more than one team. There is no cost for additional teams.

We encourage students to work together in teams, *much as they might in a professional communications organization*, to develop and produce a compelling video, series of photos, or series of feature/news articles addressing the topic. The presentations can take on a variety of forms and students should be creative in their work and presentation. Students will be able to use social and digital media tools they already know, skills they’ve learned in high school such as writing, broadcasting, and photography, and any other skills they’ve forged on their own.

The hallmark of any career in journalism and communication is telling a story truthfully, ethically and well. How will you tell yours?

The deadline for posting and submitting your project is Wednesday, October 2, at 8 p.m. Each school will select a team of no more than three people who will present, explain and “sell” the project to the judges and the public at CommDay on October 18.

**CommPetition 2019 Rules and Regulations**

**General**

- Entering and competing in the CommPetition is optional for all schools who participate in CommDay.
- We are asking that you develop a video, series of photos, or series of print/feature stories that reflect this year’s theme. Please keep in mind that if you publish your work online, it may be public and viewable by anyone with access to the Internet. Let that serve to guide you in what you create and submit.
- Fifty percent of your score will be based on your completed project; 50 percent will be based on your presentation to the panel of judges.

**Categories**

*Videos:*

- Videos may be up to **five** minutes in length.
• You may use video equipment, editing software, cameras (including mobile devices) and audio recording devices to capture your story.
• You may use any video camera or even your smartphones to film your video. You may also include existing footage from friends, family or the school’s archives.

**Feature/news stories:**

• You may submit up to five stories in any combination – five news stories; five feature stories; or a combination of the two.

**Photography:**

• You may submit a series of photos – up to 10 – depicting the theme. Photos may be displayed in print or electronic formats.

**The judges will look for:**

• How well you adhere to the theme
• Excellent writing, grammar and usage
• Video aesthetics, image quality
• Use of sounds and/or music
• Image quality
• Quotations
• Headlines
• Creativity
• Thoughtfulness
• Ethics
• Effectiveness
• Attention to the audience
• Presentation skills
• Design
• Attention to detail
• Professionalism

**For your display presentation:**

• Areas will be set up in the Friedsam Memorial Library to allow groups to display their projects and for the presentations. Please provide your own laptop or other equipment. If this is a problem or you have a concern, please let us know.
• Plan to give your presentation multiple times. The judges will ask to see your presentation, but so may communication school faculty and SBU students. Be sure to share your ideas with everyone who comes by.
• In addition to displaying your video, news/feature stories, or photography, you may use additional audio-visual support for your presentation
• A maximum of three students can present for each group.
Awards:
Awards will be given in the following categories:

- Best overall (Best in show)
- Best of category

Each student who attends CommDay 2019 will receive a swag bag.

Prizes:
Best in show - $1,000 SBU first-year scholarship* to each member of the winning team
Best in category - $500 SBU first-year scholarship* to each member of the winning team

All winning participants will receive a take home prize from the SBU grab bag that may include backpacks, water bottles, pens, etc., and winning schools will receive a certificate.

* SBU first-year scholarships are for students who are admitted to and then enroll at St. Bonaventure University (regardless which program is chosen). If students are majors in the Jandoli School of Communication, the scholarships continue for all four years of their undergraduate program.