COMMUNICATIONS DAY

MEDIA PORTRAYAL OF GENDER IN PRINT & ENTERTAINMENT

NEWS IN THE AGE OF #ME Too

10.19.18

THE JANDOLI SCHOOL OF COMMUNICATION
ST. BONAVENTURE UNIVERSITY

FOR MORE INFORMATION, VISIT:
HTTP://WWW.SBU.EDU/ACADEMICS/SCHOOLS/JOURNALISM-AND-MASS-COMMUNICATIONS
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CommDay 2018

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. Today, people still communicate through newspapers and magazines, but also through television, computers, smartphones and other devices. Though the name has changed, the purpose of CommDay has not; it’s just gotten bigger, a lot more creative, interactive and exciting.

CommDay 2018 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 look into being a sports broadcaster or a newspaper reporter, like any of the six Pulitzer Prize winning journalists who went to St. Bonaventure. Does the digital world appeal to you? Or would you like to be one of those crazy advertising *Mad Men*? 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 of years and we’ve also listened to our participating high school advisers. So, 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.
- Rather than each group presenting their submission to all attendees, we will set the room up like a “fair” whereby each group has dedicated space to set up poster boards, video, or other displays to present to the judges. Judges and others will then walk around and talk with each group individually.
- Workshops are still here! The group will be split into two. One group will attend workshops in the Murphy Professional Building, while the other presents to the judges in the Friedsam Library and then it will flip. There will be six different interactive workshops.
- Tours of campus will be by request. Please let us know if your school would like a tour or if individual students from your school would like a tour.
- Please ask students to bring electronic devices like tablets and cell phones with them. While we recognize that this is not common practice in school, we encourage it and will have opportunities for interaction.
- The St. Bonaventure University bookstore will be open!
Here’s how, when and where it works:

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

9:00 –  
10:00 a.m.  Judges arrive and Group One schools participating in the CommPetition discuss their projects. Group Two will participate in workshops in Murphy.

10:00 –  
11:00 a.m.  Group Two schools participating in the CommPetition will go to Friedsam Memorial Library to discuss their projects. Group One will participate in workshops in Murphy.

Workshops (Workshops will be repeated so both sessions will have the same material covered. Rooms to be determined.):

Tentative as of 9/14/18

- **Photography** – Craig Melvin will share insights into improving your photography and getting the best shot. – (Craig has confirmed, but need to confirm title of workshop)
- **Social Media** – "Meet Digital You: Coming To Know Your Social Brand" -- Walk away from this workshop, presented by our School of Communication Graduate Assistants (Liam McGurl, Beth Moore and Mike Rodriguez), with an understanding of how self-awareness and personal exploration can be directly translated into an effective digital brand that puts you on track for success. -confirmed
- **Marketing/Public Relations**– "Unwrapping the Spin: Decoding Your 10,000 Daily Messages" “Half the messages you encounter every day originate from marketing communications and public relations. David Kassnoff and Bruce Hyland will look at ways to decode these messages, and help call out authentic messages from the others." -confirmed
- **LIVE Broadcast**- Join Anna Bulszewicz and the SBU-TV news team as the whole crew comes together to produce its weekly, LIVE newscast in the Bob Koop Broadcast Lab. -confirmed
- **Writing** – "Take the Time to Take the Walk" – Chris Mackowski
  Walk away from this workshop with practical tips for making your writing stronger and more evocative, while also gaining some useful insight into your own writing process.-confirmed
- **Digital Journalism** – Dr. Richard Lee will provide an interactive demonstration of Tapinto Greater Olean, an online news site staffed by St. Bonaventure journalism students. Participants will work with Dr. Lee and journalism students to produce an actual new story that will be posted on the Tapinto Greater Olean website and shared on its social media platforms.-confirmed
- **Advertising** – “Preparing an Ad Campaign” - Students in Kwerkworks, our American Advertising Federation (AAF) chapter will take you through the steps of preparing a campaign for a client–confirmation

Please register for workshops on the Intent to Participate Form so that we may plan accordingly.
11:00 a.m.  Both groups go to lunch at the Hickey Dining Hall (If students want a tour, this would be the time to participate. The SBU Bookstore will also be open – this would be the time to shop.)

(Judges will discuss the presentations and tally all score sheets during the lunch break.)

11:45 a.m.  Convene in the Dresser Auditorium in the Murphy Professional Building for judges’ critique of the work and presentation of awards to the winners.

Following the awards presentation, judges and professors will be available for an open question and answer session with all students.

12:30 p.m.  Students leave campus.
The CommPetition

News in the age of #MeToo, Media Portrayal of Gender in Print and Entertainment

Your challenge for St. Bonaventure University’s CommDay 2018 is address how you find gender in print and entertainment to be portrayed, especially in this age of Me Too.

What is wrong with the media portrayal of gender? 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 both 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 10 people, but schools may enter more than one team. There is no cost for additional teams.

We encourage students to work together in teams of no more than 10 people, much as they might in a professional communications company, to develop and produce a compelling video, series of photos, or series of feature/news articles addressing the topic. Students will be able to use social and digital media tools they already know, skills they’ve learned in high school like writing, broadcasting, and photography, and any other skills they’ve forged on their own.

The deadline for posting and submitting your work is Friday, October 12, 2018 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 19.

The hallmark of any career in Journalism and Communication is telling an ordinary story truthfully, ethically and well. How will you tell yours?

How to Participate:

There is no fee to participate or to attend CommDay. Schools may either participate in the competition or join us for the day to have breakfast, view the submissions, participate in workshops, and have lunch. If you are unable to physically join us on the SBU campus, you may participate remotely. Since all entries will be submitted prior to CommDay, you may use Skype, Zoom, Lifesize, or another remote broadcast technology to join us to present your work. Please contact us for more information if this is an option you choose. You need not be present to win, but if you do, we will want you back “online” to present your award to you.

Please complete the attached Intent to Participate Form at the end of this packet and return to the address below by the dates noted.

A limited number of bus grants are available to assist schools with the cost of transportation to this event. Please email Kathy Boser at kboser@sbu.edu by Friday, September 28 if you wish to apply for a bus grant.
Contact Information:

If you have any questions at any time, please contact Kathy Boser, St. Bonaventure University School of Journalism and Mass Communication, P.O. Box J, St. Bonaventure, NY 14778; 716-375-2521; kboser@sbu.edu

CommDay 2018 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. Please keep in mind that it will be public and will be viewable by anyone with access to the Internet. Let that serve to guide you in what you create and submit.
- Keep in mind that you will be judged based on what you submit as well as how well you present it to our panel of judges that will include communication professionals.

For video entries:

- 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.

For 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.

For photography displays:

- You may submit a series of photos – up to ten - depicting the theme. Photos may be displayed in print or via online.

The judges will look for:

- Excellent writing
- Video aesthetics, image quality
- Use of sounds and/or music
- Images
- Quotations
- Headlines
- Feature stories about topic
- News reporting on topic
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.
- Presentations will be ongoing for the hour you are in the room. Judges will come around but so will communication faculty and current 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.

Things to consider:

Our panel of professional judges will judge you based on:

- How well you adhere to the theme
- Creativity
- Thoughtfulness
- Ethics
- Effectiveness
- Attention to the audience
- Presentation skills
- Design
- Clarity
- Quality
- Grammar and usage
- Attention to detail
- Professionalism of your project

Awards:
Awards will be given in the following categories:

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

Each student who attends CommDay 2018 will receive a swag bag.

Prizes:
Best in show - $1,000 SBU scholarship* to each member of the winning team
Best in category - $500 SBU 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 plaque that will be mailed out to advisers.

* SBU first-year scholarships are for students who are admitted to and then enroll at St. Bonaventure University