

Prime Movers Participant Continues Her Journalism Path with BAMMA, El Tecolote

■ *CIIJ programs have given 16-year-old new opportunities*

By Brittany Stewart
and Rosana Callejas

Rosana Callejas, 16, is a journalist who volunteers for El Tecolote, a bimonthly, bilingual, publication that focuses on what is going on in the Latino/Chicano communities in the Bay Area. Thanks to programs like Prime Movers and BAMMA, she was given this opportunity.

Rosana, a student at International Studies Academy (ISA) in San Francisco, participated in Prime Movers, a program that has professional, college, and high school journalists collaborate on what journalism is all about. The program helps students of color who aspire to be journalists find a way through. Having had the experience of Prime Movers under her belt, Rosana was told about BAMMA, the Bay Area Multicultural Media Academy. BAMMA is a two-week summer program where students learn about journalism and create their own version of [X]Press, SF State's school newspaper.

When Rosana was first approached about participating in BAMMA, she was a little hesitant.

"I didn't want to do BAMMA because I was sure that my parents were not going to let me go, but Amanda [Stupi of CIIJ] wrote a letter to my parents [translated into Spanish by El Tecolote staff], telling them about BAMMA," Rosana said. "My parents really liked what she wrote about me and they let me go."

Even though she wasn't sure about actually going through with BAMMA, she still filled out the CIIJ application. "And they chose me," Rosana said of how she got picked to do BAMMA.

During BAMMA, Rosana wrote an article in the newspaper about undocumented immigrants and how San Francisco plays a part in the protection of immigrants who fear "La Migra."



Twelve local high school students participated in this year's Bay Area Multicultural Media Academy, a two-week residential journalism program on the campus of SF State.

She also learned how to produce her own multimedia piece to go along with her article for the BAMMA Web site.

With this newfound journalism experience, Rosana had hopes of writing for her school newspaper. However, sometimes things don't always turn out the way one expects. Rosana explained that her school started a newspaper with the help of CIIJ and its Prime Movers program. But because the traveling program was going to another campus the following year, her school would not support a newspaper on its own.

Finding out her school wouldn't have a school newspaper was disappointing for Rosana, but not the end of the world. Although Rosana's school won't have a newspaper, it won't stop her from writing and pursuing her love of journalism. With some networking through CIIJ, Rosana was given the chance to work for El Tecolote as a staff writer.

The transition was a smooth one, because El Tecolote had already collaborated with Prime Movers to publish stories in its newspaper through CIIJ's Ethnic News Service. During BAMMA, Rosana also met Dolissa Medina, the program's Resident Advisor and copy editor, who was a former managing editor at El Tecolote. Dolissa, along with other BAMMA staff, encouraged Rosana to continue writing at El Tecolote after the program had ended.

"I just went to El Tecolote and they already knew about me," she said. "They told me that of course I could write for them, and now I'm with them."

Rosana now has a lot more experience than most journalists her age, thanks to the resources that programs through CIIJ have given her.

Brittany Stewart and Rosana Callejas are BAMMA 2007 classmates.

18th Anniversary Fundraiser To be Hosted Next Spring

By Cristina Azocar

Next Spring, CIIJ will host its 18th Anniversary Fundraiser. The CIIJ Founder's Award will be presented to Walterene "Walt" Swanston, an SF State graduate. The date of the fundraiser will be announced in November.

The fundraiser will help CIIJ match a \$50,000 challenge grant awarded to CIIJ by the Ford Foundation and a \$15,000 challenge grant from the Challenge Fund for Journalism IV sponsored by the Ford Foundation, the Ethics and Excellence in Journalism Foundation, the Knight Foundation, and the McCormick Tribune Foundation. Tickets will be \$80 per person

and organizations can purchase tables or provide sponsorship.

The 18th Anniversary Fundraiser is CIIJ's second fundraising event and it promises to be a fun evening of food, friends, and great journalism. A number of prizes will also be raffled off at the event.

CIIJ thanks everyone for their generous support over the past 17 years. We have grown to become the leader in diversity in journalism education since former SF State Journalism Chair Betty Medsger founded CIIJ in 1990. Our success would not have been possible without the help of many organizations and individuals.

For more information about the event, visit our Web site or call (415) 338-2038.

Reading Red Report for 2007 Released

By James Woodard

Work has just been completed on the 2007 Reading Red Report. The report, which included an exhaustive review of 10 newspapers in regions with the highest percentage of Natives in the population, is based on the statistical findings of more than 2,000 articles about Native Americans that reflect the presence of indigenous issues in the American media landscape.

The first report, published in 2002 by the Native American Journalists Association (NAJA), examines how Native issues are portrayed, how often they were covered, how many Native people were interviewed, and whether or not they were shown in a positive, negative, or neutral light. The 2007 survey is important in that it shows how and/or if anything has changed since 2002, and shows what is still lacking in the coverage of Native issues.

The 2002 Reading Red Report analyzed 1,133 articles appearing from 1999-2001 from nine of nation's largest circulation newspapers. The 2007 report analyzed 2,029 articles from 2005-2006 from 10 newspapers: The Albuquerque Journal, Anchorage Daily News, Arizona Capitol Times (Tucson), The Journal Record (Oklahoma City, OK), The Los Angeles Times, The New York Times, Phoenix New Times, the San Antonio Express News, The San Diego Union Tribune, and Tulsa World.

To start this year's project, search terms related to Native Americans, American Indians, tribes, and other terms were entered into the LexisNexis research database. CIIJ researchers and the Ethnic Diversity and U.S. Journalism class at SF State coded and analyzed the data. The preliminary results were presented to NAJA in June of 2007. The report is available online, and includes PowerPoint presentations, audio slideshows and a detailed summary of what was discovered. To view the results, visit the report at <http://www.ciij.org/special/ReadingRedReport/>.

CIIJ Trainings Give Youth Journalism Advisers Step Up

By Amanda Stupi

Sixteen high school and middle school newspaper advisers passed up the beaches and mountains this summer to sit in a SF State classroom, perusing editorial policies, sample assignments, and Supreme Court rulings.

The teachers participated in CIIJ's summer trainings: Youth Journalism Advising (YJA) and The UC "G" Elective Workshop.

Eight teachers attended YJA from July 23 to 26. Participants practiced layout techniques using InDesign software and discussed topics such as journalism ethics, staff diversity, and censorship on school campuses.

"What a lifesaver," said Jennifer Stewart, a teacher at Los Alamitos High School. "Without this workshop, I would have gone into my first year of advising journalism completely lost."

Two Dow Jones Newspaper Fund-recognized advisers, Paul Kandell of Palo Alto High School and Tracy Anne Sena of San Francisco's Convent of the Sacred Heart, taught the workshop.

"The experienced advisers inspired me to value the First Amendment and its applications in a student newspaper," said Derek Trotter, who flew in from Las Vegas to attend the workshop.

YJA gave advisers a much-needed opportunity to network and build community.

"Generally, there's only one journalism adviser at a school, so right from the start

we're alone," said Kandell. "Who on campus can help us with curriculum? What do we do on staff development days?"

Eight teachers also attended the first-ever UC "G" Elective Workshop on July 27. The goal of the workshop was to help advisers create a course syllabus that would meet the University of California (UC) requirements for the "G" elective credit.

"At many schools, counselors actively and regularly discourage college-bound kids from taking courses that won't get them UC credit," Kandell said. "For journalism to survive and grow at these schools, it needs UC approval."

Kandell worked with UC administrators to develop the legislation that granted journalism classes the elective credit — a monumental acknowledgement of the classes' value.

"I think when it came down to it, the director of admissions understood our frustration — that publication classes were providing high quality, desperately needed civic engagement, critical thinking practice, and language skills ... It was a watershed moment," he said.

According to Kandell, trainings such as YJA and The UC "G" Elective Workshop are key to helping advisers face the simultaneous challenges of teaching journalism and running a publication.

"Workshop graduates are in a better position to not only survive in their new jobs — but to love them," Kandell said.

**18th Annual
Job & Internship Fair
October 9, 2007 ♦ 9am-4pm
Cesar Chavez Student Center
Jack Adams Hall, SF State Campus
Recruiter & Student Registration is open online
www.ciij.org**

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Founded at San Francisco State University in 1990 by Betty Medsger, the Center for Integration and Improvement of Journalism believes that accurate and responsible journalism reflects the changing demographics of the society it serves. We develop programs and conduct research aimed at recruiting, retaining and revitalizing journalists and journalism educators. We seek to make journalism more inclusive from the classroom to the newsroom.