Why Journalism?

How Journalism can revolutionize education

Esther Wojcicki
V.Chair Creative Commons
Founder, Palo Alto High Journalism
California Teacher of the Year 2002
WHY JOURNALISM?

Journalism is the BEST project based learning for all students.
Journalism teaches

• How to find the information
• How to analyze the information
• How to pick what is most important
• How to write it up clearly
• How to publish it
• How to THINK
What should school today look like?

CREATIVE, INNOVATIVE, EXCITING,
COLLABORATIVE
A bit of background
Palo Alto High School

• In the top 200 high schools in US
• Student body of 1900 in grades 9-12
• Journalism program had 19 students in 1984
• Had one small newspaper of 6 pages called *The Campanile* in 1984
Today 2012

• Have almost 600 students *electing* to take journalism

• Six different publications
  - Campanile (full sized newspaper) 28 pages every 2-3 weeks
  - InFocus television program (1998) (daily)
  - Verde Newsmagazine (2000) (80 pages every 6 weeks)
  - Voice (2003) website updated daily
  - Viking Sports Magazine (2007) 80 pages every 6 weeks
  - Calliope Literary Magazine yearly
  - Madrono Yearbook
  - Video Production (1995) producing videos
  - Agora Foreign Affairs (2012)
More statistics

• All programs are accredited classes
• All of the programs get *University of California*
• a-g academic credit
• Five additional journalism teachers
• Paul Kandell, Ellen Austin, Mike McNulty, Ron Williamson, Margo Wixom
• Students spend additional 25 hours in school every 3 weeks
My background

- BA in Political Science & English UC Berkeley
- MA in Journalism UC Berkeley
- Reporter for *LA Times*, *Glendale NewsPress*, *Time Magazine*
- Went into full-time teaching in 1984
- Have administrative credential & MA in educational technology
Today

Palo Alto High School is the largest journalism program in the United States.

Has consistently placed at the top of the nation in awards from Columbia Scholastic Press Association and National Scholastic Press Association.

4 Gold Crowns from Columbia U. 2012
What is attracting all these students?

• #1 attraction

**Freedom** to write about subjects of importance to them.
• #2 Relevant skills using digital tools

Computers, laptops, smart phones, tablets
# 3 Relevant subject matter

- Exploring the world around them.
- Doing primary research
- Coming up with their own story ideas
Respect for them as individuals
to pick their own topics and
run their own publications
WHAT WE TEACH

Information gathering
Primary research involving
SEARCH SKILLS
Interviewing
Story telling
GRAMMATICAL SKILLS

Punctuation
Spelling
Grammar
Logical thought
Literacy
Oral skills
Communication skills
Questioning skills
Independent thinking
Statistical skills
CREATIVITY

Art
Layout and design
Innovation
Not afraid to make mistakes
They learn

Working in teams
Sense of responsibility
Responsibility to community
Self discipline
Civic mindedness
ETHICS

- Check facts twice in all articles
- Respect for copyright
- Understanding Creative Commons licensing
- Interview both sides
- Write balanced articles
- Protect right to privacy
- Respect for individuals
- Respect for diversity
CHARACTER EDUCATION

• Work in teams
  – Respect for individual differences
  – Self directed behavior
  – Focus on developing Emotional Intelligence
  – Teacher & program models respect for students
  – Using stories to teach ethics
All publications are self supporting

Advertising skills
Working with the community
Designing ads
Marketing skills
Entrepreneurial Skills
JOURNALISM teaches

Fluidity with technology
Versatility (multiple journalism skills)
Adaptability (news changes)
Resilience (determination)
Synthesizing information
Ethical behavior
Differentiated instruction
Sharing the work
Develops Student leaders
Collaboration
Creativity
Lots of creativity
Knowing how to SEARCH is key
Peer teaching
ENGAGED students
Work collaboratively
Not afraid to take risks
Teacher as COACH
Project based learning
Teach *respect* by respecting them
NYC trip
52 students in NYC
Landslide victory for Obama in mock presidential election

Students to prepare for highly anticipated yearly Spirit Week
Editorials
The opinion of The Campanile

Proposition 8 violates fundamental civil rights

Same-sex couples should be given the same rights of marriage as heterosexual couples

It is in the opinion of The Campanile that in the Nov. 4 California general election, voters should strongly vote against state Proposition 8, titled “Eliminates Right of Same-Sex Couples to Marry.” Proposition 8 changes the California Constitution to state that only marriage between a man and a woman is valid in California and removes the right of same-sex couples to marry.

Proposition 8 seeks to reinstate the basic principles of Proposition 22. In March 2000, California voters passed Proposition 22, which changed state law to maintain that only marriage between a man and a woman is valid and recognized in California. However, the California Supreme Court ruled in May 2008 that Proposition 22 violated the equal protection clause of the California Constitution.

First, the proposed law infringes on people’s basic, constitutionally protected civil right to marry the person of their choice. If Prop. 8 passes, gay and lesbian people will be distinctly discriminated against in California. The change would allow conservative and religious groups to impose their own personal beliefs of marriage on state residents, who favored gay marriage 51 percent (42 percent were opposed) in a May 2008 Field poll. Although conservative voters and residents who oppose same-sex marriage have their own individual views, their views should not be imposed on the private lives of the approximately 36.46 million people living in California.

Voting against Proposition 8 preserves residents’ private lives and allows them to make their own choices regarding marriage.

A domestic partnership, which is legal and available to same-sex couples in California, includes all of the technical rights allowed for a heterosexual couple under state law. However, the right to domestic partnership is not equivalent to the right to marriage. Proposition 8 would separate gay and lesbian couples from heterosexual couples by banning same-sex marriage, inherently making domestic partnerships separate and unequal.

Furthermore, more than 90 faith-based organizations and over 70 elected state and national officials from California endorse “No on Prop. 8.” Currently, the “No on Prop. 8” campaign polls demonstrate that “Yes on Prop. 8” has a slight 47 percent to 42 percent lead in the race, according to an Oct. 8 San Francisco Chronicle article.

The staff of The Campanile urges voters to vote against this change and believes that Proposition 8 should not be passed in the upcoming election, due to its violation of the fundamental rights of gay and lesbian people in California.
Facebook Etiquette

A Day is Worth 1,667 Words

By Crystal Wang

Features Editor

The National Novel Writing Month (NaNoWriMo) is the ideal way to begin or continue writing. More than 30,000 writers have already become a reality for Palo Alto High School senior Anna Cocninni.

At the end of 50,000 words in 30 days, your novel will be ready to be edited. The novel is considered a complete work and should be about 300 pages. The maximum word limit is 140,000 words, or 1,667 words per day. You can also choose to write a shorter novel, but that's not what I'm going to do.

NaNoWriMo is a great opportunity to write about meaningful things. It's a way to explore your thoughts and feelings. It's a way to express yourself. It's a way to be creative.

When you finish your novel, you'll have a chance to share it with others. You can join a NaNoWriMo group online, or you can find a group in your area. You can also attend a NaNoWriMo meeting in your area.

When you finish your novel, you'll feel a sense of accomplishment. You'll feel a sense of pride. You'll feel a sense of accomplishment. You'll feel a sense of pride.

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into the wild:
tough love tests
father-son relationship

inside:
interview with famed
paleoanthropologist Richard Leakey

village cheese house owners changing

helping the homeless: volunteer
"YOU COULDN'T HOLD ME BACK... WRESTLING THOSE GUYS DOWN, TAPING THEM, AND THEN PADDLING THEM WAS SATISFYING"
Is the First Amendment being silenced?
hazing

“YOU COULDN'T HOLD ME BACK...WRESTLING THOSE GUYS DOWN, TAPE Them, AND THEN PADDLING THEM WAS SATISFYING.”

true life: I'M GAY

so, deal with it

Embracing Race: Mixed-Race Couples Flip Social Norms

Unconventional piercings exhibit individual style

by Helen Chen of Companiie

Teenagers have been searching for ways to express their individuality, from dressing colorful clothing to dancing to loud music. One of the most controversial forms of self-expression has been started a trend Palo Alto High School: piercings.

Currently, it is difficult to find a girl on campus who does not have her ears pierced. The range of piercings, considered acceptable and normal, has grown over the years. Nowadays, it is not uncommon to see a person sporting a double ear piercing or a nose piercing. While the legal age for a piercing without parental consent is 18 according to California State Law, that does not stop students from getting unconventional piercings.

Today, there are many variations in ordinary earlobe piercings. Variations include cartilage piercing (near the tip of the ear), around the rim, tragus piercing (the bump closest to the hair) and lobe inner ear. The tragus piercing is the most popular, as it is the only one that is located on the cartilage.

Some people wear hoop earrings in these piercings. The hoop is usually made of silver, gold, or stainless steel. It is a small hoop that is worn in the piercing.

Recently, a new type of piercing has become popular: the daith piercing. The daith piercing is a small, thin needle that is inserted through the skin of the ear and into the cartilage. The needle is then removed, leaving the piercing in place.

Palo Alto High School students have been experimenting with this piercing, and many of them have become fans. The daith piercing is supposed to help with stress relief and anxiety.

But not everyone is happy with the trend of piercings. Some parents are concerned about the safety of these piercings, especially the daith piercing. They worry that the piercing could become infected and cause further health problems.

Despite the concerns, many students continue to get piercings. They say that the piercings are a way for them to express their individuality and their creativity. And they say that they are not afraid to show off their piercings to others.

Palo Alto High School is just one of many schools where piercings have become a popular trend. And it is likely that this trend will continue to grow in the future.

The trend of piercings is not just limited to teenagers. Many adults are also getting piercings. They say that the piercings are a way for them to express their individuality and their creativity.

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Student website

Celebrating Summer: Field Day 2012
Students celebrated Field Day on the quad with bounce houses and other activities during an extended lunch on the quad Friday, May 25, 2012 at Palo Alto Senior High School.

Latest News
The speeches that didn't make it, Part IV
The Paly Voice acquired the following speech from the author, with the author's consent to publish...

The speeches that didn't make it, Part III
The Paly Voice acquired the following speech from the author, with the author's consent to publish...
Student website

BLOGS & OPINION

Editorial: Obama bravely unlocks civil rights closet
Elements for Success
It's a Brave New World at the E-G 2012

MOST READ

• Paly deviants pull alarms and get away — for now
• Two simultaneous fire alarms disrupt classes
• Paly fire reveals need for more security

VIDEO

Coach Diepenbrock on Jeremy Lin

ON FACEBOOK

@THEPALYVOICE ON TWITTER

The Paly Voice acquired several
Sports website

Addition of Boyd could pay dividends for the writhing A's

By Jonny Glazier, Columnist

As many of you may already know, Paly's own B.J. Boyd ('12) was drafted in the 4th round of the MLB Draft by the Oakland Athletics. Boyd, a dual-sport athlete... Read more »

June 5, 2012 • 0 comments
School board approves Paly Media Building plans
Media Art Building to be first in United States at high school level journalism

By Alaa Abd, Monica Willoner and Tobey Nelson-Cal
A&E Editors and Staff Writer

Hopes are high in anticipation for Palo Alto High School's Media Arts Building which sets a new precedent for future high school journalism programs.

"The main obstacle for us is getting people to see the greater vision," Principal Jacqueline McEvoy said. "We have to convince five board members to approve the building's designs and timeline, because we cannot start constructing the building."

Media teachers Esther Wojicki, Paul Kandel and Ellen Austin have been researching the idea for almost a year.

The School Board has approved the conceptual drawings and floor plans. However, an official groundbreaking and dedication have yet to be set.
They learn to share using CREATIVE COMMONS
SIX LICENSES
CREATIVE COMMONS LICENSING

Step 1: Choose Conditions

- Attribution
- Share Alike
- Non-Commercial
- No Derivative Works
Types of journalistic writing

• NEWS
• FEATURES
• OPINION
• REVIEWS
• SPORTS
Examples of writing assignments

Features

• Write a personality feature about your friend in the class
• Write a personality feature about your grandfather
• Write a feature about the best beaches in your area
• Write a feature about a company
Examples of writing assignments

Reviews

• Go to a restaurant with friends and write a review
• Review the latest movie
• Review a recently published book
• Review the new phone
• Review hiking trails
Examples of writing assignments

Opinion Writing

• Write about something in your school
• Write about something on the national scene
• Write about a national issue
• Write a column about a topic of your choice
Example of Writing Assignments

News
Have the class---
• Interview the principal
• Interview the mayor of the town
• Interview a coach
• Interview other teachers to see what is new
Turn all work in on Google Docs

Google Docs will soon be upgraded to Google Drive.
Google Drive will be the new home for your files. Find out more and get started.

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<td>Jun 4 Jack Paladin</td>
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Water Polo playoffs, basketball playoffs, lacrosse playoffs, football playoffs. I was in attendance at all of these games. My question is... where were you? As a young kid I saw movies like Friday Night Lights and Coach Carter in which high school teams made incredible feats with their school pushing them along at every step. Now that I'm in high school I am strongly pondering where they took these stories from. At our high school football games there are no more than forty kids in the student section. How are our players supposed to feel motivated with nobody but a small group of cheerleaders and a bundle of silent students in the stands. Below is your three step plan to being the perfect high school sports fan.

First step. Go to the games. At six o'clock on a Friday night you should be at a sports game. It doesn't matter what season it is, chances are there is a game. By simply attending the games you are one step in. This step is easy and it will gain you respect among your high school community. A good idea is getting a sports booster pass so that you can get into as many games as possible for the least amount of money. A benefit of attending more obscure sports like diving meets or water polo games is that chances are you won't have to pay. Also you might learn some new information on the sport and you might meet some new people.

Second step. If you're there, cheer. You already passed step one and you are at the game. It doesn't matter what sport it is, there are always plenty of opportunities to scream your head off. Some cheers that are exceptionally fun are “GOOOOOAL,” “Heeere batter batter batter,” and “Give us a good call ref!!!” Another benefit of yelling and cheering is everyone loves you for it.
Publish it online for FREE

Learn technology
Learn software
Learn 21st century tools
GIVE THEM AN AUDIENCE
Make it authentic
# Journalism Students vs. Non-journalism Students

*MANOVA Analysis - Motivation and Learning Scale Category Comparisons*

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<tr>
<th>Variable</th>
<th>Journalism</th>
<th>Non-Journalism</th>
<th>p value</th>
<th>Partial eta²</th>
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<td>M</td>
<td>SD</td>
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<td>SSL</td>
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<td>5.8</td>
<td>0.90</td>
<td>5.33</td>
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</tbody>
</table>

N = 657 ★ indicates significant at .05  ★★ indicates significant at .01
Make school RELEVANT

Let them explore and write about their world
WHY ???

• Why don’t schools change??

• 1. Schools of education have not changed
• 2. Teachers teach the way they were taught
• 3. Teachers are reluctant to give up any control to students
• 4. Administration is afraid of what kids will say
FRIENDS + INDEPENDENCE = PASSION for LEARNING

Hidden agenda

• In order to be successful with their passion, students need to learn skills:
  – Reading
  – Writing
  – Technology
  – Social skills
  – Current events
  – Math
  – Science
  – Foreign language

• They learn how to learn
We are educating kids for a future that we don’t know

We need to teach them to **think**, to **find information** for themselves.  
*not to memorize useless facts*
Journalism 4 All

- Journalism should be taught in all English or language classes (depending on country)
- It should replace the outdated top down curriculum that students dislike
- It should replace at least 50% of the response to literature essays