



# Open House

October 8, 2018



# Open House Agenda

Monday, October 8, 2018 | 8:30 a.m. - 8:00 p.m. | North Gate Hall  
Twitter: @UCBSOJ | Instagram: @BerkeleyJournalism  
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Open House is designed for students to attend as many of the day's sessions as they wish, creating a day that best suits their needs. The expectation is that students will come and go from classes and information sessions as needed.

## **Events**

(See Bios and Descriptions for more info)

8:30 – 9:00 am

Check-In & Coffee (Library)

9:00 – 9:30 am

Welcome from Dean Wasserman and Director of Admissions (Library)

11:00 – 11:30 am

Application Advice (Library)

11:30 am – Noon

Career Services Overview (Library)

Noon – 1:15 pm

Lunch/Cohort Discussions

We'll have themed lunch tables which you can join in order to learn more about different reporting cohorts. (Courtyard)

Table Themes:

Audio Reporting | Investigative Reporting |  
Visual Journalism [Doc & Long-Form Video] |  
First Semester Classes | Narrative Writing |  
Multimedia Reporting | Health, Science &  
Environmental Reporting

1:15 pm - 1:45 pm

Radio & TV Studio Visits

\*Meet in Courtyard following lunch

3:00 pm - 3:30 pm

Funding & Financial Aid Overview (Room 105)

4:00 pm - 5:00 pm

Reception (Courtyard)

## Classes

(See Bios and Descriptions for more info)

9:30 am – Noon	Reporting the News: Health & Environment Instructor: Elena Conis   Greenhouse
9:30 am – Noon	Reporting the News: Living on the Flipside of the Tech Boom Instructor: Lydia Chavez   Upper Newsroom
9:30 am – Noon	Reporting the News: Richmond Confidential Instructor: Geeta Anand   TV Lab
10:00 am – Noon	Data Immersion [Intro & Social Media Verification] Instructors: Jeremy Rue & Félim McMahon   Lower Newsroom
1:00 pm - 2:00 pm	Introduction to Visual Journalism Instructor: Sam Grant   Upper Newsroom
1:00 pm - 2:00 pm	Introduction to Visual Journalism Instructor: Andrés Cediél   TV Lab
1:00 pm - 3:00 pm	Sound Design Instructor: John Fecile   Greenhouse
1:00 pm - 4:00 pm	Introduction to Visual Journalism Instructor: Koci Hernandez   Library
1:30 pm - 4:30 pm	Data Immersion [Spreadsheets] Instructor: Peter Aldhous   Lower Newsroom
3:00 pm - 6:00 pm	Advanced Audio Instructor: Millie Jefferson   Room B1
5:00 pm - 8:00 pm	First Year Seminar Instructor: Mark Danner   Library (Standing Room Only)

# Instructor Bios

## **Edward Wasserman, Dean** | @edwardwasserman

Edward Wasserman is professor of journalism and dean of the Graduate School of Journalism at the University of California, Berkeley. Before coming to Berkeley in January 2013 he was for 10 years the John S. and James L. Knight Foundation professor of journalism ethics at Washington and Lee University in Lexington, VA. Wasserman joined W&L in 2003 after a career in journalism that began in 1972. He worked for news organizations in Maryland, Wyoming, Florida, and New York. Among other positions, he was CEO and editor in chief of American Lawyer Media's Miami-based Daily Business Review newspaper chain, executive business editor of The Miami Herald, city editor of The Casper (Wyo.) Star-Tribune, and editorial director of Primedia's 140-publication Media Central division in New York. Wasserman received a B.A. cum laude in politics and economics from Yale, a licence in philosophy from the University of Paris I, and a Ph.D. from the London School of Economics, where he studied media politics and economics. His academic specialties include plagiarism, source relations, confidentiality and conflict of interest. Wasserman writes and speaks widely on matters related to media rights and wrongs, technological change, and media ownership and control.

## **Peter Aldhous, Lecturer** | @paldhous

Peter Aldhous is a science reporter with BuzzFeed News. He got his start in journalism in 1989 as a reporter for Nature in London, and later worked as European correspondent for Science, news editor for New Scientist, chief news and features editor with Nature, and New Scientist's San Francisco bureau chief. Aldhous has developed online training materials in data visualization. His projects include web apps that have explored the local and global history of climate change and the number of Earth-like planets in our galaxy. Aldhous' articles have won awards from bodies including the Global Editors Network, the Association of British Science Writers, the Society of Environmental Journalists, and the Wistar Institute.

## **Geeta Anand, Acting Professor of Reporting** | @GOAnand

Geeta Anand has worked as a journalist for 27 years, most recently as a foreign correspondent for The New York Times and the Wall Street Journal in India. Her passion has been investigative reporting and narrative non-fiction. She was part of the team at the Wall Street Journal that won a Pulitzer Prize in 2003 for reporting on corporate corruption. More recently, she has investigated the land buying of the Gandhi family son-in-law Robert Vadra; how tuberculosis became totally drug resistant in India; and how a stock market analyst got arrested by a big real estate firm for writing a negative research report. She has traveled to Bangladesh, the Maldives, Sri Lanka, Kashmir and around the region to report on terrorism, health and education.

## **Lydia Chávez, Professor** | @LydiaChavezZ

Lydia Chávez started as a reporter for the Albuquerque Tribune, later moving on to Time magazine, Los Angeles Times and The New York Times, where she served as El Salvador and South American bureau chief. She holds a bachelor's degree in comparative literature from the University of California, Berkeley, a master's degree from Columbia University's Graduate School of Journalism, a Graduate Diploma in Art History and a master's degree in Art History from the Courtauld Institute of Art in London. She is the founder and executive editor of Mission Local, a news site covering the Mission District that began at Berkeley in the fall of 2008.

**Andrés Cediel, Faculty** | @andresacediel

Andrés Cediel is a journalist and documentary producer. Most recently, Cediel produced “Rape in the Fields,” a collaboration between FRONTLINE, Univision, the Investigative Reporting Program and the Center for Investigative Reporting. The piece investigated the hidden reality of rape on the job for immigrant women. The film won a duPont-Columbia Journalism Award and the RFK Grand Prize for Journalism. In 2017, Cediel was inducted into the National Association of Hispanic Journalists’ Hall of Fame. Cediel graduated from Brown University and received a master’s degree in journalism from the University of California, Berkeley.

**Elena Conis, Faculty** | @elenaconis

Elena Conis is a writer and historian of medicine, public health, and the environment. Prior to joining the Graduate School of Journalism, she was a professor of history and the Mellon Fellow in Health and Humanities at Emory University; the Cain Fellow at the Chemical Heritage Foundation; and an award-winning health columnist for the Los Angeles Times. She is currently working on a book on the history of the pesticide DDT with support from the National Endowment for the Humanities. Conis holds a PhD in the history of health sciences from UCSF; masters degrees in journalism and public health from Berkeley; and a bachelors degree in biology from Columbia University.

**Mark Danner, Chancellor’s Professor** | mark@markdanner.com

Mark Danner is a writer and reporter who, for three decades, has written on politics and foreign affairs, focusing on war and conflict. Danner was a longtime staff writer at The New Yorker and his work has appeared in Harper’s, The New York Times, Aperture, and many other newspapers and magazines. He co-wrote and helped produce two hour-long documentaries for the ABC News program Peter Jennings Reporting, and his work has received, among other honors, a National Magazine Award, three Overseas Press Awards, and an Emmy. In 1999, Danner was named a MacArthur Fellow. In 2016 he was named an Andrew Carnegie Fellow. He speaks and lectures widely on foreign policy and America’s role in the world.

**John Fecile, Lecturer** | @JohnFecile

John Fecile works in documentary film and radio. He was a field producer on Al Jazeera America’s documentary miniseries Hard Earned, which won the 2015 Alfred I. duPont-Columbia University Award. A film he edited, Rogers Park, premiered at the Chicago International Film Festival and was a 2018 New York Times Critics Pick. In audio, he has been a reporter and producer for the show Curious City on WBEZ and 99% Invisible. His hour-long audio documentary Blink Once for Yes aired on Love + Radio and won Bronze at the 2017 Third Coast International Audio Festival. He is currently a producer with the show Snap Judgment on WNYC.

**Samantha Grant, Lecturer** | @samanthagrant

Samantha Grant is a documentary filmmaker, journalist and educator. Her approach to storytelling was shaped by her American Studies/Literature degree from Yale University and her Journalism Master’s degree from UC Berkeley. Through her company GUSH productions Sam has created work for PBS, CNN, ABC, MTV, NPR, ITVS, POV, PRI, FRONTLINE, FRONTLINE/World, and Al Jazeera International about everything from the black market trade in human kidneys in India to escapees from polygamous cults in Utah. Grant has received national awards and honors for her work including a National Press Club Award, the National Ethics Award from the Society of Professional Journalists, a Carnegie Knight News 21 Fellowship, a BAVC MediaMaker Fellowship, and a Yale Poynter Fellowship.

**Richard Koci Hernandez, Associate Professor** | @Koci

Richard Koci Hernandez is an internationally recognized, award-winning innovator in journalism and multimedia. Hernandez worked as a visual journalist at the San Jose Mercury News for 15 years. His photographic work has appeared in The New York Times, Wired, The New Yorker, Time, Newsweek, The Los Angeles Times, USA Today, and a National Geographic Book on iPhone Photography, among others. He has earned multiple Emmy awards and nominations along with two Pulitzer Prize nominations for his work for the Mercury News covering the Latino Diaspora and the California Youth Prison System.

**Millie Jefferson, Lecturer** | @eccoMillie

Millicent (Millie) Jefferson is a journalist and senior producer of original content at Audible, where she pitches, develops, pilots and produces original audio shows. Prior to Audible, Millie was the director and a producer on the national public radio business show Marketplace. Her work has appeared on Weekend America, Current TV, Good Morning America, Slacker Radio, and in the New York Times. She regularly consults with independent producers, reporters and journalists about story ideas, show production, and diversity and representation in media.

**Ken Light, Faculty** | @Lightonphotos

\*Ken is not able to attend open house this year, but he'd love to hear from you if you have questions about the photojournalism curriculum! You can reach him at [kenlight@berkeley.edu](mailto:kenlight@berkeley.edu) or (510) 642-4825.

Ken Light has worked as a freelance documentary photographer for 40 years, focusing on social issues facing America. His work has been published in eight books and has been in numerous photo essays in newspapers, magazines and a variety of media (electronic & motion pictures), and presented in exhibitions worldwide. His work has appeared in numerous magazines including, Rolling Stone, Granta, Time, Newsweek, Mother Jones, The National Journal, Speak, L'Internazionale and Camera Arts.

**Félim McMahon, Guest Lecturer** | @intergentic

Félim McMahon is the Technology and Human Rights Program Director at the Human Rights Center at UC Berkeley and Director of its Human Rights Investigations Lab. The lab trains graduate and undergraduate students from across campus each year in ways to use social media and other open source content for human rights advocacy and legal accountability. McMahon was previously a print journalist in Ireland and then part of a small team that established Storyful, the world's first social media news agency. In 2014, McMahon joined the International Criminal Court as an investigator, innovating around the mining and presentation of social media to strengthen prosecutions of grave international crimes, including war crimes, genocide, and crimes against humanity.

**Jeremy Rue, Assistant Dean for Academics** | @jrue

Jeremy Rue is the Assistant Dean for Academics, and continuing lecturer of Multimedia at the University of California, Berkeley Graduate School of Journalism. He is an Emmy-nominated multimedia producer, who has worked at the Knight Digital Media Center, the Oakland Tribune and for Pulitzer newspapers in California Central Valley. Rue has led several newsroom trainings on the transition to digital journalism and was a technical editor for several textbooks on Adobe Flash, and Adobe Dreamweaver. He studied computer science as an undergrad, and is an experienced web developer with knowledge in HTML/CSS, JavaScript, and a variety of other scripting languages. He has a Master of Journalism degree from UC Berkeley.

# Information Session Descriptions

## Application Advice

Director of Admissions Camille Koué will review the application and admissions process.

## Career Services Overview

Vianey Alderete & Muna Danish, second year students and career planning assistants, will discuss the support we provide for career development, including summer internships, portfolio reviews, alumni career mentors, media organization site visits, masterclass workshops, pitch panels, and professional mixers.

## Funding & Financial Aid

Michele Kerr, graduate student advisor, and Joanne Straley, senior director of student services, will talk about strategies for financing your Master's degree, including job opportunities, financial aid, and fellowships.

## Radio & TV Studio Visits

Check out the workings of our Radio Studio and TV Studio. Hear about how the studios run and get to interact with some of the equipment.

# Course Descriptions

## Advanced Audio (Instructors: Millie Jefferson)

The goal of this class is to produce and broadcast sound-rich, captivating, narrative radio. Students will learn the fundamentals of creative radio, including: finding, mapping and planning compelling, narrative stories; successfully pitching major radio programs and podcasts; interviewing skills; editing and script writing for style. This class will leave students with a strong foundation for entering the emerging field of creative audio broadcast and podcast

## Data Immersion (Instructors: Jeremy Rue, Peter Aldhous, Félim McMahon)

Data boot camp is a one-week immersion into how to use data for research, reporting, and expressing stories to readers. Students will learn how to request data from government agencies; how to process and clean the data using software tools; how to interrogate data to find stories hidden in the numbers; and finally visualize the data with charts and graphics to help readers understand the quantitative information that is concomitant with nearly every story.

## First Year Seminar (Instructor: Mark Danner)

A good case could be made that Hiroshima was the most influential single piece of journalism of all time, almost undermining, as it did, America's newfound faith in a huge arsenal of nuclear weapons as the basis for global power. Professor Mark Danner will discuss the reporting of Hiroshima.

**Introduction to Visual Journalism (Instructors: Andrés Cediel, Sam Grant, Koci Hernandez)**

Intro to Visual Journalism is the Lab component for J200. Building on the basic skills introduced in the Multimedia Bootcamps, students develop proficiency in multimedia equipment and digital editing programs so they can create high-quality, multi-platform stories for the J200 Reporting the News classes and beyond.

**Reporting the News: Health & Environment, Tech, Oakland North, Richmond Confidential (Instructors: Elena Conis, Lydia Chavez, Geeta Anand)**

Reporting the News is the School's intensive foundational course in the essentials of journalism, and is a first-semester requirement. In faculty-led small sections, concentrating on deadline work for live publication, students learn and practice a wide array of reporting, writing and story presentation skills. Each section is organized around either a geographical community or a subject specialty. Reporting the News stresses hard news reporting, writing, and editing. The class is run like a newsroom, producing and editing multiplatform content. This course is considered the most important of your J-School career.

**Sound Design (Instructor: John Fecile)**

Sound Design is a 6-week mini course focusing on how to use sound design in documentary projects in film and audio. The class will cover how to mix and use sound design to enhance your storytelling, and how to approach documentary-making with sound design in mind.



# Plan Your Schedule!

<input type="checkbox"/> 8:30 – 9:00 am	Check-In & Coffee
<input type="checkbox"/> 9:00 – 9:30 am	Welcome from Dean Wasserman and Director of Admissions
<input type="checkbox"/> 9:30 am – Noon	Reporting the News: Health & Environment
<input type="checkbox"/> 9:30 am – Noon	Reporting the News: Living on the Flipside of the Tech Boom
<input type="checkbox"/> 9:30 am – Noon	Reporting the News: Richmond Confidential
<input type="checkbox"/> 10:00 am – Noon	Data Immersion [Intro & Social Media Verification]
<input type="checkbox"/> 11:00 – 11:30 am	Application Advice
<input type="checkbox"/> 11:30 am – Noon	Career Services Overview
<input type="checkbox"/> Noon – 1:15 pm	Lunch!
<input type="checkbox"/> 1:00 - 2:00 pm	Introduction to Visual Journalism (Sam Grant)
<input type="checkbox"/> 1:00 - 2:00 pm	Introduction to Visual Journalism (Andrés Cediél)
<input type="checkbox"/> 1:00 - 3:00 pm	Sound Design
<input type="checkbox"/> 1:00 - 4:00 pm	Introduction to Visual Journalism (Koci Hernandez)
<input type="checkbox"/> 1:15 - 1:45 pm	Radio & TV Studio Visits
<input type="checkbox"/> 1:30 - 4:30 pm	Data Immersion [Spreadsheets]
<input type="checkbox"/> 3:00 - 3:30 pm	Funding & Financial Aid
<input type="checkbox"/> 3:00 - 6:00 pm	Advanced Audio
<input type="checkbox"/> 4:00 - 5:00 pm	Reception
<input type="checkbox"/> 5:00 - 8:00 pm	First Year Seminar

*Schedule subject to change*

Admissions Events

9am	<ul style="list-style-type: none"> <li>Check-In &amp; Coffee @ Library 8:30am - 9am</li> <li>Welcome, Dean Wasserman &amp; Camille Koué @ Library 9am - 9:30am</li> </ul>
10am	<ul style="list-style-type: none"> <li>Reporting the News/Living on the Flipside of the Tech Boom @ Room 209/Upper Newsroom, Lydia Chavez 9:30am - 12pm</li> <li>Reporting the News/Health &amp; Environment @ Room 106/Greenhouse, Elena Conits 9:30am - 12pm</li> <li>Data Immersion [Intro &amp; Social Media Verification] @ Room 108/Lower Newsroom, Jeremy Rue &amp; Fállim McMahon 10am - 12pm</li> </ul>
11am	<ul style="list-style-type: none"> <li>Application Advice @ Library 11:30am - 12pm</li> <li>Career Planning @ Library 11:30am - 12pm</li> </ul>
12pm	<ul style="list-style-type: none"> <li>Lunch/Platform Discussions @ Courtyard 12pm - 1:15pm</li> </ul>
1pm	<ul style="list-style-type: none"> <li>Radio &amp; TV Studio Visits @ Courtyard</li> <li>Intro to Visual Journalism @ Library, Koci Hernandez 1pm - 4pm</li> <li>Sound Design @ Room 209/Greenhouse, John Facile 1pm - 3pm</li> <li>Intro to Visual Jour @ Room 106, TV Lab, Andrés Cediel</li> </ul>
2pm	<ul style="list-style-type: none"> <li>Data Immersion [Spreadsheets] @ Room 108/Lower Newsroom, Peter Withous 1:30pm - 4:30pm</li> </ul>
3pm	<ul style="list-style-type: none"> <li>Advanced Audio @ Room B1, Millie Jefferson 3pm - 6pm</li> <li>Financial Planning @ Room 105 3pm - 3:30pm</li> </ul>
4pm	<ul style="list-style-type: none"> <li>Reception [Courtyard] 4pm - 5pm</li> </ul>
5pm	<ul style="list-style-type: none"> <li>First year Seminar [Instructor: Mark Danner] @ Library 5pm - 8pm</li> </ul>
6pm	
7pm	
8pm	



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