



## SEVA Media Teacher Meeting

**September 10, 2018**

**Center High School**

3111 Center Court Lane

Antelope, CA 95843

5pm to 7pm

### Meeting Notes

#### Opening

- **Group Photo**

#### Center HS Presentation

Center High School has a California Partnership Academy Grant that is career focused on broadcasting journalism, sports broadcasting, animation and computer graphics. Students stay together for three years taking core and media classes together. This is the 20<sup>th</sup> year of the program and the culture keeps getting better with a great student environment. The core classes are not taught by media teachers, but all teachers in the program work together to collaborate.

Vernon is working to create events for media emersion for students such as field trips around Sacramento, California and Hawaii which gives students the opportunity to see other schools and programs. Vernon wants students to be involved in programs but has found that students are often in competition with themselves as there is so much going on and they have to choose between events.

Vernon created the 6 Hour Film Festival to give students the opportunity to experience a film competition. Students are given a prompt, prop and 26 hours to write, shoot, edit and deliver a film that is less than three minutes long. Judging is done on the spot. The event has been extremely successful and is not advertised as it would be too big. Vernon, in collaboration with SECC and Women in Media, created Student Media Day, a conference for students in media. Over 300 students attend the 1<sup>st</sup> annual event last year. Vernon is also a part of a high school teacher organization that runs a festival in April with a variety of School News Categories.

This past summer Vernon worked with Dave Davis to offer a workshop at Center High School. Vernon had attended Dave's workshops in Springville Missouri before bringing the workshop to Center. This summer's event was four days long and was an intensive news package building week. Dave shows teachers how to teach a media class by giving hands-on experience. Those media teachers who attended the workshop raved about how great of an experience it was, and all would like to attend again if possible.

2018 6-Hour Film Festival Entries

[https://www.youtube.com/playlist?list=PLmfwGGgYQ-bDpY0umQs\\_ripbAmBLDtZ72](https://www.youtube.com/playlist?list=PLmfwGGgYQ-bDpY0umQs_ripbAmBLDtZ72)

#### Updates

- **SEVA Studio Grant Deadline – September 14 & January 11**
  - September 14<sup>th</sup> is the fall deadline and January 11<sup>th</sup> is the spring deadline.

- **SEVA Posters**
  - <http://www.secctv.org/wp-content/uploads/2018/09/seva2019-poster-v4a.jpg>
  
- **SEVA Entry Deadline – March 1**
  
- **SECC New Address: 4630 Northgate Blvd – Suite 160 – Sacramento, CA 95834**
  - SECC moved to a new location this summer to help keep up with the growing SEVA labs and SEVA program. SECC now has a warehouse space to store video equipment and house a production van that will be purchased this fall. The van is for media teachers' use. It is SECC's hope that everyone will take advantage of this new tool. The plan is to be able to make shooting at school sites and festivals easier as all the equipment needed will be in the van, so the team can pull up to any location and start shooting without having to load and unload large amounts of equipment. SECC also wants to be able to have students participate and learn from using the equipment as much as possible.
  
- **SEVA Award Night Location – Tentative Date - Sunday, April 28**
  - The event will be on Sunday again this year. Sac State is the preferred location but is currently retrofitting sprinkler system and not accepting reservations until October 1st. The current backup location is Sheldon High School. The space can only hold 750 people so there is the possibility of having two shows. The K-6 students would have a 3pm red carpet and 4pm showtime while 7-College would have a 6pm red carpet and 7pm show time. Hiram Johnson High School and Luther Burbank High School were suggested as other alternatives.
  
- **SEVA Studio Profiles**
  - SECC is working on putting together profile pieces to highlight SEVA Studios. Each school will have its own page on SECC's site where there will be pictures, videos and information about the studio and students. This resource can be used to gain more support for the media program, leverage more funds and spread awareness about the program. SECC will send out a questionnaire to gather more information, but please feel free to send in any additional information you would like to be included. SECC will start shooting packages this fall and will have two done and built by the next meeting.
  
- **SEVA Teacher Forum - <https://www.secctv.org/seva/resources/seva-teacher-community>**
  - SECC has created online forum for media teachers to share what is going on at their school, ask for advice and share any new and exciting ideas. This is a WordPress platform with options for announcements, teacher talk, tips and tricks and technical support (which SECC Staff will monitor to give assistance when needed). If you were not able to attend the meeting and would like to be added to the forum please send an email to [doug@secctv.org](mailto:doug@secctv.org).
  
- **Combined Meeting with PIOs**
  - PIOs (Public Information Officers) are the community relations people for the districts. There is a large amount of interest within the PIO group to know what is going on with media teachers and their students. SECC would like to help make

a connection between these two important groups that can mutually benefit each other.

Brian Wetzel said that the PIOs are a great resource for anyone doing a story on a school district. Gives another level if doing a story or news package about the school.

Melissa May added that it was very helpful when Inderkum interacted with their PIO. They were able to build a relationship and the PIO was very enthusiastic. It was well worth the extra time to have them come out to their site.

Josh Creeger said that some of their students have had paid internships with PIOs that have led to positions at colleges. He highly recommends building a relationship.

Liz from SECC will invite the PIOs to the next meeting in November to help build the connection between the two groups. Part of the agenda will be time for teachers to get to know their PIO.

- **Response from board on funding and district meeting days**
  - SECC spoke to Board members and there was a lot of interest in these challenges, but unfortunately Board Members have no control. This is something that needs to be discussed with Principals at the school.
- **Closed Captioning Demo Video - <https://www.secctv.org/video/closed-captioning-tutorial/>**
  - Closed captioning will be optional for 2019, but it is highly encouraged as it will be mandatory in 2020. SECC has created a 3-minute video on how to use YouTube auto-captioner. It is a great tool to use as a starting point where you can then go in and correct. The link is above. If anyone has other suggestions or tools to use for closed captioning, please share them on the forum. SECC does not set policy, and the board understands that this will add additional work, but it is mandatory and SECC staff will also be attending workshops on accessibility.

### **SEVA Teacher of the Week**

The SEVA Teacher of the Week program was created to show how much students, SECC and the community appreciate all that SEVA Teachers do. We have already had our first two teachers and the response has been great! This is also another tool that you can use to show the impact you are having. Visit [secctv.org/seva/teacher-of-the-week/](https://www.secctv.org/seva/teacher-of-the-week/) to see more.

- **Joann Darrow**
- **Tammy Null**

### **SEVA TV – [secctv.org/seva/tv/](https://www.secctv.org/seva/tv/)**

Student DV is now SEVA TV.

Comcast 15

Sundays – 11:30am

Mondays – 12:00pm

Wednesdays – 5:30 pm

Fridays – 3:00 pm

SEVA TV Playlist - <https://youtu.be/3Jk6WnaUBjU>

As episodes of SEVA TV are released, Abby sends out notes to the student producers' teachers that are included in a particular episode.

## **Round Table Sharing**

- NAB – April 6 -11 Las Vegas. The NAB Show is an opportunity talk to tech reps and test equipment. This year SECC is shopping for a Tricaster replacement (video switching unit). Many sites with Tricaster Mini units have been experiencing failed motherboards and power supplies. We've found that the power adapter fan has been failing on several of these units. SECC has purchased a couple of new power adapters that are available to sites that no longer have a warranty on their Tricaster. Please send Doug a note if you need assistance.
- Field Trip for High School Students – Hosted by JEANC (Journalism Education Association of Northern California) on September 28th. Free for teachers and students if a member of JEANC. Affordable all-day workshop journalism focused for high school level. Working together to integrate broadcast students and teachers. Dana La Chapelle is putting together field trip for her student's, if she is not able to fill the bus she will reach out on the forum.
- Thuy Pham is putting together a movie with his class. Thuy writes the screenplay, then has his students help with the remainder of the process. At the end of the year the school shows the full 90 minute film at the Crest Theater. He also works to get community involved in various ways including having them act in the film.
- The Republic (Sacramento Soccer Team) is a good sports team to use if you are looking to have access to those who actually film events.
- Copyrighted music – teachers would like one place to go, especially music and stock photos. For music Audioblocks.com is a great resource. Send Doug an email if you want to be added, first come first serve. Note that only one person can login. Incompetech also has a free section of music. WeVideo – music is cleared. Freemusicarchive.org also has free music but look carefully look through all of the rights. Please remember that you must provide printed proof documenting the license/use of the music used in a SEVA entry.
- Some resources to use for curriculum are American Film Institute, scholasticbroadcasting.com, Cteonline.org. Those that attended Dave Davis' workshop highly recommend his DVDs for ideas on curriculum.

## **Upcoming Meeting Dates:**

November 5, 2018– 5pm SEVA Media Teacher Meeting @ Del Campo High School  
January 14, 2019– 5pm SEVA Media Teacher Meeting @ Sunrise Elementary School  
June 10, 2019– 5pm SEVA Media Teacher Meeting @ Toby Johnson Middle School

## **Upcoming Events:**

Sacramento Student Media Day – November 10 @ Center HS  
NAB – April 8 & 9 @ Las Vegas Convention Center