

THE BYLINE

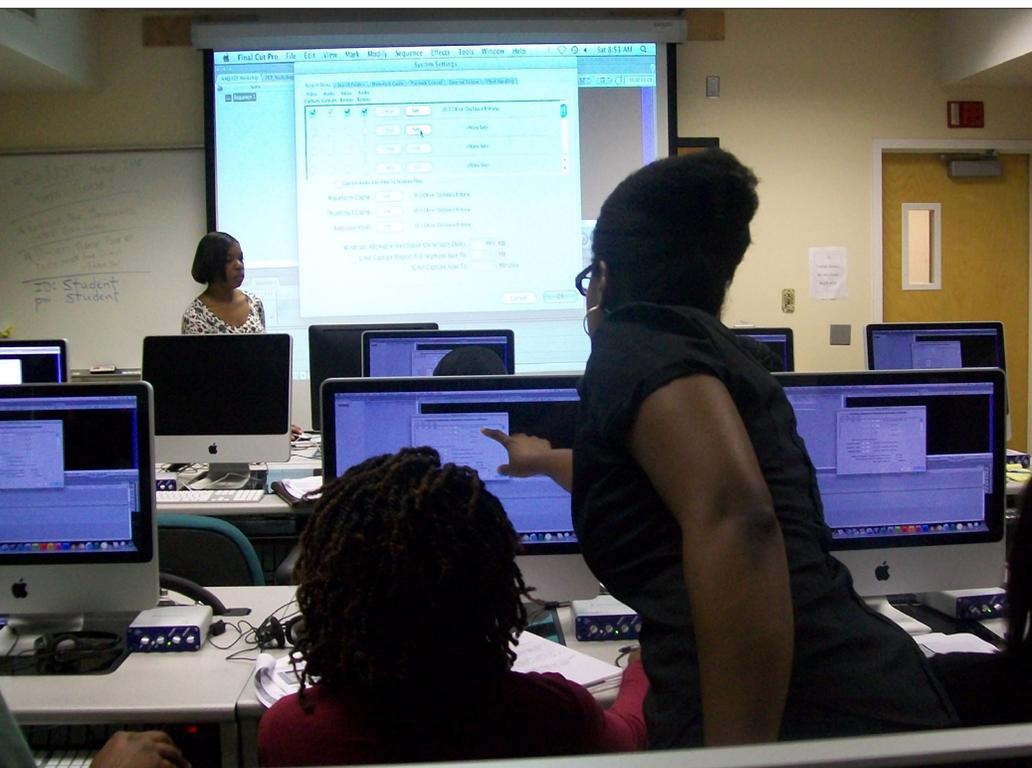
NEWSLETTER FOR THE ATLANTA ASSOCIATION OF BLACK JOURNALISTS

abj.org



http://www/

Final Cut Pro workshop a hit among participants



Instructor Kristina Hayes gives some one on one attention to an individual using the Final Cut Pro editing program, as Brittany Cummings remains at the front of the class.

Another AABJ first scores big in online editing skill-building

By Tekneshia Day
AABJSC

On July 17, the Atlanta Association of Black Journalists held a Final Cut Pro workshop at Georgia State University in the building named Classroom South. The event was open to AABJ members and Unity organizations.

Many people of various work-related experiences in journalism attended and learned video editing. This event also gave an overview of what a Mac system is all about.

The workshop was lead by two members of AABJ, which included Brittany G. Cummings, video journalist at CNN, and Kristina Hayes, associate producer at Get Married, Inc. They both gave an introduction of Final Cut Pro.

Final Cut Pro is a professional

Continued on page 3

Clayton State University holds first Journalism Boot Camp

By Tekneshia Day
AABJSC

Morrow – Clayton State University had its first student media boot camp, sponsored by L. Michelle Hayes, CSU student media adviser, on Friday, July 16.

Members of CSU media organizations, The Bent Tree, CSU's first recognized student media organization, Clayton State Internet Radio (CSIR), and Clayton State Television (CSTV), faculty, colleagues and students were invited to attend. Participants were offered refreshments as they went to workshops and listened to inspiring business leaders from the media industry.

Smiles and laughter filled the halls. Old friends got to bond again and new acquaintances were made in a memory game that was hosted by Jeff Jacobs, associate dean of student affairs at CSU. The game consisted of knowing each person in the room's name and one thing of journalism they like or do.

Afterward, Jacobs gave a presentation on being professional in and outside the classroom, on and off the campus. As he put it you must have the 3 P's: prepared, punctual and polished. The presentation pointed out things like, being thorough, complete

Continued on page 5

Editor-In-Chief
Amber Street

Contributing writers
Tekneshia Day
Kalin Thomas
Tandeca Turner

Designer
Richard Watkins

Adviser
Rashida Rawls
AABJ Vice President of Print



The Byline is a quarterly newsletter for the Atlanta Association of Black Journalists. For information, please visit www.aabj.com, email at byline@aabj.com or write to The Byline, c/o AABJ, P.O. Box 54128, Atlanta, GA 30308

From the Editor

Summertime doesn't slow efforts to give back



The Byline staff's gears have been running and working hard to bring you another wonderful edition. The summer is bright with so many opportunities and events. Wondering what you have missed? We are happy to fill you in.

This time of year is known to be a period of relaxation, but AABJ members and other Atlanta journalists have been busy at work. From workshops to bootcamps, in the world of journalism, every season brings new possibilities.

In this edition, we will fly ahead to provide exciting insight to the NABJ Convention. If you are not attending this year, we have news that will motivate you to start saving for the next NABJ Convention in Philly!

Editor,
Amber Street
Vice President of Atlanta Association of Black Journalists Student Consortium

Why I rejoined AABJ

'How could I have let myself be away for so long?'

By **Kalin Thomas**
Contributor

I first joined NABJ as a broadcast journalism major at Howard University. During that time, I also joined the local chapter in my hometown of Baltimore, Maryland where I met DeWayne Wickham, former NABJ President and USA Today columnist. DeWayne and other members, who were already established as journalists, impressed me with their wisdom about the industry (inside information that I didn't learn in class) and inspired me to become a better journalist. They also emphasized what I learned from my professors at Howard – that as a Black journalist I needed to be better than the best in order to work in the challenging

world of media. My senior year, many of my professors told us seniors we'd probably have to start at a small market station for our first job. I applied to about 50 stations and kept my rejection letters after reading that former CBS Anchor, Dan Rather, kept all of his. And while many of my classmates got discouraged and took jobs in other fields, I was determined to work in television.

In 1984, almost a year after graduation, I was working at the U.S. Justice Department when I got two very important calls. The first was from Northwestern University saying I was accepted into their Medill School of Journalism. I was overjoyed! That is until a few hours later, when I got a call from CNN

saying they wanted to hire me as a video journalist. I chose CNN and never looked back. I moved to Atlanta three days after I got the call, having never been to the city and with no family here. But what great timing – I arrived a few months before NABJ held their convention here. After attending the convention I eventually joined the Atlanta chapter. I was very involved on committees and became secretary, and eventually vice president of the chapter (former WSB anchor, Vic Carter, was chapter president). I loved AABJ because of the camaraderie and support of the members and because of all I learned from people who took me under their

Continued on page 6

Participants learn valuable skills at AABJ's first Final Cut Pro workshop

Continued from page 1

non-linear editing system that has been around since 1998. It is used by many in the professional editing market in the U.S., which includes news and film. At the moment, it is currently available for Apple operating systems.

The people who were in attendance were engaged the whole three hours of the session. Cummings and Hayes were very responsive to people's computer needs, such as a video clip that would accidentally disappear and they would help get it back up.

Participants were taken through the task of editing an actual video by using a few tools, such as the tool palette, a collection of Final Cut Pro editing tools. The snap tool is a tool that restricts free movement of elements on the timeline and automatically "snaps" those elements to particular points. The timeline is a graphical representation of all the editing decisions an individual can make.

Workshop attendees were pleased by the information they received.

"Cutting edge that is very helpful information and easy to process," said Kim Wilson, an account manager, about the program.

"It makes me feel technology savvy," Sameerah Rashid said. "I did not realize how professional this program was."

After editing video, participants watched as the final cut of the production was uploaded on Facebook. Cummings showed them how to upload it on YouTube as well.

Kirk Brown, correspondent at 411 "The Show", felt the workshop was definitely needed, and so did others.

"I would have gotten up at 6 in the morning. I am getting the program after this workshop," said Jill Cox-Cordova, senior producer for CNN.com.



Photos by aabj.org

Participants work on their video editing skills during the workshop. The program was held at Georgia State University and was open to members of the UNITY partner organizations.



Instructors Brittany G. Cummings (left), video journalist at CNN, and Kristina Hayes, associate producer at Get Married, Inc. explain the outline of Final Cut Pro workshop.

"It makes me feel technology savvy. I did not realize how professional this program was."

Sameerah Rashid, Workshop participants

Members reflect on NABJ convention experience

By **Amber Street**
astreet1@student.gsu.edu

The National Association of Black Journalists 2010 Annual Convention & Career Fair is an event that every journalist should mark as a major highlight of the year. Journalists, young and old, can attest to the amazing opportunities and enlightening programs from conventions of the past.

This year is no different.

Journalists and businesses from all over the country will be coming together; it will be a moment you definitely don't want to miss. Still not convinced? Don't know what to expect? Need motivation to attend?

We have asked AABJ members what they look forward to most at the convention:

"The first thing that comes to mind when attending an NABJ convention is feeling inspired. I still remember my first convention, the 1994 gathering in Atlanta. I worked at a newspaper that had a small number of black journalists, so I was awestruck by the sheer number of black journalists there and the desire all of them had to be better at their craft. I was also amazed by some of the work many of them were producing. It continues to inspire me and seeing some of that work at the convention always makes me want to be a better journalist."

— *Eric Stirgus, staff writer, The Atlanta Journal-Constitution*

"For years, one of the best aspects of the NABJ conference --

and the thing I anticipate the most -- has been the student multimedia project. This year is no different. Student journalists will work side-by-side in San Diego with industry experts in a converged media project to produce print, radio, television and online products. Conventioneers (and those who can't be there) will be able to follow the convention news of the week because of the work created by college students from across the country, along with volunteer professionals. This is an incredible mission and an investment in the future of minority journalists. As a professional, I feel obligated to give back to students because I have mentors who took the time to work with me. I am where I am because my mentors cared enough to give me good advice, and because they took time to show and tell me what do to and what not to do when I started my career. In addition to incredible journalism training, the student project offers future journalists lessons that they can carry with them through life, as well as through their career. As money gets tight and priorities change, NABJ continues to invest in the student project and we must see to it that this torch continues to burn for another 35 years."

— *Monica Richardson, beats department leader, The Atlanta Journal-Constitution*

"The NABJ Convention Student Project gives the students an opportunity to gain real-life media experiences. Considering the ever-changing operations in media outlets, from newspapers to

television, we create an atmosphere that will give the students a well-rounded view of what it is like to be a journalist. Our NABJ Convention newsroom integrates all aspects of digital, print, radio and TV, from reporting and taking photos to shooting video and capturing audio. They even get training on how to incorporate the social media aspects into their work. Our students come from across the nation to work with professional journalists and take back with them a wealth of experience."

— *Lisa Gibson, copy editor, The Atlanta-Journal Constitution*

"I always look forward to the NABJ convention. It's a time for me to connect with old friends, make new ones and most of all attend panel discussions that re-energize me to work harder. This year I am enrolled in the Executive Suite. It's a 2-day program at NABJ that's aimed at executive producers and other managers. We'll be learning leadership tools from industry greats such as Paula Madison, executive VP of diversity, NBC Universal and Arthur Sulzberger Jr., publisher of The New York Times. I'm also excited to sit on the 'Negotiating Contracts' panel, which will be held on Saturday morning. The NABJ convention is a great way to revitalize your career, gain valuable career tools, and of course a chance to have fun. We work hard at the conventions but we play hard, too. I hope you plan to join us this year or next year in Philly!"

— *Tenisha Abernathy, executive producer, CNN*

Clayton State University First Journalism Boot Camp

Continued from page 1

your tasks, and to remember image is everything. The moral of the presentation was that if you wanted to be treated as prospective business people, you must act the part and show others you can take responsibility.

The event was promising for networking with people of different journalism backgrounds. Most who were in attendance were Cynthia Daniels, senior producer for projects and planning for The Atlanta Journal-Constitution (AJC), Angela Tuck, assignment editor for the AJC, David Gibson, breaking news manager for the AJC and Silas “SiMan Baby” Alexander, host on Magic 107.5/97.5.

This was an opportunity for CSU students and members to engage in a one-on-one conversation with many of the professionals. In one of the workshops, news writing and blogging, the students were able to present ideas of how to cover an actual news story, how to set it up for a newspaper and/or blog, ways in which they would get their sources, and some of things you should or should not do when getting a news story, such as never to speculate and make sure your sources are credible.

Later to come was an informative speech on how media has transpired from newspapers to digital media, which was given by Jeff Shiffert, director of relations at CSU. He is the person responsible for keeping the faculty and students informed on events happening at, on or around the university.

“One aspect of journalism that has not changed is communicating effectively,” Shiffert said. He compared the phrase “it takes



Magic 107.5/97.5 host Silas “SiMan Baby” Alexander shares background information of what it takes to be in radio media.



Angela Tuck, an assignment editor at the AJC, gives advice to students on news writing.

a village to raise a child” and the media, with the news media being the village and the child is the community the news media service. Most of the information given in the workshops was reiterated by Shiffert.

The student media challenge concluded the event. This project was all about teamwork, innovation and the ability to meet deadlines. The CSU student media challenge was an opportunity for students to exercise all the media

skills they had gained so far. The task was each three teams, green, red and blue, to create a dynamic multi-media product that could be used to welcome new students and visitors to CSU. The completed products were judged on the three things, teamwork, innovation and ability to meet deadline. The bonus, afterward, was each team was allowed access to CSU student media production enhancers, including CSIR studio, digital recorder, camera and a special multi-media producer to help in any aspect of the product.

In the end, students gained experience of what it was like to be a journalist and how to work hard for whatever they wanted to accomplish. They learned what it takes to be among the best when it comes to producing high-quality media in real time.

“Hopefully, we organize it for other colleges and universities to get involved,” Hayes, the CSU adviser, said.

“One aspect of journalism that has not changed is communicating effectively.”

Jeff Shiffert, Director of Relations at Clayton State University

Why I rejoined AABJ

Continued from page 3

wing like Greg Morrison, Stan Washington, and Sidmel Estes-Sumpter. It was a joy to be a part of helping Sidmel campaign for NABJ's first female president!

But over the years, after getting married, getting laid off, getting divorced, and starting my own multimedia business, it seemed life got too hectic. And while I continued to pay national dues and attend NABJ conventions, I stopped being active with AABJ. But after attending this past April's meeting at Georgia Power and hearing Stan and Sidmel talk about the early days of NABJ and AABJ, I knew I had to become active again. I thought, "How could I have let

myself be away for so long?" So I joined that night. I look forward to getting to know all of you, and to working with the Byline and community affairs committees. No matter our age or how long we've been in the business, we can all support and inspire each other. It feels good to be a part of the AABJ family again.

Kalin Thomas is Travel & Leisure Editor for WomenatForty.com, Senior Writer/ Photographer for SoulofAmerica.com, and freelances for various newspapers and magazines, including the Atlanta Voice. Before starting her multimedia company, Kalin spent 17 years at CNN where she won several awards for her work as producer/correspondent for CNN's weekly travel program, CNN TravelNow. She is currently writing a book about her travels. For more information on Kalin, visit www.seetheworldproductions.com.

Chapter Meeting Schedule

AABJ meeting announcements

The Atlanta Association of Black Journalists holds its regular monthly meetings the second Tuesday or Saturday of every month. The Tuesday meetings are normally held at the Georgia Power building, located at 241 Ralph McGill Blvd. N.E., Atlanta. The Saturday meetings are normally held at at WSB-TV Channel 2, 1601 West Peachtree Street N.E., Atlanta. Refreshments will be served.

2010 schedule of AABJ general membership meetings:

Tuesdays, 6:30p.m. - 8:00p.m.
Georgia Power Building -
Auditorium 241 Ralph McGill Blvd.
N.E., Atlanta.
Oct. 12
Dec. 14

Saturdays, 11:00a.m. - 12:30p.m.
WSB-TV (Community Room) 1601
W. Peachtree Street N.E., Atlanta.
Sept. 11
Nov. 13

2010 NABJ Convention and Career Fair

See you in San Diego!

Engage in stimulating workshops, reconnect with old friends while making new ones at the NABJ convention. The Byline wants to know what you were up to while in San Diego. Please send us your photos and include your full name, a caption of who's in the photo, where you all were and what you were doing! We'll include selected photos in our convention wrap up spread. Please email your info and attached photos to Richard Watkins at rwatkins@ajc.com.

Calendar for the year

July 28-Aug. 1 — NABJ Convention and Career Fair in San Diego, Calif.

August — Professional/Student Chapter retreat. Date TBD

Saturday, September 11 (WSB-TV 11:30a.m.) — General body meeting

Tuesday, October 12 (Georgia Power 6:30p.m.) — Social Media Session

October — Unity Mixer / date TBD

Saturday, November 13 (WSB-TV 11:30a.m.) — Financial Workshop

November — Community service event / date TBD

Tuesday, December 14 (Georgia Power 6:30p.m.) — How to get the media to pay attention

December — Kwanzaa event / date TBD

New AABJ members in July

Brittany S. Hampton
Amber N. Street
Vanzetta D. Evans
Michael Cunningham
Janel Davis
Richelle Jackson
Chelsey McNeil
Stephanie Johnson
Anne-Marie Rogers