USC Annenberg
School for Communication and Journalism

welcome to

annenberg high school day

Saturday, February 20, 2021
10:00AM - 2:00PM via Zoom Webinar

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10:00AM-10:05AM/ Welcome to AHSD
Opening Remarks by Jaime Carias, Annenberg Youth Academy Director

10:05AM-10:10AM/ Opening Remarks by Dean Willow Bay

10:10AM-10:15AM/ Introduction of Keynote Speaker
Dr. Gordon Stables, Director of School of Journalism

10:15AM-11:00AM/ Keynote Speaker: From Paving my way to USC to making space for Latino Storytelling
Esmeralda Bermudez, Staff Writer at the Los Angeles Times

11:00AM-12:00AM/ Workshop 1: GIFs for Journalists
Amara Aguilar, Associate Professor of Professional Practice

12:00PM-12:10PM/ Break
Take a break- stretch and walk around

12:10PM-1:00PM/ Workshop 2: How media companies use capital to grow and to thrive
Dr. Christopher H. Smith, Clinical Professor of Communication

1:00PM-1:35PM/ Annenberg Student Panel

1:35PM-1:55PM/Annenberg Youth Academy 2021 Informational Session
Jaime Carias, Annenberg Youth Academy Director

1:55PM-2:00PM/ Closing remarks by Jaime Carias

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#ASCJ #AHSD2021

From Paving my way to USC to making space for Latino Storytelling

Keynote: Esmeralda Bermudez, Staff Writer, Los Angeles Times

@BermudezWrites

Esmeralda Bermudez writes narrative stories about the lives of Latinos for the Los Angeles Times. She was born in El Salvador, raised in the Los Angeles area, and graduated from the University of Southern California. Before joining The Times in 2008, Bermudez worked at The Oregonian in Portland, covering city government and immigration. She has reported from Mexico and Guatemala, where her coverage in 2006 won her the Guillermo Martinez-Marquez Award for Latin American Reporting. Bermudez was also a finalist for Livingston Award for International Reporting. In 2016, she was part of the team that won the Pulitzer Prize for its coverage of the San Bernardino terrorist attack.

about the workshops:

Please take notes & ask questions!
OUR PRESENTERS LOVE HEARING FROM YOU!

Workshop A: GIFs for Journalists

Amara Aguilar, Associate Professor of Professional Practice at USC
Twitter: @amara_media

We'll take a look at how moving images can help tell and advance stories on social media and the web. Bring your laptop or mobile device fully charged to participate in a hands-on element of this session.

Workshop B: How media companies use capital to grow and to thrive

Christopher H. Smith, Clinical Professor of Communication at USC
Twitter: @CHSmithPhD

In this seminar, we'll learn how media and entertainment companies finance their operations by borrowing money and selling ownership stakes in their operations. Understanding why, and how, some of the top companies in the industry tap into the financial markets can unlock important life lessons for all of us.

Workshop C: Annenberg Student Panel

Come learn from Annenberg graduate and undergraduate students about their journeys, being students via online distance learning, and strategies they have used to continue pursuing their academic and career goals.

Apply to USC 2021 Annenberg Youth Academy!
A FREE 4-Week Program for High School Students

Contact Jaime Carias at Carias@usc.edu or Elettra Baldi at baldi@usc.edu for any of your questions about AYA.