



# CSUN SPJ

## NEWSLETTER WEEKLY

Monica Rodriguez, May 2018

I am the CSUN President of Society of Professional Journalists (SPJ) I handle multiple tasks at hand for instance scheduling guest speakers to talk with our SPJ members, revised our social media outlets, created SPJ newsletters, promoted SPJ touring events, and designed the SPJ website.

**Table of Contents:**

Tour and Guest Speaker .....	2
CSUN SPJ Newsletter's .....	6
Social Media Calendar .....	16
Promote Creative Contact .....	18

## CSUN SPJ ABC7 TOUR



## SPJ TOUR AT ABC7

**O**n Saturday April, 14 Monica Rodriguez President of the Society of Professional Journalists (SPJ) arranged a tour at ABC7 News Broadcast Stations for our SPJ members.

“I was in charged with setting up the last tour for our CSUN SPJ members. I wanted CSUN SPJ last tour to be special and our Journalism students had an interested in broadcast journalism. Dave Brill My old teacher from College of the Canyons works for ABC7 as the week-ends sports producers. I asked him if he was

available to give a tour to our CSUN students and he agreed but he was available to give tours no less than one week. I started promoting right away created the ABC7 flyers, instructed our social media director to promote the event, hanged ABC7 flyers all around the CSUN Manzanita Hall Journalism building, contacted every single Journalism teacher in our department to promote our event, and made sure that the people who signed up for the event will receive the information to the tour,” Rodriguez said.



On the tour Brill showed the CSUN students the process of running ABC7 Broadcast News Station. Angela Rose an inspiring CSUN Broadcast students “Don’t take no for an answer when chasing after your dreams. I went on a tour of the ABC7 news station a week after being turned down for an internship. And guess what? I showed up with a resume in my hand,” said Rose.

“I am happy that I talked with Brill and setup the tour for the broadcast journalism students.

Hearing from Rose’s story of applying an internship at ABC7 and got rejected. If I did not create this tour Rose would not had a chance to network with Brill and have a connection to get into ABC7 news station. After the tour was over I had received text’s messages from the students who took the tour and asked me question of how do I become a student at College of the Canyons,” said Rodriguez.

## GUEST SPEAKER AUSTIN DAVE



## DIGITAL MEDIA BEST PRACTICES

**A**t Tuesday April, 24 Monica Rodriguez President of the Society of Professional Journalists (SPJ) invited Austin Dave Multimedia Journalist Director of Digital Operations from The Signal of Santa Clarita Valley to speak to CSUN journalism. California State University, Northridge (CSUN) SPJ held the event in Manzanita Hall (MZ) building room 213 at 5 p.m.

"I invited Dave to speak to our CSUN students because he was our guest speaker who taught us students about how to use social media in the journalism field. After learning from Dave, I felt that I had a better grasp with using social media

and how to use this knowledge in the field. When I transferred to CSUN I learned that the teachers really don't teach use kids about how to use proper technique using social media. Once, I became the CSUN SPJ President I decided to get Dave to speak to our CSUN students," Rodriguez said.

"In order to make this event happened I got in contact with Dave through my old professor Dave Brill who teaches our broadcast journalism classes at College of the Canyons (COC). Brill gave me Dave's phone number but he told me I would have a higher chance to get in contact with Dave by going to COC Wednesday's night broadcasting

Photo Credit  
by Austin Dave  
and Kazia Doros



class because Dave is the assistant teacher to Brill. I tried sending text's messages to Dave first but after 3 day's I heard no response. I even send Dave a Facebook message but still did not heard no response from him. CSUN Spring semester was almost coming to an end and I promised my club adviser that I will bring Dave to speak at CSUN. Next, I went to one of the broadcasting Wednesday's night classes at COC and after the classed ended at 10 p.m. I talked with Dave and setup a date for him to meet our CSUN students," Rodriguez said.

"Once I finished with the last of the preparations setting up the date with Dave I started promoting our last guest speak. I created our flyers for Dave, coordinate with our social media director, booked the room for our event, printed out the flyers and posted them all three flights of stairs in MZ, email every single journalist teacher to let them know about our guest speaker, and I went to promote CSUN SPJ and our guest speaker. On the day of the event I was worried that no one would show

up to hear our guest speaker. It is because almost five minutes before 5 p.m. there were only four people who came into the classroom. I was started to worry about our guest speaker showing up late because it was exactly 5 p.m. So, I called Dave and he started to walk out of the student parking lot but was confused where MZ building was located. After the phone call, I left one of the students in charge and run after to Dave and luckily, he was close by to MZ," Rodriguez said.

"After our guest speaker was finished with his lecturer about Digital Media Best Practices the students loved talking with Dave and asked him questions about social media. I was so happy to invite Dave to talk with our CSUN students and he was even exited to be invited to speak to our students," Rodriguez Monica.



# Weekly Newsletter

**Date:** April 18, 2018

Hello CSUN SPJ!

We have a meeting this Thursday, **April 19, 3:00 p.m. to 3:45 p.m.** at **Manzanita Hall 213**. In our meeting we will be talking about Board Membership Applications and our last guest speaker.

Board Membership Applications has been extended to **April 22, 5:00 p.m.** If you are interested please email [spjcsunn@gmail.com](mailto:spjcsunn@gmail.com).

**Reminder:**

May 3rd will be our last meeting and end of the semester party. We will reveal who our new CSUN SPJ Board Members.

**SPJ Regional Conference:**

The Conference will start Friday April 27.

Thank you have a wonderful week!



[Twitter](#)



[Instagram](#)



[Website](#)



[Facebook](#)

*Copyright © 2018 Society of Professional Journalists CSUN, All rights reserved.  
You are receiving this email because you signed up for our mailing list.*

**Questions? Contact:**

Co - Presidents  
[Alexandrea Mares](#) and [Monica Rodriguez](#)

**Our mailing address is:**

Society of Professional Journalists CSUN  
18111 Nordhoff Street  
Northridge, CA 91330- 8311



# Weekly Newsletter

**Date:** March 14, 2018

Hello CSUN SPJ Members!

This, Thursday March 15th the Annual Journalism Career Day will be located at the Ferman Presentation Room in the Oviatt Library from 9:30 a.m. - 1:30 p.m.

After the Annual Journalism Career Day is over please come join us March 15, 2018, at 3 p.m. in Manzanita Hall Room 213. It is very important if you wish to be officially part of SPJ that you show up to tomorrow's meeting.

Longtime newspaper reporter Susan Abram will speak on Tuesday, March 20th in MZ 211 at 12 noon. All are welcome to hear about her career with the L.A. Daily News and her new venture into freelance writing.

**Reminder:**

Membership fees are **DUE TOMORROW** March 15th !

Sign up and pay at <https://www.spj.org/joinapp-quick.asp>

## Upcoming Events

**Board Membership Applications  
Due April 22 5:00 p.m.**

**Meeting  
Thursday, April 19  
3:00 p.m. to 3:45 p.m.  
MZ 213**

## Upcoming Events

**- Journalism -  
Career Day**

**- Membership Fees-  
DUE March 15!**

**-Susan Abram-  
Tuesday, March 20**

The early bird deadline for the SPJ Regional Conference is Monday, March 19. Early bird price is \$75 for students; starting on March 20, the price is \$90. The regional conference--which is held in L.A. only every six years-- it will be Friday, April 27 and Saturday, April 28 at the Universal City Hilton. To register, go to the conference website at <http://spjregion11conference.org/>

If you have any questions on how to sign up please feel free to email us.



# Weekly Newsletter

**Date:** April 23, 2018

Hello CSUN SPJ!

Tomorrow Tuesday we have a guest speaker his name is Austin Dave. Austin will be talking about how to use social media in the field of Broadcast Journalism. CSUN SPJ will be at Manzanita Hall in Room 213 at 5:00 p.m.

We have a meeting this Thursday, April 26, 3:00 p.m. to 3:45 p.m. at Manzanita Hall 213. In our meeting we will be talking about Board Membership Applications.

### Reminder:

May 3rd will be our last meeting and end of the semester party. We will reveal who our new CSUN SPJ Board Members.

SPJ Regional Conference:

The Conference will start Friday April 27.

Thank you have a wonderful week!

### Upcoming Events

**Meeting  
Thursday, April 26  
3:00 p.m. to 3:45 p.m.  
MZ 213**



*Copyright © 2018 Society of Professional Journalists CSUN, All rights reserved.  
You are receiving this email because you signed up for our mailing list.*

### Questions? Contact:

Co - Presidents  
[Alexandrea Mares](#) and [Monica Rodriguez](#)

### Our mailing address is:

Society of Professional Journalists CSUN  
[18111 Nordhoff Street](#)  
Northridge, CA 91330- 8311

*Copyright © 2018 Society of Professional Journalists CSUN, All rights reserved.  
You are receiving this email because you signed up for our mailing list.*

### Questions? Contact:

Co - Presidents  
[Alexandrea Mares](#) and [Monica Rodriguez](#)

### Our mailing address is:

Society of Professional Journalists CSUN  
[18111 Nordhoff Street](#)  
Northridge, CA 91330- 8311



# Weekly Newsletter

**Date:** April 1, 2018

Hello CSUN SPJ!

At our last meeting we talked about our upcoming events, SPJ's regional conference, and our board position openings for Fall 2018.

Our adviser wasn't able to make it to the meeting on Thursday and we accidentally provided some incorrect information about the upcoming SPJ Regional Conference. Dr. Bluestein is able to extend the early bird student price of \$75 to any CSUN students who want to attend, however they must pay by check or money order made out to "SPJ/LA." You can drop off the check with Dr. Bluestein in her office, MZ 333. This offer is good until April 12, however the earlier, the better. Students who register online now will pay \$90 plus an Event Brite fee. If you have any questions about the conference or payment, please email her at <stephanie.bluestein@csun.edu>

We will have LAPD officer, who was also a reporter, Brent Hopkins in MZ 211 on tuesday, April 3rd. Please join us!

We have 6 board member positions available:

**Vice President:** Assists the president and the entire executive board to complete tasks for SPJ.

**Director of Finance:** Responsible for managing finances and the cash flow of the club. Also in charge of member dues and coming up with ideas to bring in money for SPJ club.

**Director of Member Services:** This position is the main liaison between members and the board. Responsible for writing and distributing weekly newsletter.

**Director of Events:** Responsible for setting up weekly speakers and assisting the president in planning the agenda for weekly meetings.

## Upcoming Events

**- Guest Speaker -  
Brent Hopkins  
Tuesday, April 3th  
MZ 211 12 p.m.**

**Meeting  
Thursday, April 5th  
3:00 p.m. to 3:45 p.m.  
MZ 213**

**Director of Social Media:** Responsible for adding content on a regular basis to all social media platforms. Also, responsible for posts during meetings and at SPJ events as well as other social media posts as needed.

**Director of Website Manager:** Responsible for all website updates and blog posts about guest speakers and tour events.

If you are interested in becoming apart of CSUN's SPJ board please download the application attached. Fill out the application and send it back to spjcsunn@gmail.com.

We want to remind all who are applying for any position, it is mandatory to pay SPJ's membership fee of \$47.50 on Join SPJ - Society of Professional Journalists.

We will announce the new board members at our potluck, on the last meeting of the semester, May 3rd.

Thank you, have a wonderful week!



*Copyright © 2018 Society of Professional Journalists CSUN, All rights reserved.  
You are receiving this email because you signed up for our mailing list.*

### Questions? Contact:

Co - Presidents  
[Alexandrea Mares](#) and [Monica Rodriguez](#)

### Our mailing address is:

Society of Professional Journalists CSUN  
[18111 Nordhoff Street](#)  
Northridge, CA 91330- 8311



# Weekly Newsletter

**Date:** April 18, 2018

Hello CSUN SPJ!

We have a meeting this Thursday, April 19, 3:00 p.m. to 3:45 p.m. at Manzanita Hall 213. In our meeting we will be talking about Board Membership Applications and our last guest speaker.

Board Membership Applications has been extended to April 22, 5:00 p.m. If you are interested please email [spjcsunn@gmail.com](mailto:spjcsunn@gmail.com).

**Reminder:**

May 3rd will be our last meeting and end of the semester party. We will reveal who our new CSUN SPJ Board Members.

SPJ Regional Conference:

The Conference will start Friday April 27.

Thank you have a wonderful week!



[Twitter](#)



[Instagram](#)



[Website](#)



[Facebook](#)

*Copyright © 2018 Society of Professional Journalists CSUN, All rights reserved.  
You are receiving this email because you signed up for our mailing list.*

**Questions? Contact:**

Co - Presidents  
[Alexandrea Mares](#) and [Monica Rodriguez](#)

**Our mailing address is:**

Society of Professional Journalists CSUN  
18111 Nordhoff Street  
Northridge, CA 91330- 8311



# Weekly Newsletter

**Date:** April 9, 2018

Hello CSUN SPJ!

We have a meeting this Thursday, April 12th 3:00 p.m. to 3:45 p.m. at Manzanita Hall 213.

Board Member Applications Due April 12th 5:00 p.m. If you are interested please email [spjcsunn@gmail.com](mailto:spjcsunn@gmail.com).

You can find application and positions below in attachments below.

We have a ABC 7 Tour Saturday, April 14. First come first serve for sign-ups. We have 15 spots. Email us with your First, Last Name, and Phone number. Once you sign-up you will receive more information.

**Reminder:**

SPJ's regional conference, and our board position openings for Fall 2018. Our adviser wasn't able to make it to the meeting today and we accidentally provided some incorrect information about the upcoming SPJ Regional Conference. Dr. Bluestein is able to extend the early bird student price of \$75 to any CSUN students who want to attend, however they must pay by check or money order made out to "SPJ/LA." You can drop off the check with Dr. Bluestein in her office, Manzanita Hall 333. This offer is good until April 12, however the earlier, the better. Students who register online now will pay \$90 plus an Event Brite fee. If you have any questions about the conference or payment, please email her at [<stephanie.bluestein@csun.edu>](mailto:stephanie.bluestein@csun.edu)

Thank you have a wonderful week!



[Twitter](#)



[Instagram](#)



[Website](#)



[Facebook](#)

*Copyright © 2018 Society of Professional Journalists CSUN, All rights reserved.  
You are receiving this email because you signed up for our mailing list.*

**Questions? Contact:**

Co - Presidents  
[Alexandrea Mares](#) and [Monica Rodriguez](#)

**Our mailing address is:**

Society of Professional Journalists CSUN  
18111 Nordhoff Street  
Northridge, CA 91330- 8311

## Upcoming Events

**Board Membership Applications  
Due April 22 5:00 p.m**

**Meeting  
Thursday, April 19  
3:00 p.m. to 3:45 p.m.  
MZ 213**

## Upcoming Events

**- ABC 7 Tour -  
Saturday, April 14**

**Board Member Applications  
Due April 12th 5:00 p.m.**

**Meeting  
Thursday, April 12th  
3:00 p.m. to 3:45 p.m.  
MZ 213**



# Weekly Newsletter

**Date:** March 5th, 2018

Hello CSUN SPJ Members!

Our club meeting for this Thursday, March 8th is cancelled because of our tour of Power 106.

There is four spots available. Tomorrow is the last day to sign up. Please send us an email with your name and phone number.

Next week our weekly meetings will continue! It is very important you attend if you want to officially be a part of CSUN SPJ. Thank you and have a wonderful week!

**Reminder:**

Membership fees are DUE at our next meeting, March 15th!

Sign up and pay at <https://www.spj.org/joinapp-quick.asp>

If you have any questions on how to sign up please feel free to email us or ask us at our next club meeting.



*Copyright © 2018 Society of Professional Journalists CSUN, All rights reserved. You are receiving this email because you signed up for our mailing list.*

**Questions? Contact:**

Co - Presidents  
Alexandrea Mares and Monica Rodriguez

**Our mailing address is:**

Society of Professional Journalists CSUN  
18111 Nordhoff Street  
Northridge, CA 91330- 8311



# Weekly Newsletter

**Date:** Feb. 27, 2018

Hello CSUN SPJ Members!

In our last meeting we mentioned our upcoming tour of Power 106. On Thursday March 8th at 10 a.m. we have a scheduled tour of Power 106 in Burbank. There are only 8 spots available. As SPJ members we are notifying you guys first before we reach out to other journalism students at CSUN. If you are absolutely sure you can make it, PLEASE CLICK ON THE SIGN UP SHEET AND GIVE US YOUR NAME, EMAIL AND PHONE NUMBER.

Please do not say you can make it and last minute you can not because you could be taking a spot from someone who really wanted to go. There is a car-pool with two spots open, otherwise transportation will not be provided. The deadline to sign up for SPJ members is this Wednesday Feb. 28th at 5 p.m.. After the deadline, any available spots will be open to other students in the journalism department. Thank you and have a wonderful Tuesday!

**Reminder:**

Membership fees are DUE in less than 3 weeks, March 15th!

Sign up and pay at <https://www.spj.org/joinapp-quick.asp>

If you have any questions on how to sign up please feel free to email us or ask us at our next club meeting.



*Copyright © 2018 Society of Professional Journalists CSUN, All rights reserved. You are receiving this email because you signed up for our mailing list.*

**Questions? Contact:**

Co - Presidents  
Alexandrea Mares and Monica Rodriguez

**Our mailing address is:**

Society of Professional Journalists CSUN  
18111 Nordhoff Street  
Northridge, CA 91330- 8311

## Upcoming Events

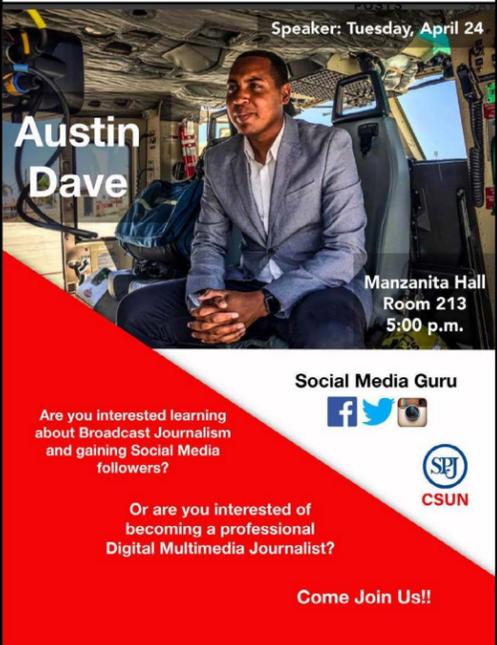
**- Power 106 -  
Tour  
March 8th at 10 a.m.  
in Burbank**

**(Specifics will only be  
shared with  
those attending.)**

## Upcoming Events

**- Power 106 -  
Tour**

**Meeting Feb. 28  
Thur. 3:00 p.m. to 4:00 p.m  
Manzanita Hall Room 213**

Social Media	Time	Content Type	Image	Copy
Facebook	8:00 a.m.	Promotion		<p>CSUN SPJ welcomes you back!</p> <p>We will be at Meet the Clubs this Tuesday and Wednesday from 11 a.m. to 2 p.m. Our first meeting (including free food) will be on Thursday, Feb. 8 from 3 p.m. to 4 p.m. in Manzanita Hall Room 213. Hope you can join us!</p>
Twitter	7:00 p.m.	Promotion		<p>We want to thank @abc7adrienne coming to CSUN and sharing your wisdom to us journalism students.</p>
Instagram	6:00 p.m.	Promotion		<p>spjcsunTomorrow's speaker is Austin Dave, social media guru. Stop by MZ Rm. 213 at 5 PM to learn more about digital multimedia journalism! See you there #csunjournalism #csun #csun-journalists #csunspj #spj #societyofprofessionaljournalists</p>



Speaker: Tuesday, April 24

**Austin  
Dave**

Manzanita Hall  
Room 213  
5:00 p.m.

**Social Media Guru**



Are you interested learning about Broadcast Journalism and gaining Social Media followers?

Or are you interested of becoming a professional Digital Multimedia Journalist?

**Come Join Us!!**

**ABOUT US**

SPJ is dedicated to Professional Development, Networking events in Southern California, Journalism Advocacy, and Industry News & Information

SPJ promotes the free flow of information vital to a well-informed citizenry through the daily work of its nearly 7,500 members; works to inspire and educate current and future journalists through professional development; and protects First Amendment guarantees of freedom of speech and press through its advocacy efforts.

Society of Professional Journalists CSUN

**MEMBERSHIP**

College Student:  
\$37.50 for 1 year, plus \$10 for CSUN SPJ chapter dues.

Post Grad:  
Through three years after college graduation.  
\$37.5 for 1 year.

Professional:  
After you graduate and are working in the news business, your dues will be \$75 a year, plus local chapter dues.

Any newly joining Post Grad member can sign up today and receive three years for just \$75.

Membership sign-up can be found on the national SPJ website at:  
<http://www.spj.org/join.asp>

**CONTACT**

If you have any questions or concerns please contact SPJ CSUN  
email: [spjcsunn@gmail.com](mailto:spjcsunn@gmail.com)

**SPJ CSUN MEETS**

Speaker: Tuesday, March 27

# SUSAN ABRAM



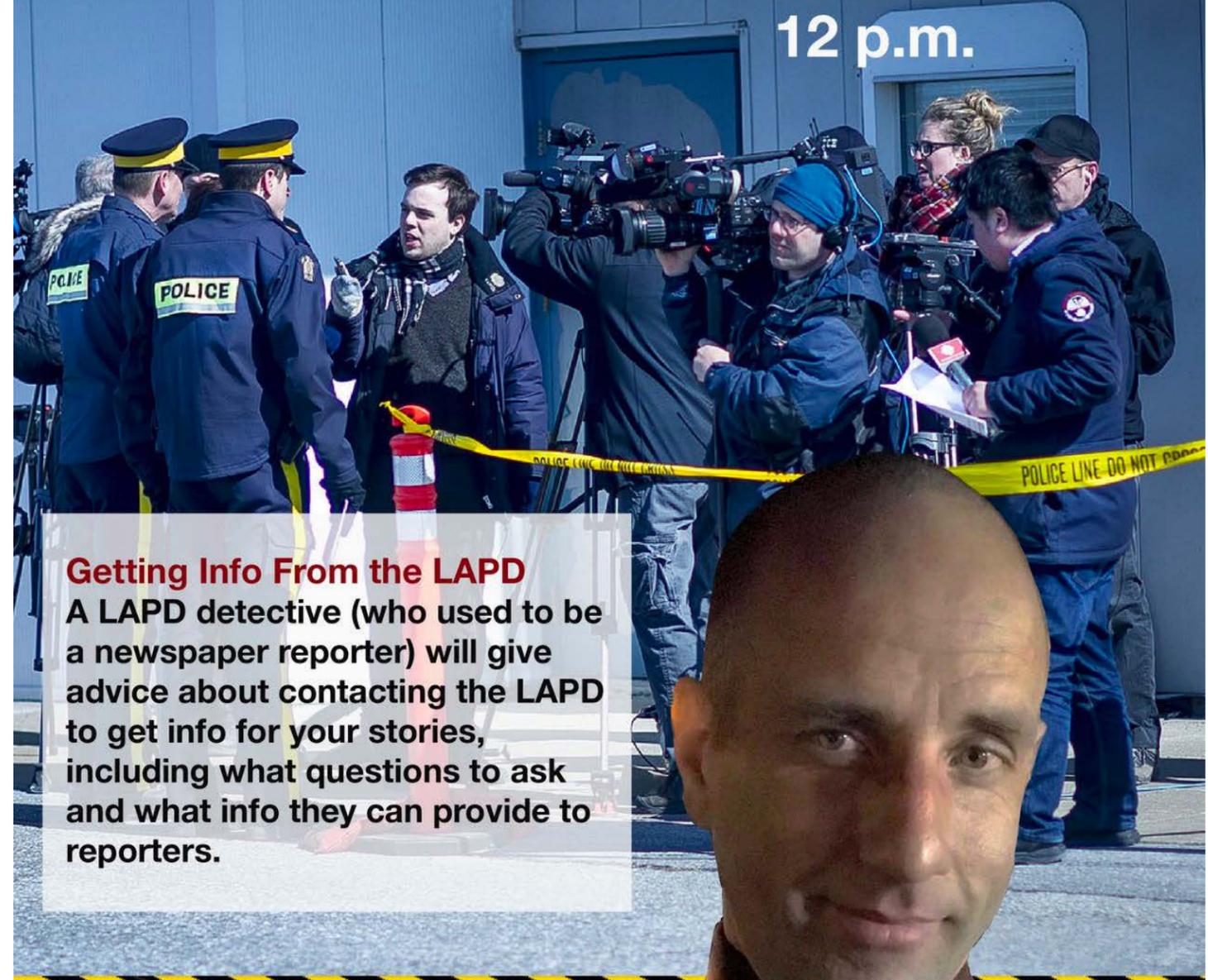
CSUN SPJ PRESENTS...

Preparing for a career in  
journalism in Los Angeles

Manzanita Hall  
Room 211  
12 p.m.

Speaker: Tuesday, April 3

Manzanita Hall  
Room 211  
12 p.m.



## Getting Info From the LAPD

A LAPD detective (who used to be a newspaper reporter) will give advice about contacting the LAPD to get info for your stories, including what questions to ask and what info they can provide to reporters.

# BRENT HOPKINS



**ABC 7 Tour:  
Saturday, April 14**

**Deadline for sign-ups:  
Thursday April 12**

**Email Us:  
[spjcsunn@gmail.com](mailto:spjcsunn@gmail.com)**

First come first serve for sign-ups. We have 15 spots.  
Email us with your First, Last Name, and Phone number.  
Once you sign-up you will receive more information.



**Happy Valentines Day  
From CSUN SPJ**

Our Next Meeting  
Thursday, Feb.15 3 p.m. to 4 p.m.  
Manzanita Hall Room 213