

## Aspiring journalists learn from pros



The chance to work with professional journalists is one big appeal of the ThreeSixty summer camps. During the intermediate camp in June, WCCO anchor Don Shelby edited a video script with student Maximiliano Ferreira. All student articles and videos can be viewed at [www.threesixtyjournalism.org](http://www.threesixtyjournalism.org). ThreeSixty will host a fundraiser and retirement roast for Shelby on Oct. 8. **See page 6 for details.**

## ThreeSixty's work is supported by VISTA volunteers

Thanks to generous support from the Minnesota Literacy Council, two AmeriCorps VISTA volunteers will join ThreeSixty's staff in August and spend a year developing a volunteer network and marketing and communications resources.

Andrea Salazar will move from Alabama to replace Kate Borman as ThreeSixty's marketing and communications coordinator. Borman is seeking a job with a Twin Cities' nonprofit organization after spending two years as a VISTA volunteer.

AmeriCorps VISTA is a national service program designed to fight poverty by building capacity in nonprofit organizations and local government agencies that serve low-income people. VISTA members serve full time for a year in exchange for a modest living stipend and an education award at the end of their service.

*VISTA continued on Page 2*

## ThreeSixty alumna returns to serve on board of advisers

When Amy Hang applied for the Urban Journalism Workshop at the University of St. Thomas after her freshman year in high school, it was a modest act of rebellion. Her six older siblings had staked out other fields. Journalism was something Hang could have for her own.

The two-week camp got her excited enough about journalism, while still in high school, to start a Hmong youth television program through St. Paul's cable access network. For this daughter of Hmong immigrants, journalism was a way to give voice to communities that often go unheard.

Now finished with college, Hang is back

in St. Paul working as a field representative for U.S. Sen. Al Franken. In June, she joined the board of advisers for ThreeSixty, formerly known as the Urban Journalism Workshop. She is the first alumna to serve on the board.

Hang and Ian Yue, 2005 alumni, met with ThreeSixty students in June and described how they have used the ThreeSixty training to develop contacts, skills and experience. As a board member, Hang hopes to build a network of ThreeSixty alumni who can support the program and each other.

At Georgetown University, where she enrolled in 2005, Hang founded a mentorship program for students in the Georgetown

Scholarship Program. Working with the Asian American Student Association and Student of Color Alliance, she was an advocate for Asian Americans on campus. And she was one of two student speakers at 2009 commencement ceremonies.

Hang also received the prestigious Harry S. Truman Scholarship. The scholarship provides up to \$30,000 in funding to college juniors who want to pursue graduate degrees in public service fields. Hang expects to pursue degrees in law and public policy, with an eye toward service to the Southeast Asian community.

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# New ThreeSixty tabloid will feature student work



By Lynda McDonnell  
Executive Director

Summer is generally a quiet time on college campuses. Not for ThreeSixty. We accelerate into high gear from mid-June to early August with three camps serving nearly 50 students.

Our June camp focused on teens and health – from the chlamydia epidemic among young women to the creative ways that health professionals use teens to educate their peers about safe sex. The 13 teen journalists did an exceptional job of reporting and writing important, complex stories. They took easily to blogging daily updates from camp and producing short video versions of their stories. And they remarked often about how much they learned by working with such a diverse group of peers.

Check out their stories and blogs at [www.threesixtyjournalism.org](http://www.threesixtyjournalism.org). Be sure to post your comments. Students love hearing what you think.

Meanwhile, thanks to an internship program funded by the Pohlad Family Foundation, four ThreeSixty veterans are producing stories that examine the cost and

value of college. With so many young adults staggering under the weight of college debt and so many college grads struggling to find jobs, it's a good time to ask those questions. We'll publish their findings this fall.

We're also planning a ThreeSixty fundraiser and retirement roast for WCCO anchor Don Shelby scheduled for Friday, Oct. 8. You will receive invitations in August to the reception, dinner and evening of stories about Don's remarkable achievements and amusing excesses.

Finally, we're preparing the first issue of a print tabloid that will be distributed in high schools four times during the 2010-2011 school year.

Starting a print publication may seem contrary at a time when dead-tree publications are declining yet the value of having work published in print remains high to young writers. They know that anyone can be published on the Web. To be published in print means that their work has been chosen and edited. Print is something they can hold and share with friends.

Meanwhile, high school teachers tell us that print publications are the most ef-

ficient way for them to deliver content to their students. Computers are scarce in most classrooms; time and budgets for photocopying are limited.

Moreover, teachers are excited by the prospect of having a magazine with articles by Minnesota teens about issues that matter to their fellow teens. They are also

like the thought of having another venue for which their own students could write.

Our first issue, to be published for the start of school in September, will include the great package on teens and health that students produced during ThreeSixty's June camp. Finance and Commerce in Minneapolis has generously agreed to cover the cost of printing four issues for the 2010-2011 school year.

If you know a teacher who might like to receive copies of ThreeSixty's tabloid for classroom use, email me at [lmcdonnell@stthomas.edu](mailto:lmcdonnell@stthomas.edu). We'll also have individual subscriptions available. Let me know if you're interested. And thanks for your continued interest and support of ThreeSixty.

Summer is generally a quiet time on college campuses. Not for ThreeSixty.

## VISTA continued from Page 1

Salazar, a 24-year-old from Mexico, has a marketing degree from the University of Alabama and worked as a marketing production intern for the Walt Disney Company after graduation. She studied in China during college, has tutored high-school students and enjoys crafts.



Salzer

Mary Gossett, also 24, will serve her second VISTA year and become ThreeSixty's first volunteer coordinator. Until May, she ran a program at Stetson University that employs university students to serve as tutors and mentors for local teens. She is also a singer and organized a community youth choir during college.

Gossett was attracted to the Twin Cities because of its tradition of strong civic engagement. Salazar sees ThreeSixty as a chance "to give high schoolers an avenue to enrich their lives and express themselves creatively."

"For a small program like ThreeSixty, having the skills of VISTA volunteers is an incredible gift. With a full-time staff of just two people, there's so much we can't get done," said Lynda McDonnell, ThreeSixty executive director. "Kate has done a wonderful job of improving our communications and visibility. I am excited to have Andrea and Mary build on that strong base."

Katie Johnson, AmeriCorps VISTA manager for the Minnesota Literacy Council,



Gossett

said the nonprofit group sees a growing need for literacy services in grades 4 to 12 and seeks schools and organizations that will use VISTA volunteers to take on this challenge. The literacy council places more than 40 VISTA volunteers at sites across Minnesota.

"Research has shown that one of the best ways to get kids interested in reading and writing is to provide them with opportunities to read and write on topics that they care about," Johnson wrote by email. "ThreeSixty encourages youth to explore issues like social media, sex education and teen driving in a way that both encourages them to think critically and creatively and supports them in expressing their viewpoints effectively through the development of better reading and writing skills."

# Alumni updates

## 2001

**Damon Maloney** won two reporting awards this spring for his work at KHBS/KHOG-TV in Fort Smith, Ark. Maloney won first-place in the spot news category for his report on the tornado that hit Mena, Ark. in 2009. He also won a second-place award in the enterprise-investigative category for his report on a shopping scam that nearly cost a Fort Smith woman thousands of dollars.

## 2002

**Emma Carew** has been hired as a suburban reporter for the Star Tribune. She previously worked for the Chronicle of Philanthropy in Washington, D.C.

**Aisha Eady** begins work in August as the communications coordinator for Cristo Rey Jesuit High School in Minneapolis. She assisted with ThreeSixty's four-week journalism camp in July and led a one-week camp in August.

**Leslie Kruempel** is writing for the Twin Cities Daily Planet.

## 2005

**Ian Yue** completed his junior year at Wheaton College in Illinois and is dividing his summer between two internships. He spent the first part as Emma Bowen Foundation intern with KFAI-FM in Minneapolis. During the second half, he interns for the National Weather Service in Silver Spring, Md., helping to develop a plan for a consortium of federal water agencies.

## 2007

**Kris Mitchell** graduated from DeLaSalle High School and will attend the University of St. Thomas as a ThreeSixty scholar in the fall.

## 2008

**Alexandra Sifferlin**, who is studying journalism at Northwestern University, is an intern in New York City for Prevention Magazine. She'll write some short pieces for the front of the magazine and do research, too.

**David Lurvey** is studying film, photography and visual arts at Ithaca College in New

York. He is the website co-editor for the on-campus alternative magazine, Buzzsaw – [www.buzzsawmag.org](http://www.buzzsawmag.org).

**Paul Slack** will attend Clark Atlanta University in the fall. He plans to major in history and education.

**Sarah Ericson** has moved to California to complete general requirements at Santa Monica Community College. She then plans to go to a four-year school and major in communication and journalism.

**Katie Merle** will begin studies at the University of St. Thomas in the fall. In mid-July she traveled with her church group on a mission trip to the Standing Rock Indian Reservation in North Dakota.

**Ariel Nash** finished her first year at the University of Winnipeg. She will be a resident assistant on campus next year.

**Leah Sorensen** graduated from St. Paul Academy and will attend Hamilton College in upstate New York this fall.

## 2009

**Nathan Palm**, who will attend University of Wisconsin-Madison, received a \$2,500 scholarship from the Upper Midwest Division of the National Academy of Television Arts and Sciences.

**Yung Jen Vang** graduated from Central High School and will attend the University of St. Thomas as a ThreeSixty scholar.

**Timothy Johnstad** graduated from Eastview High School and will attend the University of St. Thomas.

**Andrew Hatling** is going to California to attend Biola University. He plans to major in film studies with an emphasis on production and minor in biblical studies.

**Julie Nguyen** graduated from Edison High School and will attend Minneapolis Community and Technical College. She remains interested in photography.

**Zawadi Mbele** will start this fall at DePaul University in Chicago where she plans to major in journalism and communications. "I want to have my own talk show, something like 'Oprah.'"

**Mariah Davis** will attend Hamline University in the fall and is working as a student reporter for ThreeSixty this summer, along with veterans **Sinthia Turcios**, **Lisa Fan** and **Ricardo Fjelstad de Santiago**.

**Moe Karimi** is working two jobs and hopes to attend college next spring.

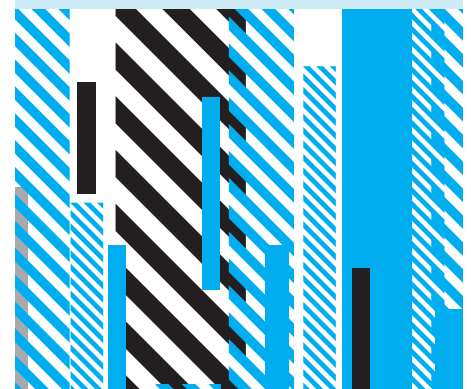
**Anika Bowie** will attend Hamline University where she plans to study international journalism.

## 2010

**Shanice Brown** interns as a reporter this summer with Insight News, a newspaper serving the African-American community in Minneapolis.

## Not receiving ThreeSixty's monthly e-newsletter?

E-mail Sheelue Yang at [yang6171@stthomas.edu](mailto:yang6171@stthomas.edu) and ask her to send you the monthly update.



# Interactive storytelling at the Washington Post

By Sisi Wei

ThreeSixty 2005

When my design internship at the Washington Post was finalized, I was ecstatic. In high school I had found my love for journalism and in college, I had found my love for interactive storytelling. Yet during my first two years at Northwestern, finding an internship that focused on interactive graphics was hard. I pitched the position to dozens of publications, but most responded with: While you have great multimedia skills, we're not looking for an interactive intern at the moment.

You can imagine how excited I was when I heard the Washington Post was looking for a design intern to do interactive storytelling! Having worked here for almost eight weeks, I can honestly say that this is the best internship experience I've ever had. At the Post, I've worked to create clean, intuitive and informative designs that have readers absorbing the information and asking for more. From working on smaller timeline graphics to large interactive projects, I've been able to dive in and work as an equal with the knowledgeable and skilled information design team.

A difficult aspect of interactive storytelling is that in addition to knowing how to design and tell stories, you need to have the technical skills to make your projects come to life. At the Post, I've learned how to think like an object-oriented programmer simply by looking through code the Post has used in past projects. Writing equations so that Flash will draw lines and circles for me based on the coordinates of other objects? I definitely could not have done that eight weeks ago.

But in addition to visual journalism, I've also learned that the field of online information graphics is just in its infancy. The design department at the Post, just like many departments across the country, is in many ways still navigating the waters. Instead of having

**In addition to knowing how to design and tell stories, you need to have the technical skills to make your projects come to life.**



Sisi recently won a \$2,000 scholarship from the Society for News Design, which praised her design work and interactive graphics.

individual designers who worked specifically for one section, info graphics recently became a new department that shares equal standing with editorial desks. We can say no if we do not believe a graphic should be created and we can drive our own independent projects.

This newfound responsibility has been a great springboard for newsroom conversations about what is and isn't good visual journalism. The department really stands strong on its position to only create visual stories, not simply graphics for the sake of adding art to a story. What can this graphic add to the story? Not, how can this graphic summarize the story?

As my first real taste of interactive design in the industry, the Post has been a more than wonderful experience. In an age where everything competes for the reader's attention, in-

teractive storytelling has become an invaluable and striking tool. The Post utilizes this tool gracefully and pushes its own limits to tell stories through different media. As the end of my internship approaches, I've already started to miss this community of storytellers who I quickly grew to respect and appreciate. Perhaps one day I'll be able to come back, but even if not, I'll have had an irrefutably wonderful experience.

*This summer, Sisi is interning for the Associated Press in New York City. Check out some of the Washington Post stories that Sisi worked on this spring:*

[www.washingtonpost.com/wp-srv/sports/capitals/interactive-caps-rebuilt](http://www.washingtonpost.com/wp-srv/sports/capitals/interactive-caps-rebuilt)

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# Working to build an online audience

By Kate Borman

ThreeSixty VISTA marketing coordinator

Building an online audience is by far one of the trickiest tasks in marketing and communications. It requires the constant push and shove of content and interaction; a genuine online master rarely has time for other tasks.

My goal this year has been to create a real-life conversation online through our website, Twitter, Facebook and MySpace. How do we take a content-heavy product like ThreeSixty's online magazine and make it more accessible and interactive? How can we create more engagement and discussion?

Since the launch of our redesigned website in March, we have seen an increase of

clicks and comments on stories, polls and discussions. The better "tag" navigation has allowed our older, yet timely, pieces to have a longer life. An article about standardized tests written more than four years ago has received several new comments since the launch because the testing debate is still relevant today.

I also have been trying to increase our readership through social media. In many ways, marketing online is much like print. You don't know exactly who is reading what you write. Every time a new article is posted, I will tweet or post about it on Twitter and Facebook. Since last fall, we've seen an increase of website traffic from social media referrals.

Recently, Ariel Kendall, a ThreeSixty

alumna now studying at St. Thomas, told Lynda she appreciates the alerts I send about journalism contests, scholarships and internships. I was happy to hear that. The struggle with online marketing is the lack of response and the inability to judge the effectiveness of our efforts. I love to hear tips or feedback.

In the meantime, "friend" or "like" ThreeSixty by using the handles below, and I will know people are reading us. I challenge you to comment, discuss and converse online because there is a real person reading on the other side, and I love to hear from you.

Twitter: ThreeSixtyMN

Facebook, MySpace and YouTube: ThreeSixty Journalism

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## ThreeSixty News Team



A team of rookie reporters worked with editor Annie Nelson this spring to produce articles about the tough job market for teens and innovative ways to find employment. From left, they are: Isir Osman, editor Annie Nelson, Victoria Turcios, Segal Ali, Maya LeBeau and Tyanna Dickerson. Find their stories at [www.threesixtyjournalism.org/collection/tough-teen-job-market-teens-struggle-also-overcome](http://www.threesixtyjournalism.org/collection/tough-teen-job-market-teens-struggle-also-overcome).

# DON SHELBY, SERVED ROASTED!



**OCTOBER 8**

Don Shelby retires from WCCO-TV in November. Join ThreeSixty Journalism to honor Don's achievements, chuckle at his excesses and raise funds to support ThreeSixty's work with low-income, minority and other teen journalists in the Twin Cities.

Friday, October 8, 2010

5:30 p.m. - 9:15 p.m.

Dinner served at 7 p.m.

University of St. Thomas Law School Minneapolis

Watch former Sen. Norm Coleman, former WCCO anchor Pat Miles, explorer Ann Bancroft, Don's daughter Ashley and others roast Don into retirement on a silver platter.

For tickets, go to [www.threesixtyjournalism.org](http://www.threesixtyjournalism.org).

## Many thanks to ThreeSixty's supporters in the fiscal year ended June 30

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## ThreeSixty

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Visit us at

[www.threesixtyjournalism.org](http://www.threesixtyjournalism.org)

**ThreeSixty's mission:** ThreeSixty Journalism is committed to bringing diverse voices into journalism and related professions and to using intense, personal instruction in the craft and principles of journalism to strengthen the civic literacy, writing skills and college-readiness of Minnesota teens.

ThreeSixty is an outreach program of the College of Arts and Sciences at the University of St Thomas.

### ThreeSixty board:

Duchesne Drew, managing editor for operations, Star Tribune president, Twin Cities Black Journalists

Thom Fladung, editor, St. Paul Pioneer Press

Dr. Dina Gavrilos, assistant professor, Department of Communication and Journalism, University of St. Thomas

Amy Hang, ThreeSixty alumna and field representative for U.S. Sen. Al Franken

Doug Hennes, vice president for university and government relations, University of St. Thomas

Denise Johnson-Oliver, editorial writer, Star Tribune

Scott Libin, WCCO-TV news director

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## ThreeSixty Coming Events

All events are at ThreeSixty's office in O'Shaughnessy Educational Center on the St. Paul campus of St. Thomas unless otherwise noted:

- |                    |  |
|--------------------|--|
| Aug. 2-5           | ThreeSixty introductory camp and multimedia camp                             |
| Thursday, Aug. 26  | Editorial board meeting  |
| Friday, Aug. 27    | ThreeSixty reporters' mixer  |
| Saturday, Sept. 18 | ThreeSixty open house and informational meeting for new members              |
| Saturday, Sept. 25 | Editorial Board meeting  |
| Week of Oct. 5     | News Team, eight-week after-school programs, starts at ThreeSixty            |
| Friday, Oct. 8     | Don Shelby roast and ThreeSixty fundraiser at UST School of Law, Minneapolis |
| Week of Oct. 11    | St. Paul News Team starts at Capitol Hill YWCA                               |
| Thursday, Oct. 21  | Editorial board meeting  |
| Saturday, Nov. 20  | Editorial board meeting  |