# **Bear Witness**

Best use of social media:

Reporting

abhsbearwitness



#### Our social media statement of purpose

Our goal in running our social media feed was to report each event as a complete story. We ask our reporters to interview at least one source, and in their caption provide the context. We also often run feature stories that take advantage of the carousel format that Instagram provides.

We aimed for both frequency and quality in our reporting. In the past year, we published 188 posts, a little more than 1 per every school day.

#### Goals/changes to social media reporting

- Headlines for every news story
- More creation of graphics and graphical elements to illustrate a story, especially due to distance learning.
- Addition of information + statistics to help provide context to every online story
- Collaborative efforts with newsmakers, such as those with our College and Career specialist and a student foodie.

### Collaborations

With school shut down, we sought to amplify the voices of students and staff who needed a platform to share tips and stories.

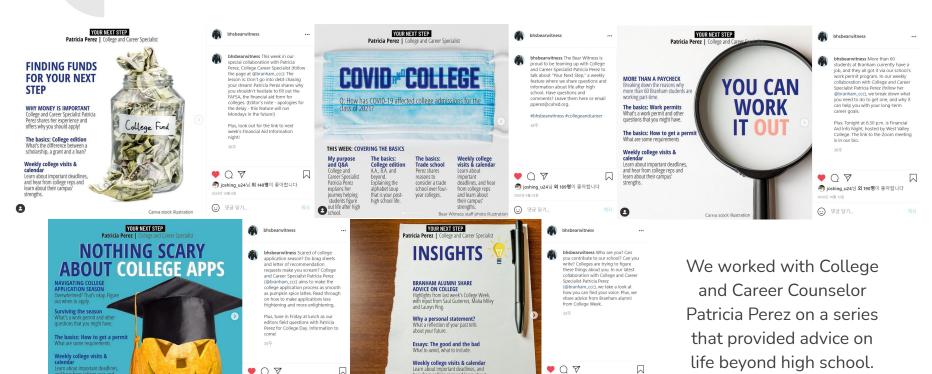




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2020년 10월 19월

○ 댓글 달기...



hear from college reps and learn about

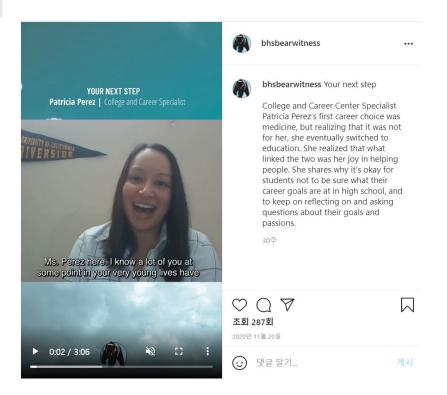
their campus' strengths.

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댓글 달기...

#### College With Ms. Perez cont.



We also helped Patricia Perez share videos of college and career advice.

#### Dining With Derek



Additionally, we partnered with sophomore foodie Derek Lee, who shared thoughts on ethnic food and culture.

## Localizing hard news

Social media can be used for more than just light topics. We used our social media to cover serious issues such as the Washington D.C. Riot, the death of a teacher, and return of sports which were all lightning rods for student and community engagement.

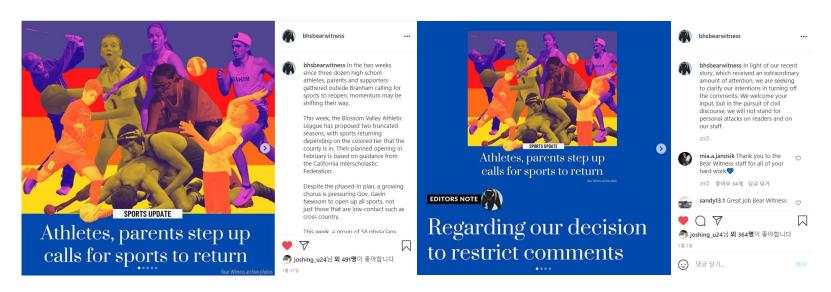


#### Washington D.C. Riot



In the week following the D.C. riots, we sought student and teacher opinions about their approach to teaching and experiencing the events.

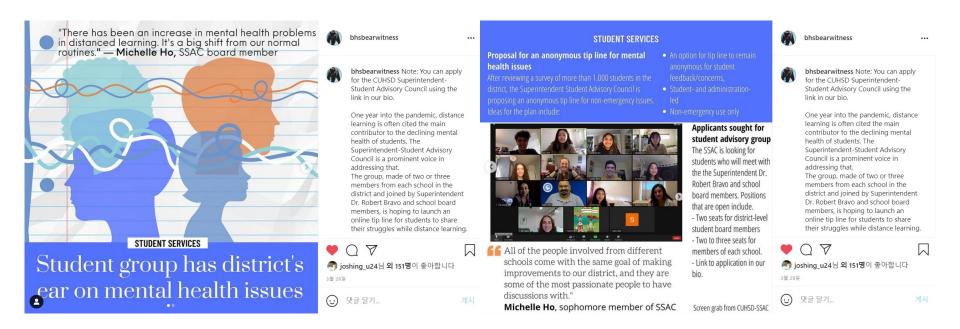
#### Return to School + negative Comments



• This post in particular sparked a rush of debate, and vitriol - More than 2,000 comments before it was shut down. A sign that the Bear Witness served a good focal point for student and community voices.

We issued a rare editors note encouraging a civil debate.

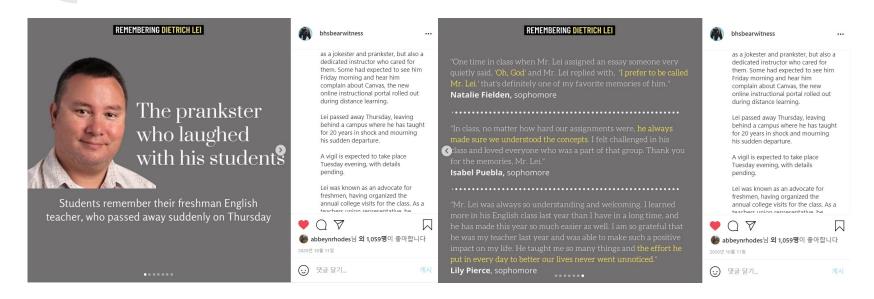
#### **Mental Health**



We interviewed students and staff about a new advisory council concerned with mental health during the pandemic.

# Honoring those who passed away

#### Death of a teacher



We sought student and staff perspectives after the death of a beloved teacher. Students honored and shared memories with him. This particular post had our highest engagement, with more than 1,000 likes and hundreds 400 shared.

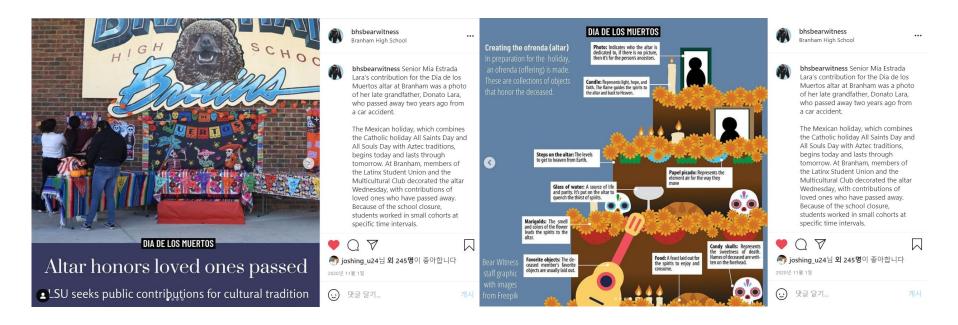
#### **Tributes to Dietrich Lei**





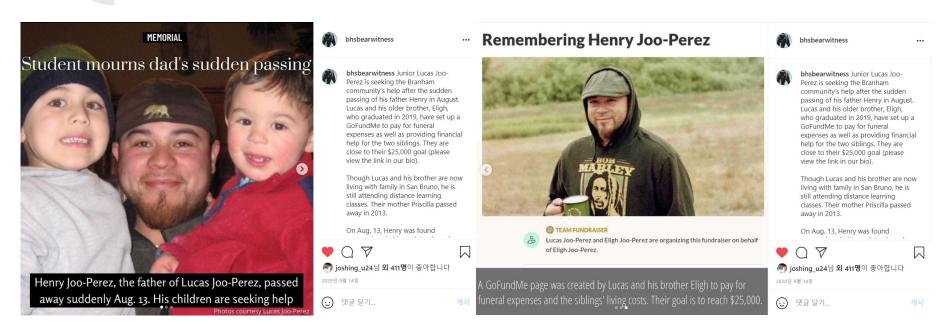
We covered the passing of beloved English teacher Dietrich Lei and the ceremonies held in his honor.

#### Dia de los Muertos Altar



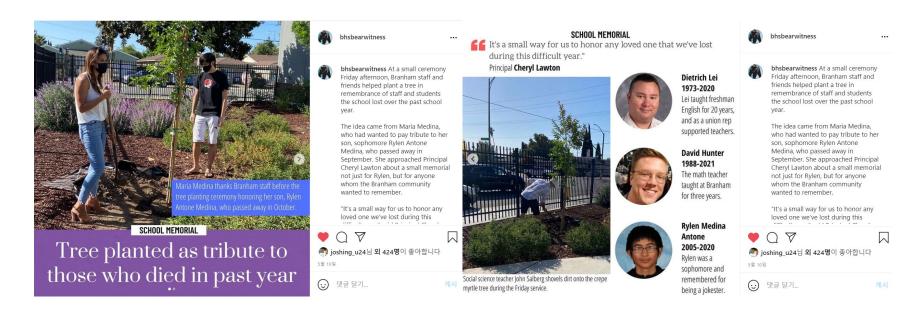
A story on the altar set up by the Latino Student Union, explaining the holiday and its meaning. We also shared the experiences of the club president.

#### Passing of a student's parent



When a Branham student's dad passed away suddenly, we shared his memories of his dad his family's fundraising efforts on behalf of his children.

#### Tree planting in memory of those who died

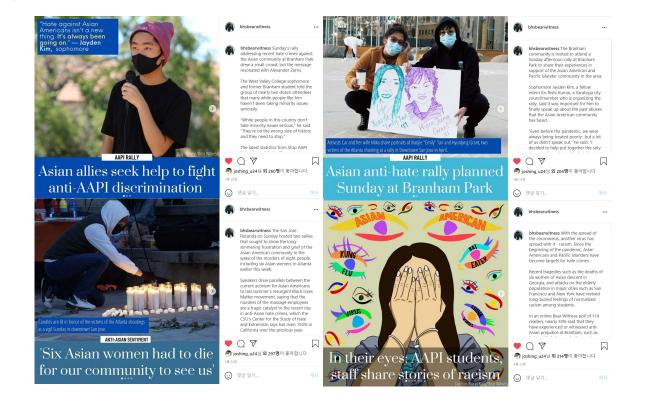


With the deaths of three members of the Branham community during the school year, the Bear Witness covered a tree-planting ceremony in their honor.

# Covering national events

We aimed to localize national issues by talking to our staff and students, including the anniversary of 9/11, Super Bowl, and Kamala Harris.

#### Covering AAPI hate crimes



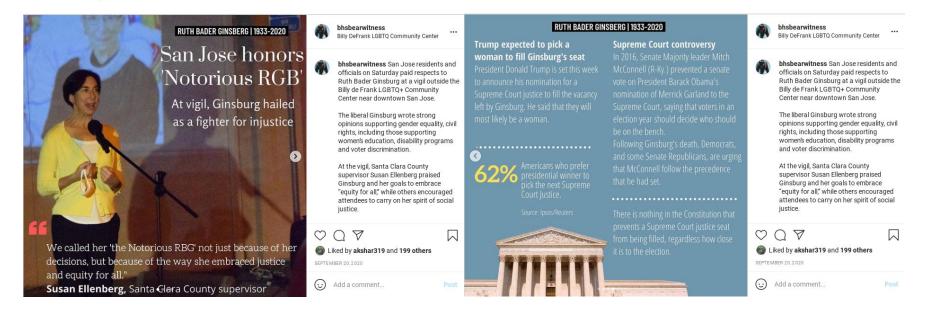
The Bear Witness shared stories about how the Branham community responded to the stretch of hate crimes against people of Asian heritage, including rallies, student reactions and statistics.

### Remembering 9/11



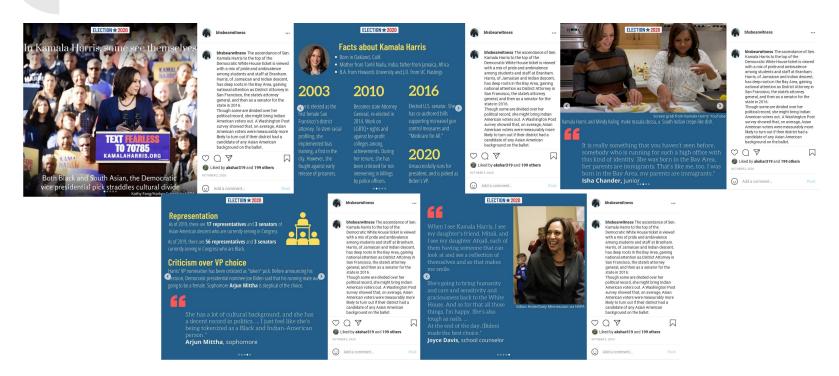
We covered about the memories 7 teachers recalls their own experience of 9/11.

### Honoring RGB



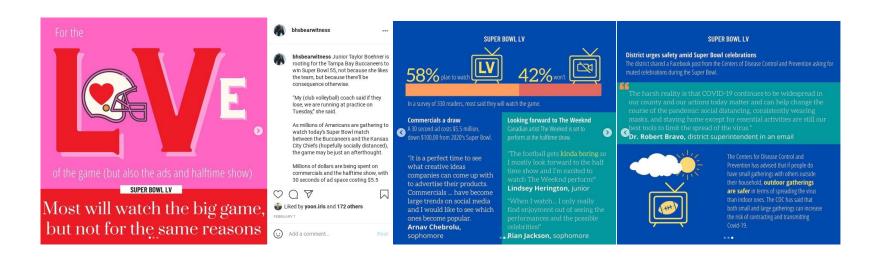
We covered a vigil remembering the late Ruth Bader Ginsburg who passed away last September.

#### Kamala Harris



We interviewed students and staff about their opinions of Kamala Harris and how they feel she represents them.

#### Super Bowl LV



We surveyed students about their reasons for watching the Super Bowl and shared reminders from the district and CDC about how to stay safe while watching the big game.

### 2020 Election

Coverage on the presidential election and the district alumni election, along with school ASB election.

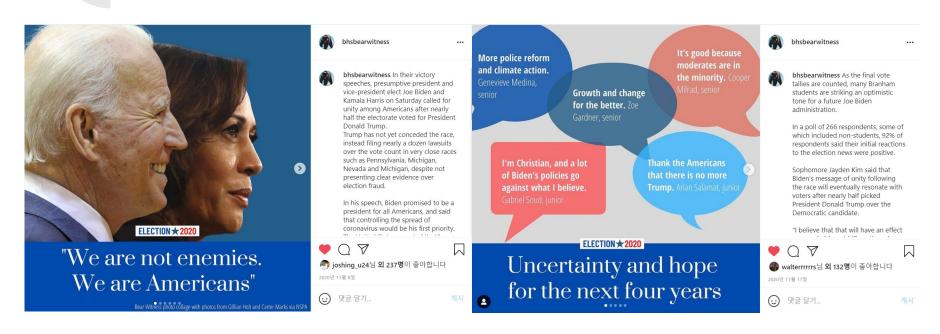


#### Alumnus runs for school board



When a former Branham student renewed his run for school board, we covered his pitch and interviewed the candidate about his experience with racism.

#### Presidential Election + Student Thoughts



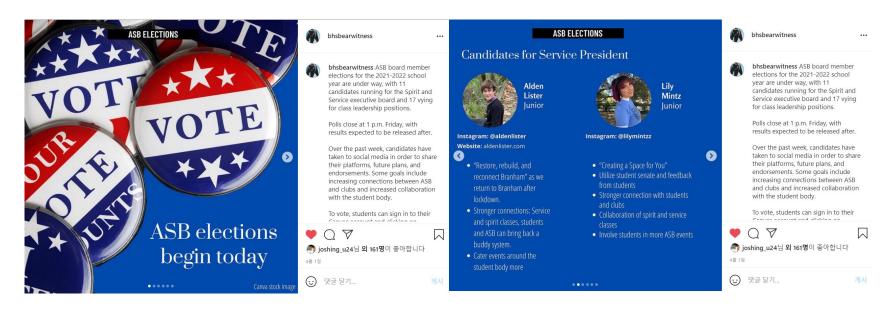
Many students had opinions on the election of President Biden in November. We shared updates and some of their thoughts in a number of posts covering the presidential race.

#### Inauguration Recap



After a landmark election, the Bear Witness covered the inauguration ceremony in January, particularly student opinions on Amanda Gorman's poem and President Biden's address.

#### **ASB Elections**

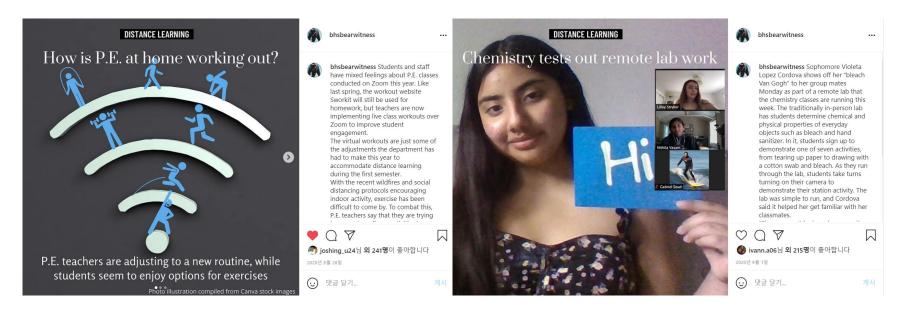


# **COVID-19 Updates**

The community was constantly updated with coronavirus information and how it affects the school.



#### Classes at Home



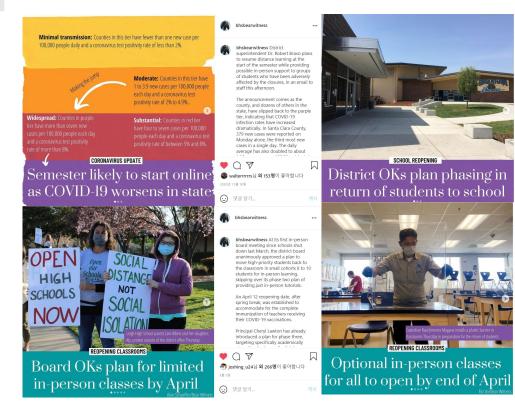
Classes now online warranted coverage from the Bear Witness, specifically classes more designed for in-person learning like PE and chemistry.

#### Sharing student opinions



We continued our goal to be a platform for student opinions by sharing their thoughts on pandemic guideline adherence and the new school schedule.

#### School reopening status

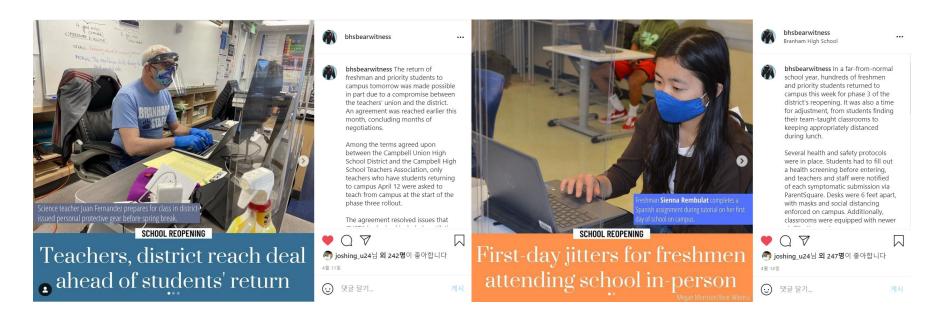


bhsbearwitness The district and teachers union representatives are negotiating on a plan that trustees approved Tuesday that would eventually bring back teachers on campus and increase services and activities for priority students. The plan, which the board unanimously approved, would start the next school year with distance learning and small connectivity hubs for students on campus. If county conditions improve it would also leave the door open to make room eventually for all teachers to be teaching remotely on campus, while providing more in-person support such as tutoring, grade recovery and ♥ ○ ▼ 🦱 joshing\_u24님 외 247명이 좋아합니다 댓글 달기... bhsbearwitness bhsbearwitness The district this week announced that it is moving ahead with phase 4 by the end of April. which will open schools up for all students and families who opted for in-person learning. Phase 3, which will prioritize freshmen, English learners, and students with disabilities, begins April 12, the week after spring break. Principal Cheryl Lawton met with other school principals and Superintendent Dr. Robert Bravo on Friday to finalize the plan, which will be consistent among all schools. Lawton was tasked with coming up with a Branham-specific plan for O V 🦱 joshing\_u24님 외 258명이 좋아합니다 댓글 달기...

bhsbearwitness

With many steps for reopening, the Bear Witness covered much of the district's plans and the colored tier system implemented by California.

# Student's Return to Campus



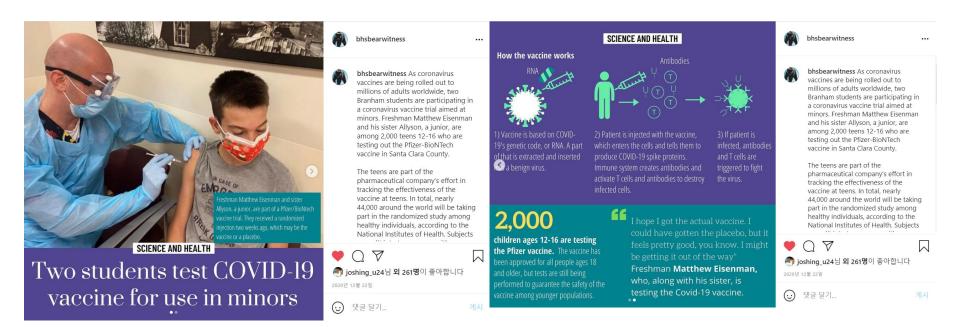
Once school eventually did return, we made sure to recover the transition from home to campus.

#### County COVID-19 Updates



Unlike toilet paper, there was no shortage of updates on the coronavirus and covering them all became a priority for us.

#### **Vaccines**



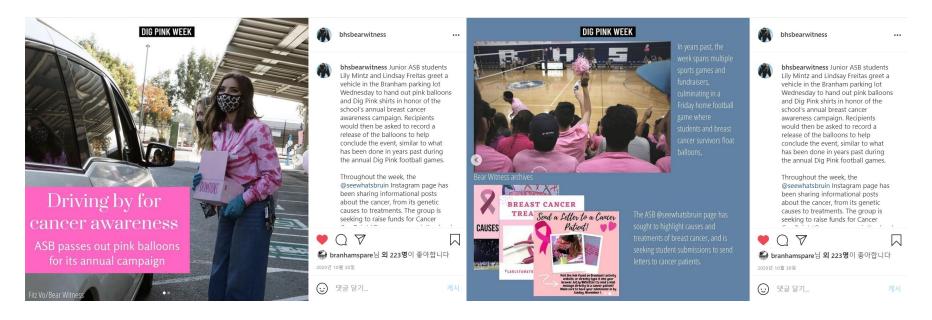
Vaccine became available for students in 2021, but two Bruins were already testing them in December 2020.

# **Awareness**

Various heritage months, honoring days, and other important events were covered to raise awareness.

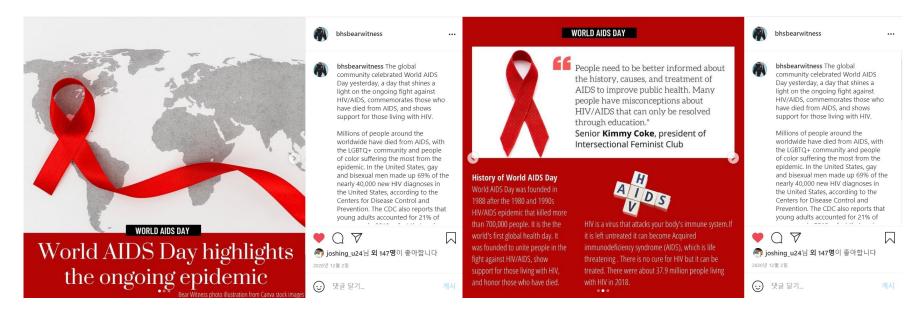


# Cancer awareness



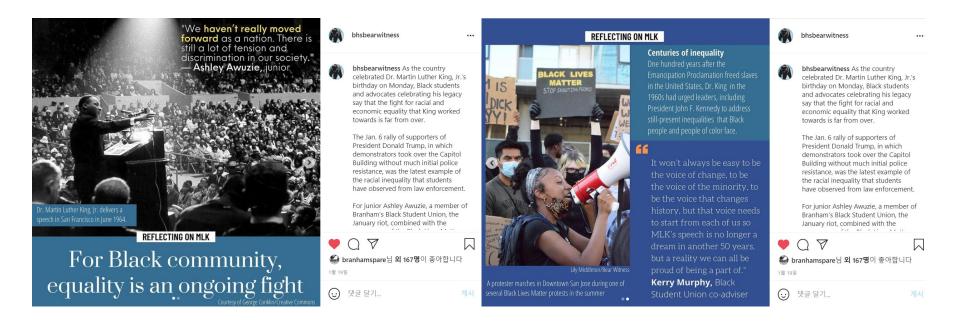
The Bear Witness covered the drive through for Dig Pink Week last fall in support of cancer awareness.

# World AIDS Day



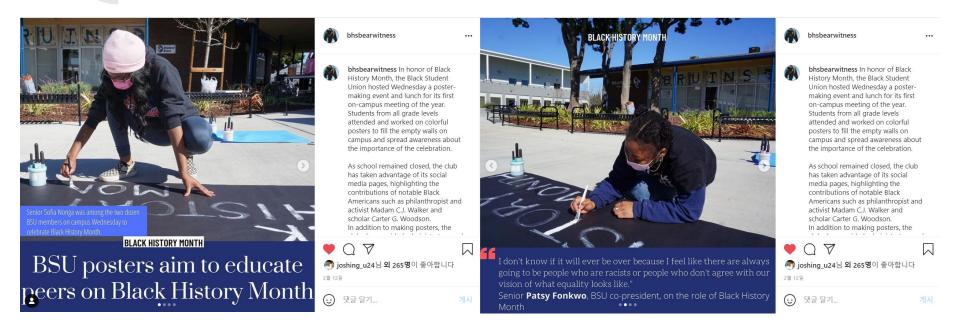
Even with a pandemic ongoing, diseases like AIDS haven't gone away and the Bear Witness made sure to spread awareness on World AIDS Day.

# **MLK Day**



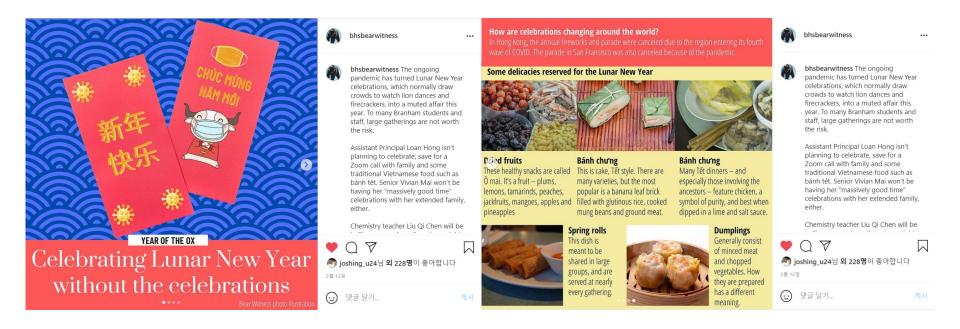
After a year of racial reckoning, MLK Day was more important than ever for the Bear Witness, and we shared student opinions on race and equality.

### **Black History Month**



The Bear Witness shared the work of the Black Student Union during Black History Month, as they made posters and worked to educate others on the meaning behind it.

#### **Lunar New Year**



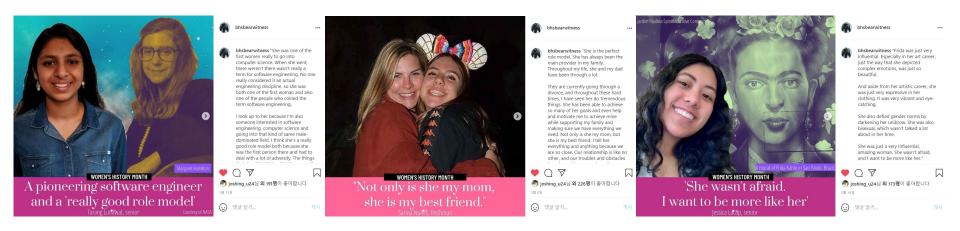
Lunar New Year celebrations began in mid-February and we shared traditions and the history behind the holiday.

#### Science Education



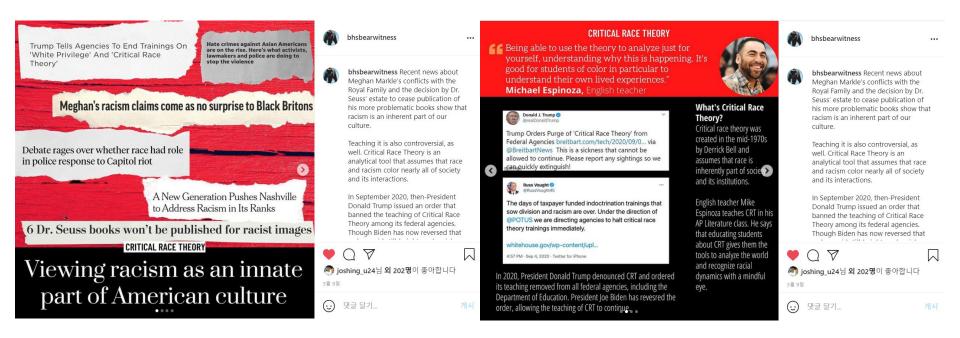
The Bear Witness covered the science department's aim to diversify the curriculum and cover achievements and contributions by women and people of color.

## Women's History Month



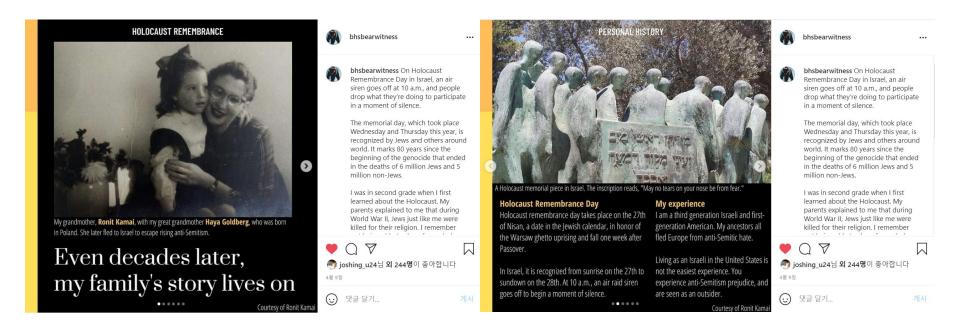
The Bear Witness shared the many female role models of our students, from their mothers to women in the fields of science and art.

# Race Theory



The discussions about racial injustice continued as we reported on Critical Race Theory and what it means.

# Holocaust remembrance



One of our editors shared the story of her family's struggles during the hoocaust in remembrance and awareness.

#### **Black Lives Matter**

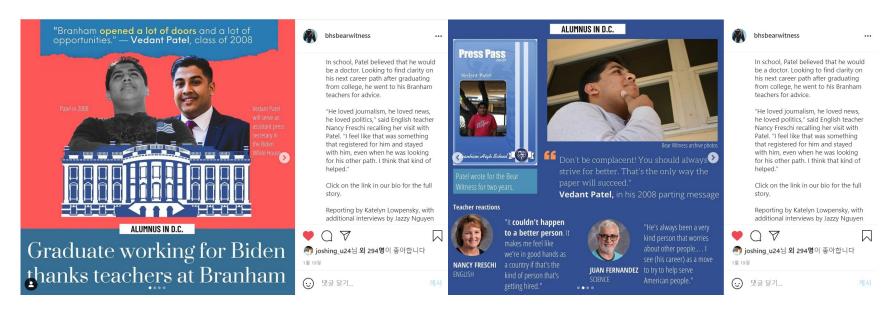


The Black Lives Matter movement was a big part of 2020, and the Bear Witness covered the assaults on people of color by police and the trial of Derek Chauvin.

# **Local News**

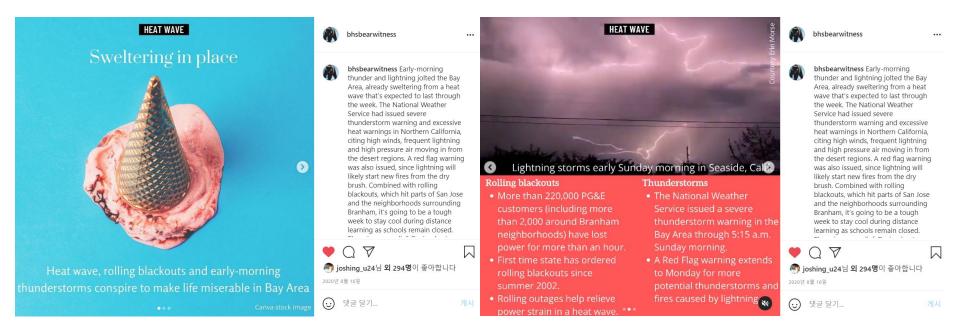
Events that happened outside of school campus but impacted our community was reported.

# Alumnus working for Biden



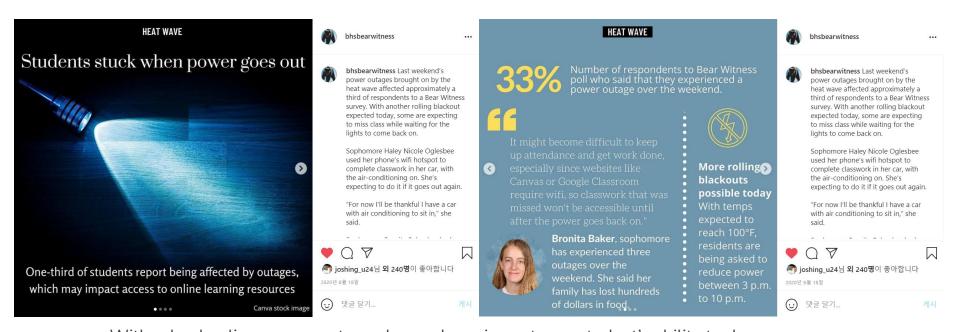
Branham graduate Vedant Patel joined Joe Biden's administration as an assistant press secretary, giving thanks to his high school teachers.

#### **Heat Waves**



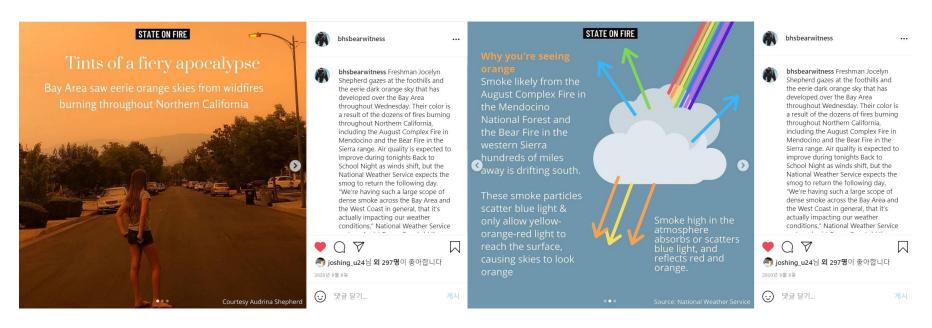
The Bay Area has always been warm, but when it reached extremely hot temperatures and odd weather last fall, the Bear Witness made sure to cover it. We used videos and explainers to provide context for what they were seeing.

# **Power Outage**



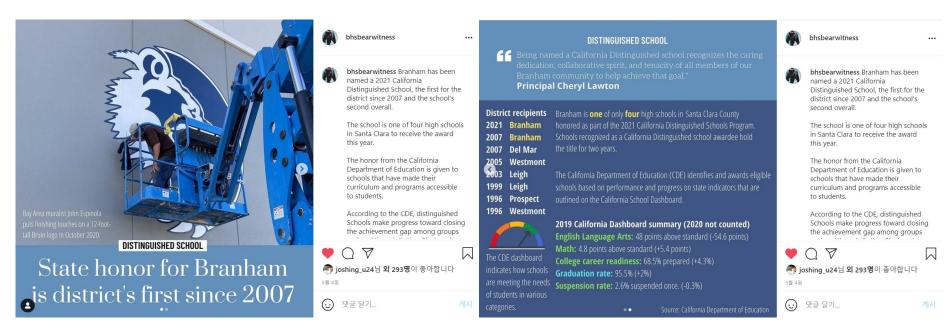
With school online, power outages have a huge impact on a student's ability to do schoolwork. We didn't keep readers in the dark about the situation, reporting on the power outages and provided tips for students.

# Orange Sky



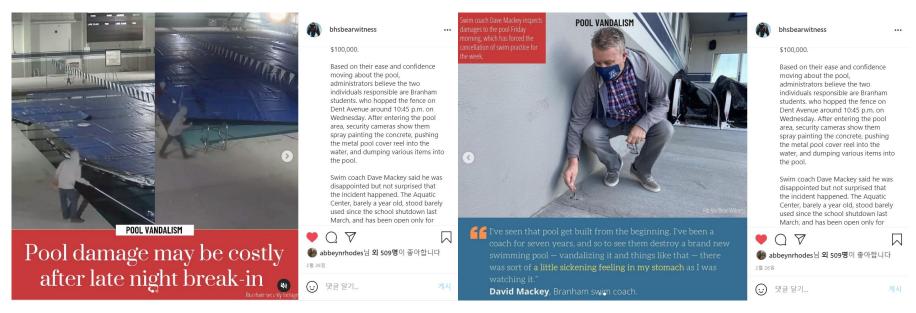
Forest fires in the mountains turned the skies an apocalyptic orange color for weeks last fall and some teachers and students were displaced by the threat of fires near their homes. We reported about the eerie sky and the reason why it was happening.

# **Distinguished School**



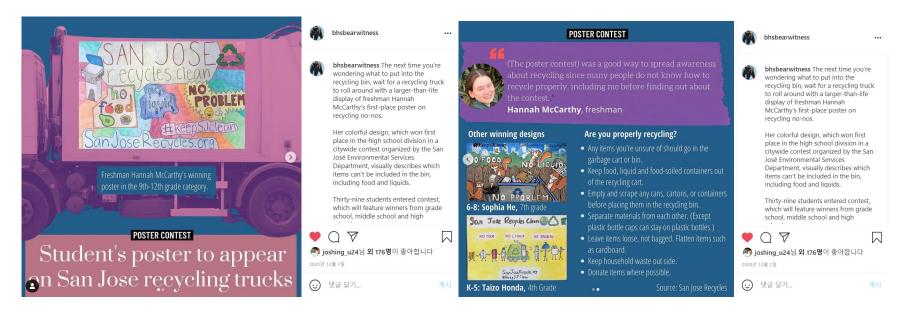
In 2021, Branham earned a state honor, the first school in the district to do so in almost 15 years

# Pool vandalism



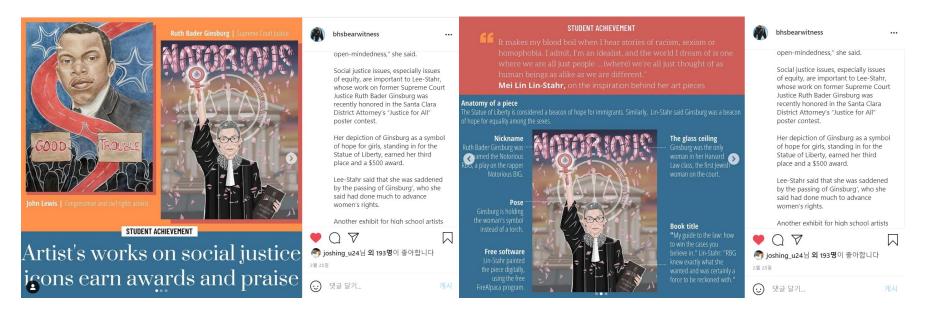
We broke a story about a recent vandalism during a pool break-in.

#### Recycling poster



Designed by Branham freshman Hannah McCarthy, the recycling poster was displayed on San Jose recycling trucks.

#### **Student Achievement**



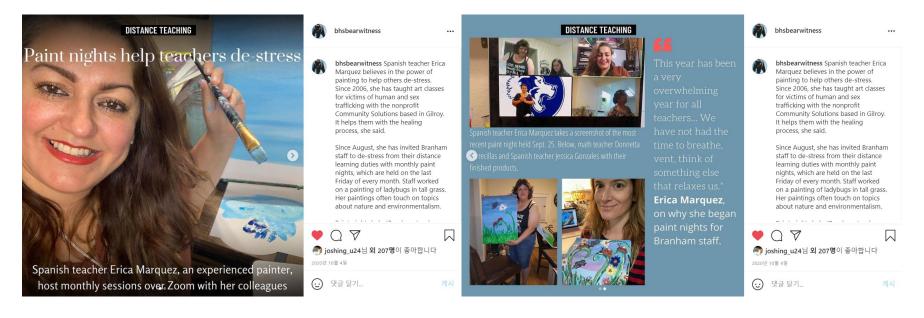
A student's artwork won 3rd place for the "Justice for All" poster contest about equity and justice with artistic detailed pointed out and explained.

# Teacher contributions

We made sure that teachers' stories were covered, especially their efforts in connecting with each other during distance learning.

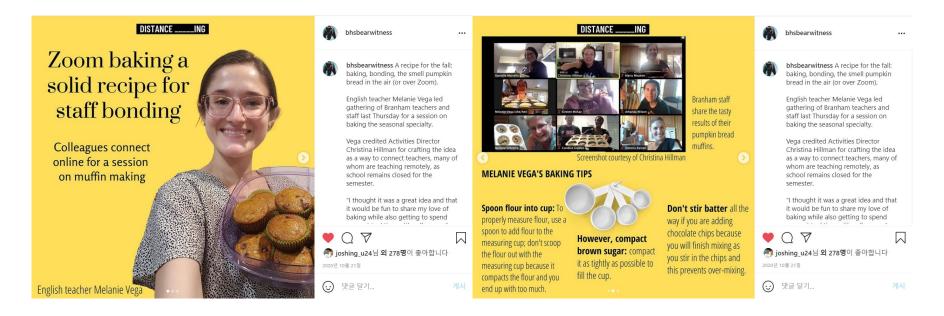


#### **Teachers De-stress**



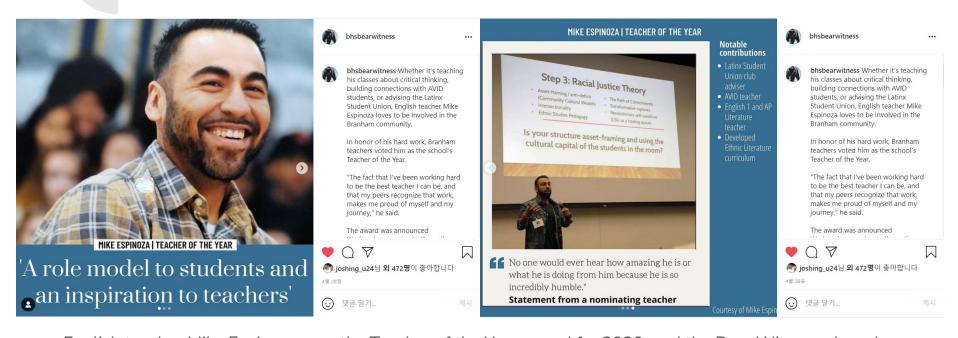
Online learning (and teaching) can be stressful, so the Bear Witness covered Spanish teacher, Erica Marquez's paint night for teachers. Although most of our readers are students, methods of how teachers relieving stress was shared for representation and to view their perspectives.

# Staff Bonding - Baking



We reported on a group baking session over Zoom that meant to increase bonding between distanced teachers. Moments of staff bonding was reported along with the recipe of the cookie the teachers baked in

#### Teacher of the Year



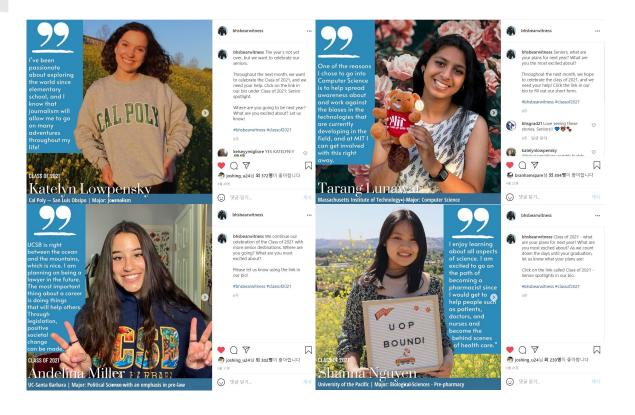
English teacher Mike Espinoza won the Teacher of the Year award for 2020, and the Bear Witness shared what he means to his students and colleagues. Mike Espinoza was named the teacher of the year in the school and students congratulated him in the comments.

# Seniors and graduation

The Bear Witness devoted much of its May coverage to honoring seniors, who spent almost the upperclassmen years in remote learning.

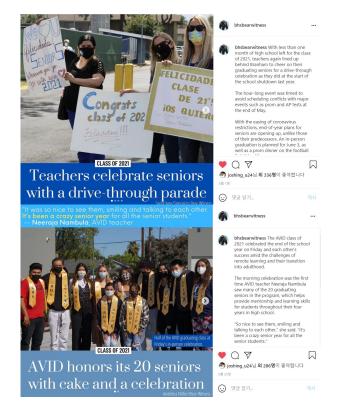


## Spotlight on Seniors



We provided spotlights on seniors who responded to our survey asking about their future plans.

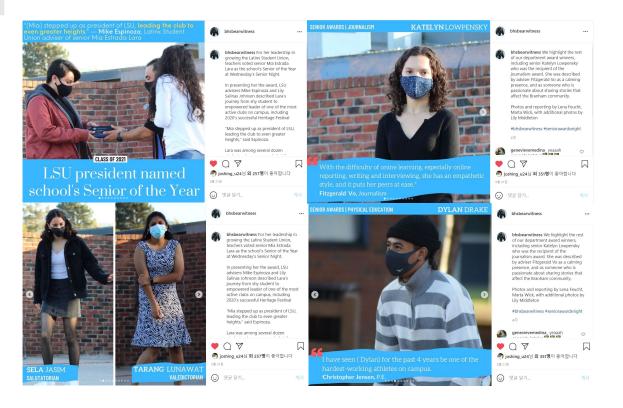
#### **Celebration Events**





With the end of the year imminent, there was no shortage of activities and events. The Bear Witness did our best to cover them.Because most of the year was online, seniors had a rush of events at the end, and the Bear Witness constantly

### Senior Night



Being the first in-person award ceremony in 2 years, seniors voted by teachers for each category received an award.

### **Graduation Ceremony**



After four years at Branham, the seniors graduated on the football field. We covered the ceremony at the end of the year in June. The graduation ceremony was reported in different parts: teacher's speech, spotlight on decorative caps, and the celebration.

# Clubs and Electives

Student groups contribute a lot to campus and hold their own events. These are not only great photo opportunities, but allow the Bear Witness to cover a variety of events.

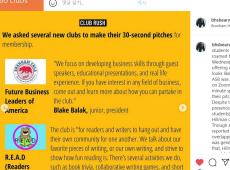


#### Club Rush





○ 댓글 달기...



Allison Wang, sophomore, president

hhshearwitness

Branham High School

bhsbearwitness More than 300

students were estimated to have

Wednesday's Club Rush, with clubs

offering a taste of what membership

looks like. The event organized by the

ASB was spread out over two hours

on Zoom, and gave each club a 10-

minute speaking window to make

their pitch for interested students.

presence (and quad food to entice

Hillman called the event a success.

Though she said some students

reported not being able to attend

overlapping sessions, the feedback

was generally positive. To address

that, Hillman said that she is

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2020년 8월 28월

댓글 달기.

students) Activities Director Christina

Despite the lack of a physical

roamed the virtual halls for

The first virtual club rush where clubs pitch their purpose and attract members was advertised to increase student participation.

#### **Best Buddies**



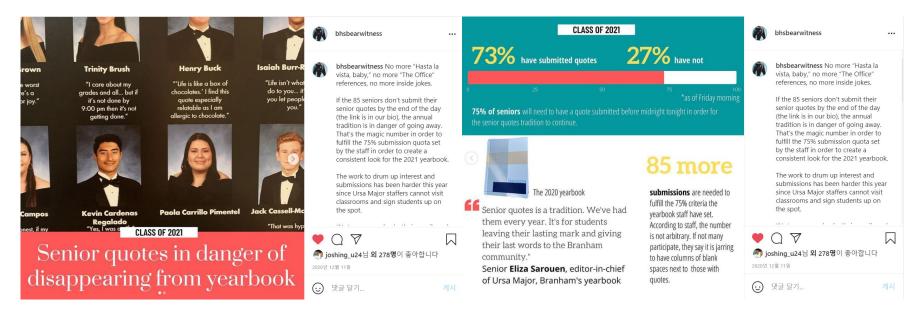
Best Buddies is a club that connects one-on-one friendships between individuals with intellectual and developmental disabilities and those without. Our posts show how Best Buddies maintained the friendships and adapted for the virtual year.

# **SPARE**



SPARE is a club that stands for students promoting awareness of recycling and the environment. By covering their events, we helped increase student representation and participation.

# Yearbook



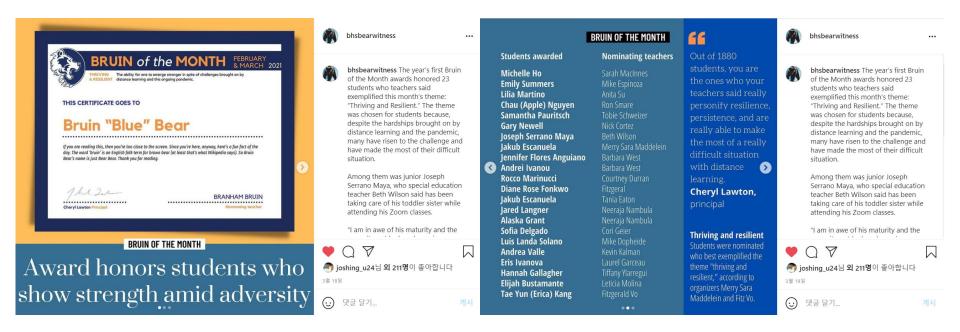
The Bear Witness reported the shortage of senior quotes in the yearbook and helped the yearbook (not part of the journalism program) to meet its quota.

# Student spotlights

Student achievements, awards, and personal stories were covered.

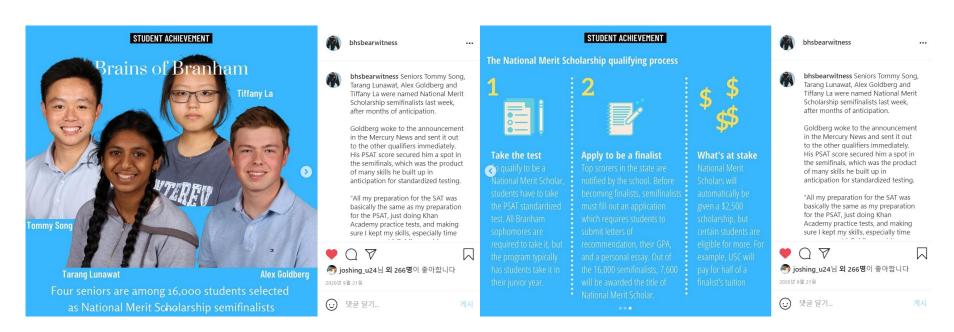


#### **Student Awards**



Selected by teachers, the students of the month were awarded and spotlighted during the virtual event.

### **Student Achievement**



Four National Merit Scholarship semifinalists were spolighted and encouraged in the comments.

# Bruins of Branham



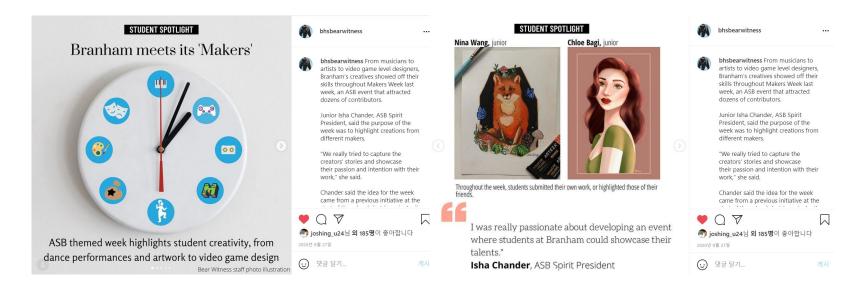
The Bear Witness series sought to highlight student personalities in longform interviews a la Humans of New York.

### **School Events**

By keeping our ears and eyes peeled to what's going on on and off campus, we were able to find unique stories and photo opportunities.

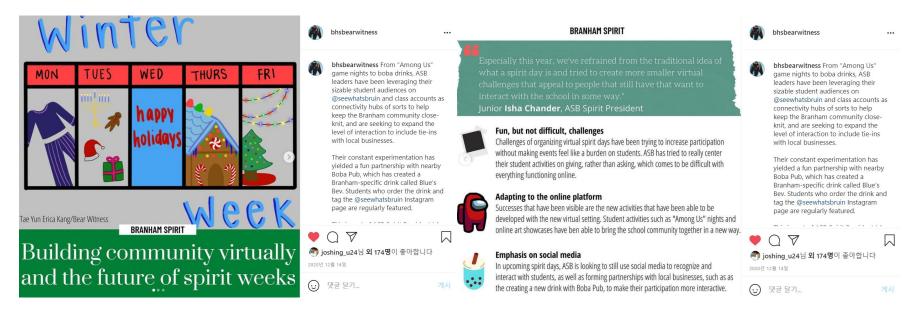


### Makers Week



To highlight creations from different makers, musicians to artists to video game level designer showed off their skills during Makers Week and Bear Witness acknowledged those creative Branham students.

# Winter Week



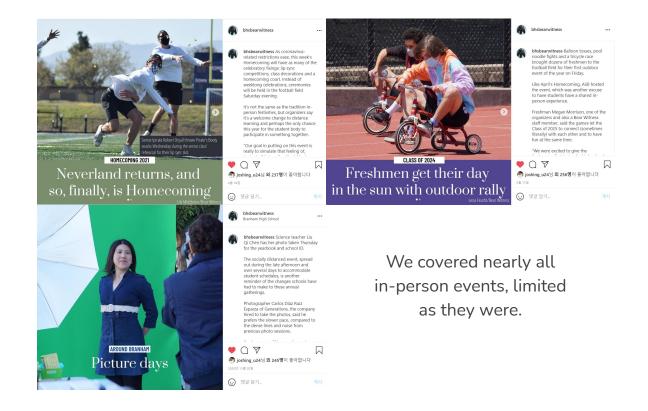
Activities and interactions included tie-ins with local businesses and "Among Us" game nights, keeping the Branham community close-knit.

### **Teacher Appreciation Week**

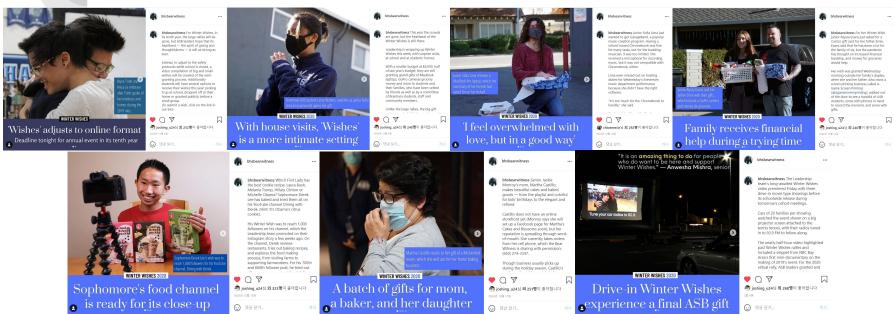


The Bear Witness asked for student submissions during teacher appreciation week.

### In-person Events

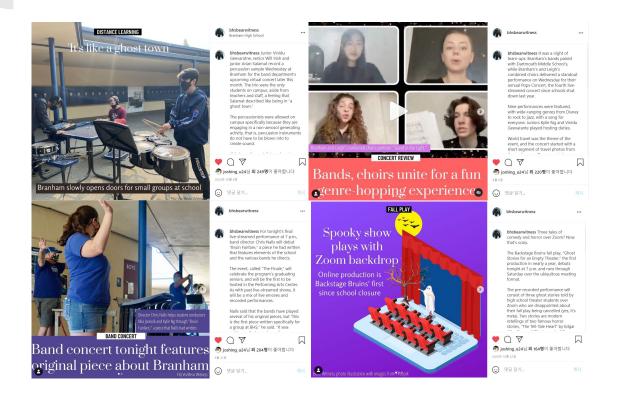


#### Winter Wishes



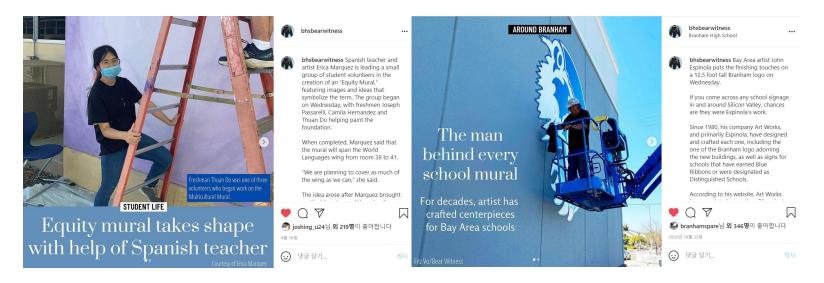
Winter Wishes is a Branham tradition where students submit their wish and the ASB grants selected wishes. Bear Witness reported on several wishes being granted at students' homes in a series of related posts.

### Visual arts performances



We shared stories of the various shows and performances put on by the visual arts department.

### Painting Murals



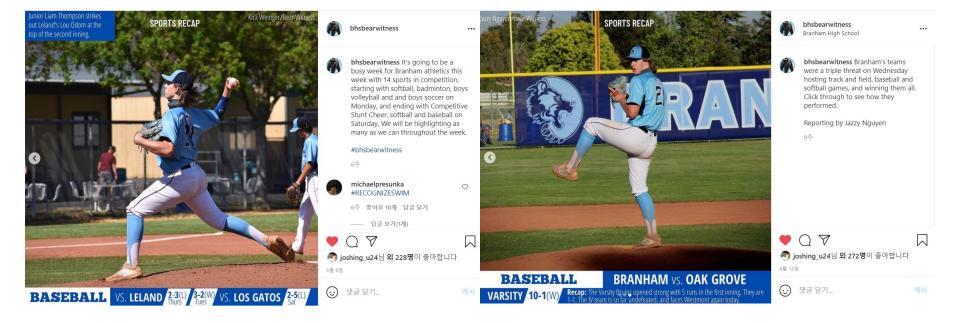
On the left post, a group of student volunteers painted the "Equity Mural," featuring images and ideas that symbolize the term. On the right, Bay Area artist John Espinola paints a Branham logo on the wall. Since not all students went back on campus, students distance learning could get an update about the appearance of the Branham campus through Bear Witness.

# **Sports**

With fourteen sports playing simultaneously at the end of the spring semester, we focused on breadth. An addition this year were scores and summaries to provide more information on sports results.



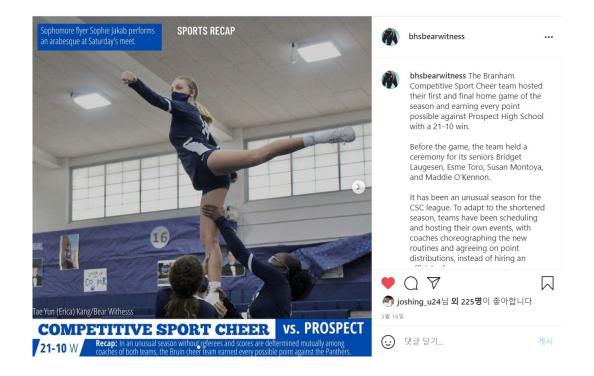
### **Baseball**



#### **Basketball**



### **Competitive Sports Cheer**



## **Cross Country**



VARSITY BOYS W VARSITY GIRLS NA F/S BOYS W



Sophomore Isabelle Moret topped the girls varsity race, finishing nearly 3 minutes ahead of the second-place finisher. Since there were only three members on the squad, the team did not score.

The F/S team also won its dual meet match at Independence.



○ 댓글 달기...

The cross country season went well even though it was very different. This year we ran one school vs. one school on the school campuses, which was pretty cool as we hosted three races at Branham , which had not been done in a very long time." Chris Jensen, coach



**CROSS COUNTRY FINAL RECORD** Varsity boys: 6-1-0 Varsity girls: No score F/S boys: No Score

bhsbearwitness

bhsbearwitness In a blink-and-youmissed-it fall sports season with no playoffs, teams competed not just against their rivals but a shortened schedule

Still, coaches for the field hockey, water polo and cross country teams found reasons to celebrate the time with their athletes and being back on the field and in the pool for competition.

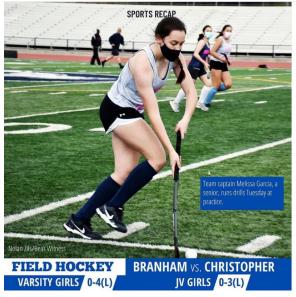
Reporting by Carly Waldorph

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4월 21일

⊙ 댓글 달기...

### **Field Hockey**



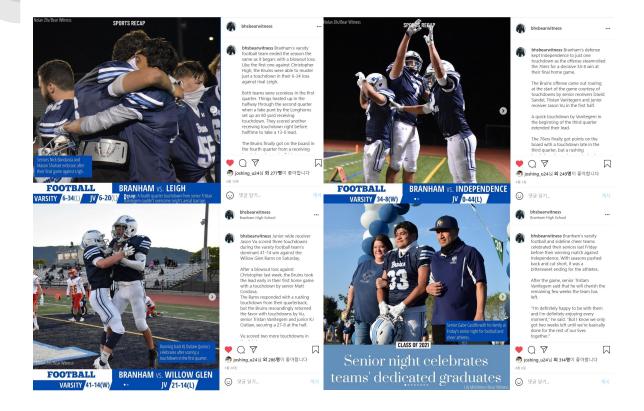






● 댓글 달기...

#### **Football**



#### Soccer



bhsbearwitness bhsbearwitness It's going to be a

#bhsbearwitness

michaelpresunka

#RECOGNIZESWIM

답글 보기(1개)

6주 좋아요 10개 답글 달기

busy week for Branham athletics this

week with 14 sports in competition,

volleyball and and boys soccer on

Saturday. We will be highlighting as







bhsbearwitness The girls varsity

soon as it began.

from a corner kick.

Lana Hirata.

soccer game seemed to be over as

The team got off to an excellent start

Friday evening against Piedmont Hills

when freshman Mikaylee Fore scored

Branham's lead doubled 13 minutes

continued to steamroll the Pirates,

The Bruins' solid backline kept

with goals by juniors Andi Franco and

into the game when Fore scored again

in just the first minute of play.

In the second half, Branham



### **Softball**



#### Swim and Dive



#### **Tennis**



### Track and Field



### Volleyball





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conditioning, Branham's girls varsity

volleyball team took a decisive first

win of the season against Evergreen

Today's game against Westmont has

been canceled due to an inconclusive

has been rescheduled to Tuesday.

Reporting by Lily Middleton

COVID test from a Westmont player. It

High School in three sets, posting

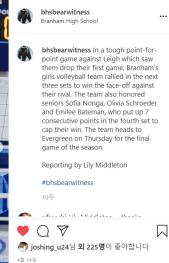
wins of 25-18, 25-20 and 25-17

against the Cougars.

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#### Water Polo





