



# **Bear Witness**

**Best use of social  
media:**

**Reporting  
@bhsbearwitness**





Click on any of the  
screenshots to see the  
original posts. These are just  
highlights of our social media,  
for more see  
[@bhsbearwitness](#) on  
Instagram, Twitter and  
Facebook






## 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 385 posts, a little more than 1 per day.

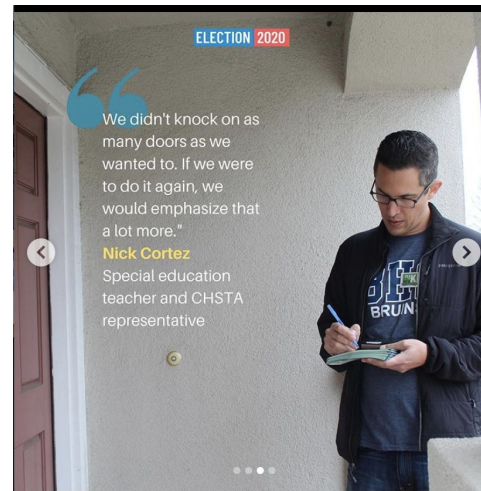
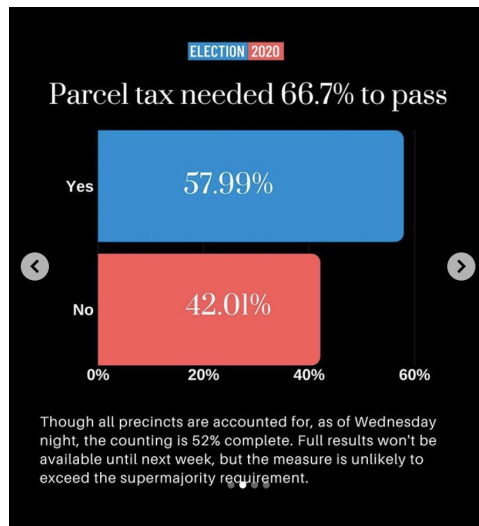


# Localizing hard news

Social media can be used for more than just light topics. We used our social media to cover serious issues such as climate change and how measures impact Branham.



# Measure K



The bond measure was a crucial measure for teachers to sustain and grow their programs. We were the only outlet to report on the measure's failure and its impact.

# Vaping on Campus

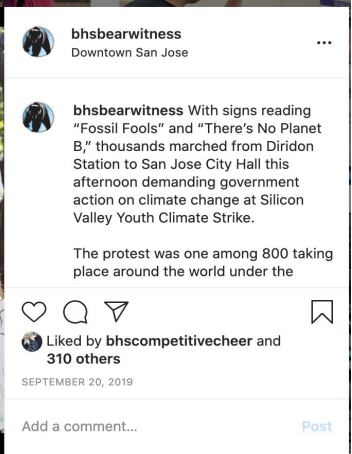
We share a student's personal health issues on vaping and shared an extensive poll about its use on campus.



[https://www.instagram.com/p/B27hDySphQL/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/B27hDySphQL/?utm_source=ig_web_copy_link)

# Climate Change

We covered the global climate change rally in two parts: the local organizing effort, as well as the citywide protest. This was also our feature story in September.



# Women's March

Feminism is a significant part of Branham's campus culture; consequently, some students attended the march in Downtown San Jose. Having the opportunity to share their cause on our platform helped amplify the importance of feminism on campus.



# Bernie Sanders

Bear Witness staff members volunteered to cover the Bernie Sanders Rally in Downtown San Jose. We shared quotes and performances from the event and talked to other attendees about why they came to support. One of our main objectives was to not show bias in order to be mindful of other opinions at Branham.

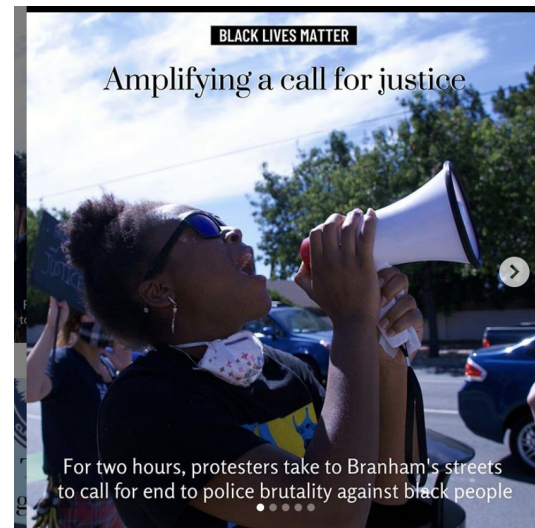
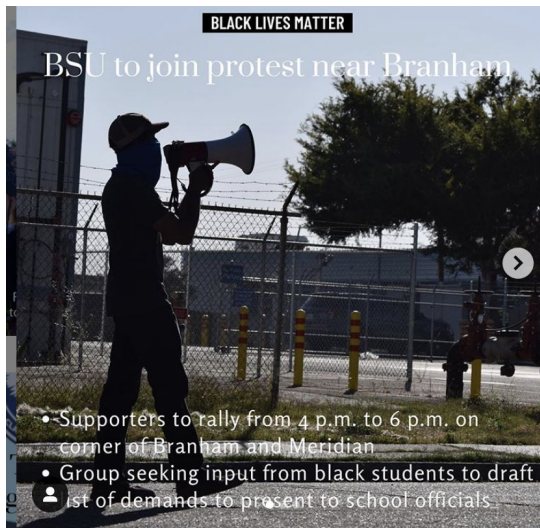
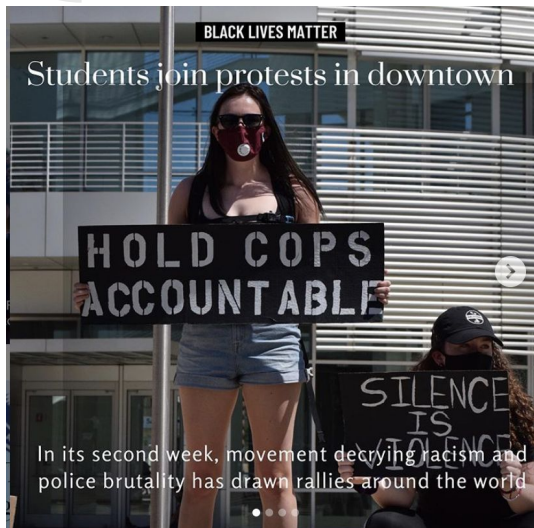


# Black Lives Matter

Coverage on how the movement impacts the Branham community



# Covering Marches



Many marches took place in San Jose; Bear Witness journalists took their time to march alongside protesters and capture impactful moments. This helped show solidarity towards all who have been affected by police brutality.



# Giving Branham's Black Community a Platform



bhsbearwitness



It's easy for people to sit in their bubble and assume that racism doesn't exist. ... You can say that because you've never experienced racism.

PATSY FONKWO, JUNIOR



I couldn't even watch the entire video for George Floyd. I started and I couldn't finish. It just hit way too close to home.

SOFIA NONGA, JUNIOR



When I go to neighborhoods that are predominantly black or brown, I see police coming in very aggressively on those people, yelling at a whole different tenor.

JOYCE DAVIS, GUIDANCE COUNSELOR



Liked by abireed21 and 172 others

bhsbearwitness #blacklivesmatter

View all 2 comments

June 2

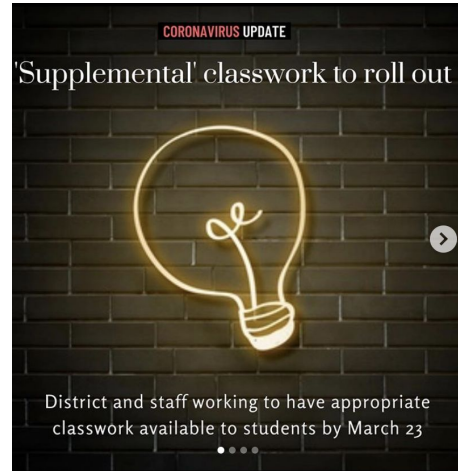
Students and staff members at Branham were interviewed about their personal experiences as well as their thoughts on the current events. We kept their quotes in their purest form and shared them with our followers.



# COVID-19 Coverage

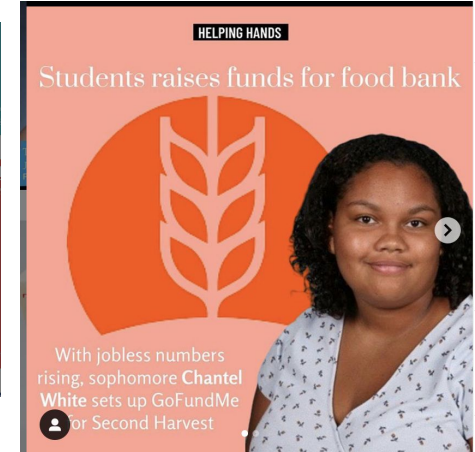
Providing news from the community during the shelter-in-place.

# Breaking the News



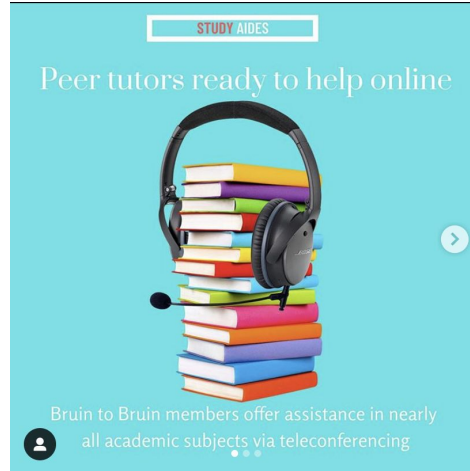
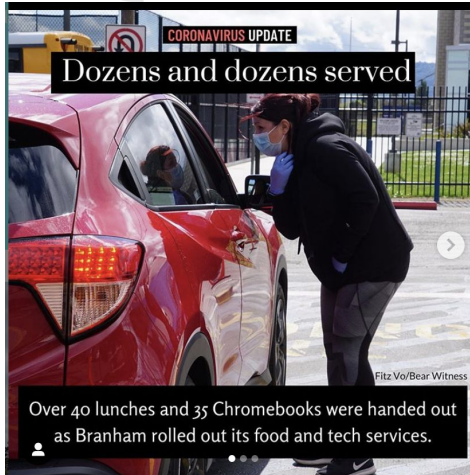
As soon as it was announced, the Bear Witness provided as much information as possible on school closures, with slides detailing the impact and reach of the closures. As more information came out, we covered it as well. This kept our community informed as the news changed every day. We continued to cover the impacts of COVID-19 throughout the semester.

# Highlighting Our Students



We featured students who had a unique perspective or take on the coronavirus closure, such as a student who worked at the grocery lines during the hoarding crisis, and others who created a podcast to deal with the closures, as well as a student who is raising funds for our local food bank

# Changes at school



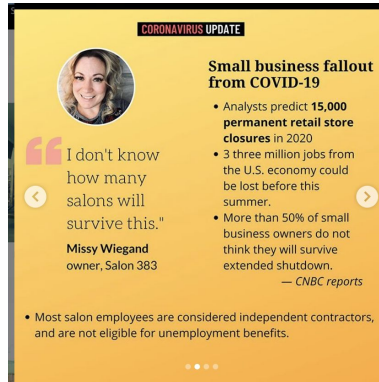
Pizza's on for first Saturday lunch



Lunch program adds Saturday and includes spring break

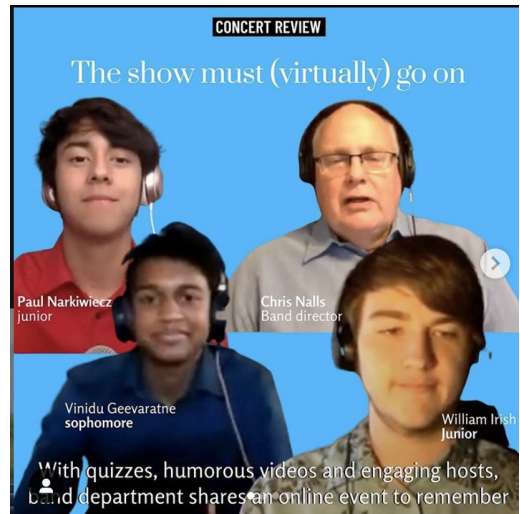
We sought to highlight changes at campus that only could have been brought on by the closure, such as the increase in meals for families and online tutoring opportunities.

# Impacts of business



Small businesses across San Jose were severely hurt by COVID-19. We shed light on how businesses are both suffering and adapting.

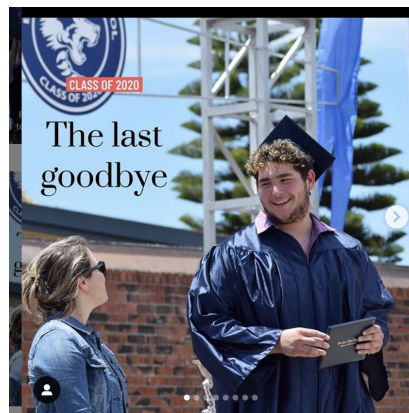
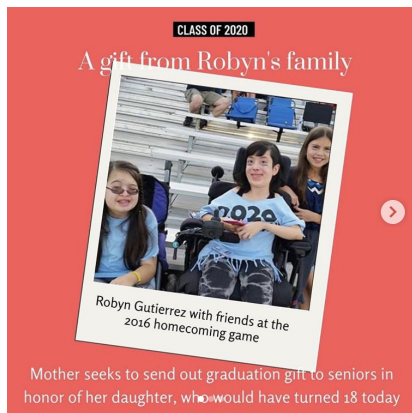
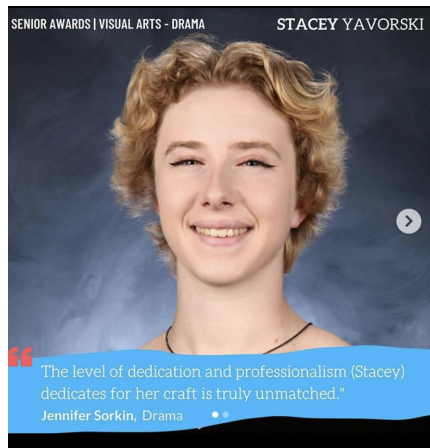
# School events online



We looked at how clubs organized meetings and concerts - especially the music program, which held its first acoustic and band concerts online. To bring more interactivity, we included samples of their performances.

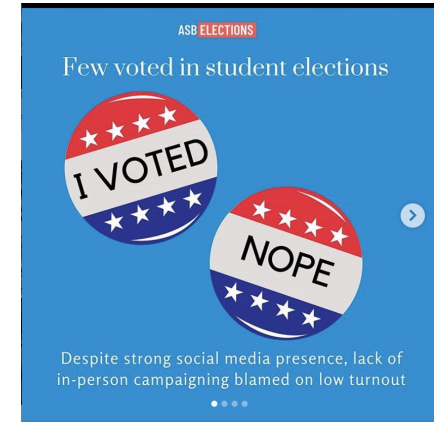
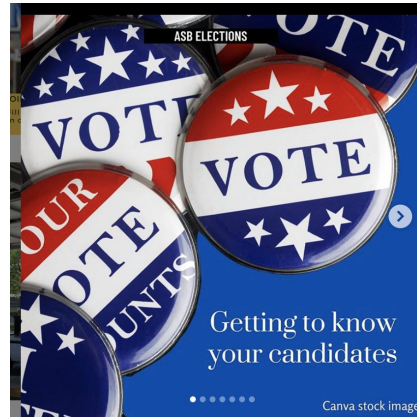
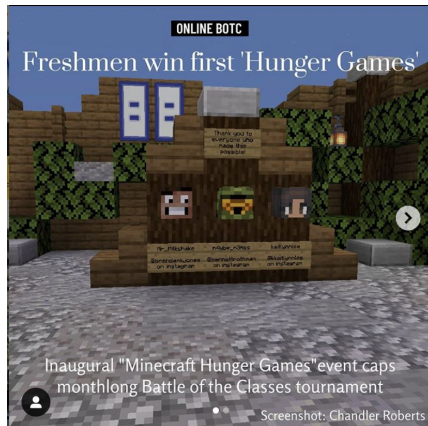


# Celebrating the class of 2020



We found ways to celebrate the class of 2020, from highlighting student achievement to covering events throughout the semester relating to them.

# ASB events, elections



We reported on the ASB candidates as well analyzed the subsequent low turnout. Additionally, we covered the first Minecraft Hunger Games.



# Events on Campus

Before school closed, we aimed to cover every event on campus beyond the quad event.

# Multicultural week

bhsbearwitness  
Branham High School



Junior Jackie Monroy dances the Ballet Folkórico along with other Branham dancers.



Liked by abireed21 and 300 others

**bhsbearwitness** The LSU Cultural Showcase on Friday was an explosion of color as members of the Latinx Student Union performed songs and dances, some that dated back to the ancient Aztecs. The emcees, seniors Fernando Leon and Stephanie Alvarado, used a mix of Spanish and English throughout the show. All of the songs that were performed were made by singers of the Latinx community, including those by Mexican American Carlos Santana, Selena, Christina Aguilera, Shakira, and Camila Cabello. Funds from the event went toward the LSU Scholarship Fund.

Reporting and photos by Andelina Miller



bhsbearwitness  
Branham High School

**bhsbearwitness** The World Languages Department hosted its third annual Multicultural Banquet on Thursday, with students bringing food representing their culture to the potluck event, from Chinese food and samosas to rolls and flan. The sophomore class also put on a dance show for the attendees. The Latinx Student Union will host a talent show tonight to close out Multicultural Week.



Liked by mister\_e8 and 235 others

MARCH 6

Add a comment...

Post



Sophomore **Ashanti Syms** performs a Polynesian dance at lunch.

bhsbearwitness  
Branham High School

**bhsbearwitness** Students and staff shared their cultural pride in the quad at lunch today with dance routines and poetry recitals for Multicultural Week. The festivities continue tonight with the World Language department's banquet, and tomorrow with the food fair at lunch. The Latinx Student Union will close out the week with a dance performance at 7 p.m. on Friday.  
👤 Cara McClure



Liked by branham\_Isu and 312 others

MARCH 5

Add a comment...

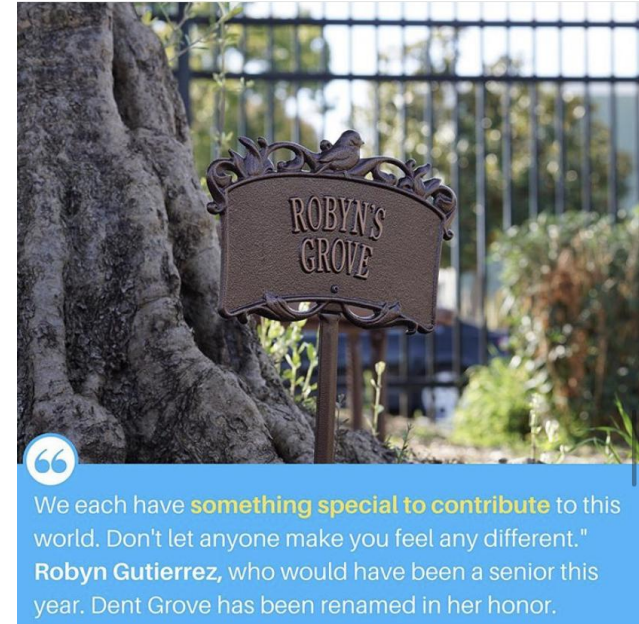
Post

# Winter week



# Honoring Robyn

We shared the legacy of Robyn Gutierrez, who died from complications of muscular dystrophy as a freshman.



We each have **something special to contribute** to this world. Don't let anyone make you feel any different." **Robyn Gutierrez**, who would have been a senior this year. Dent Grove has been renamed in her honor.



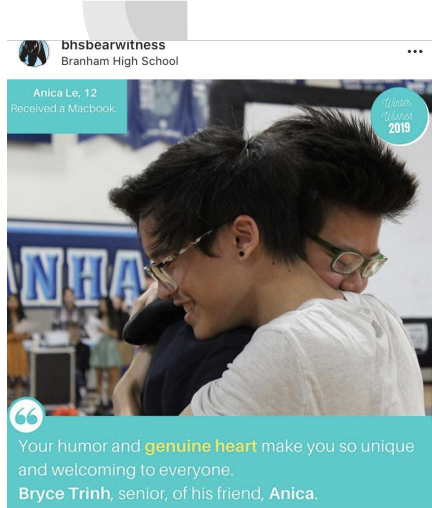
Liked by c.mcclure5 and 340 others

**bhsbearwitness** The grove on Dent Ave. is now officially named Robyn's Grove, in honor of Robyn Gutierrez, the student who shared her struggles with Ullrich congenital muscular dystrophy. Can that be changed? at the Winter Wishes rally when she was a freshman in 2016. She succumbed to the disease a month later. At this year's rally, the Leadership team had dedicated the grove in her name. "She inspired all of us," said senior Kyle Haugh, who wished for her memorial.  
📷: Julianne Alvares, with file art from Catherine Monroy

Editor's note: Robyn had Ullrich congenital muscular dystrophy, not multiple sclerosis.

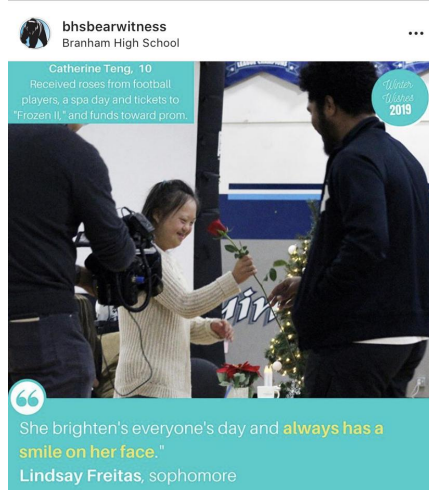


# Winter Wishes



Liked by c.mcclure5 and 379 others

**bhsbearwitness** A tribute to friends, former and present, was the theme of the upperclassmen rally, as they shared the stories of their relationships and struggles. Junior Chase O'Neill shared how junior Erik Sadauskas has been working two jobs to support his family and for his mom fighting cancer. Senior Anica Le's friends and teachers asked for a laptop for her creative endeavors. Also during the rally, Junior Kendall Fowler shared her why for being at school, and how sports and family helped her challenge her self-worth. It was also a chance for the school to memorialize Robyn Gutierrez, a student who passed away in 2017 due to complications from muscular dystrophy. We will share her story, and how she has been a constant thread in past Winter Wishes rallies.



Liked by c.mcclure5 and 340 others

**bhsbearwitness** The ninth annual Winter Wishes Rally on Friday offered laughs, tears and a chance for students to see the hidden challenges that their peers face. At the underclassmen rally, freshman Alec Karbowski and his family received financial help after a fire early November destroyed a large part of their home. The teachers of the Ignite program, which helps a group of freshmen and sophomores, wished for t-shirts as a sign of solidarity. And junior Olivia Downey shared her struggles and embrace of her Asperger's, and the social obstacles that she faced. Here are the highlights from the first rally.

This is our biggest event of the year. We mobilized four reporters and photographers to capture the moments and interview the recipients and the people who made the wish for them. It was an extensive effort that garnered a lot of engagement and goodwill in the community.

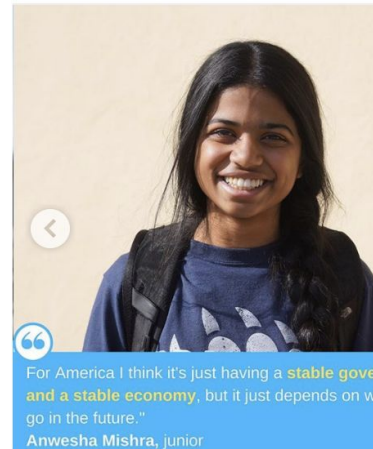
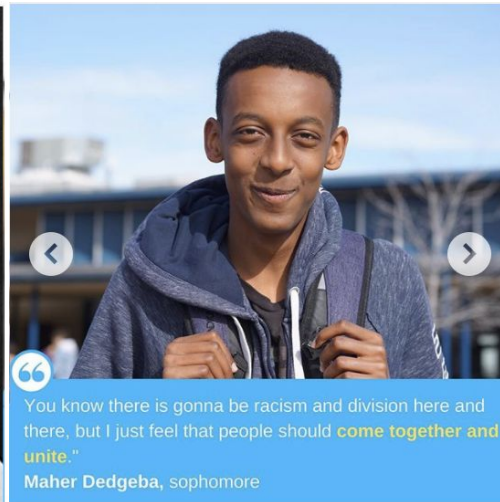
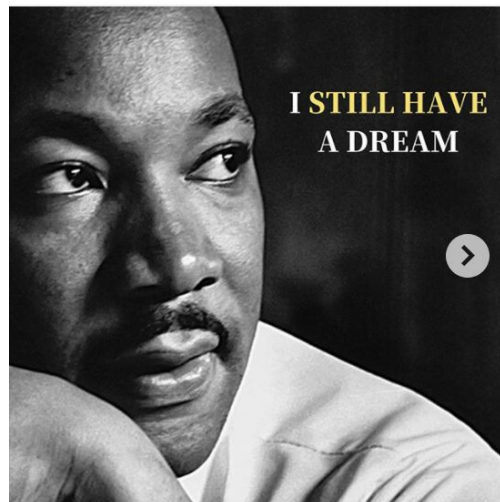


# Black History Month



bhsbearwitness  
Branham High School

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Liked by abireed21 and 294 others

**bhsbearwitness** Junior Patsy Fonkwo shows off the beaded bracelet she made in honor of Black History Month today at lunch. Dozens of students made bracelets using bright colors like red, green and yellow. Two Black Student Union board members shared why it was important for them to celebrate black history.

📷: Andelina Miller

#bhsbearwitness #blackhistorymonth

We dedicated several days to highlight events on campus, as well as

# Sports

Sports are a huge part of our campus, like any high school so they're important to feature. We keep the community up to date on scores and seasons of a large range of athletics.



# Cross country



bhsbearwitness

Crystal Springs Cross-Country Course Trail



Liked by genevievemedina\_ and 316 others

**bhsbearwitness** Senior Evan Franco and freshman Isabelle Moret helped their teams qualify for the CCS championships at today's BVAL finals, with Franco's ninth place overall finish (16:26.3 in the 3-mile course) propelling the boys team to third out of 24 teams. Moret (20:55.4) placed 17th overall and helped the girls team place seventh. The teams will meet at the course again during the CCS championships Nov. 16.



📷: Julianne Alvares (@juliannea18)





# Football

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**bhsbearwitness**  
Branham High School







 Liked by **c.mcclure5** and **396 others**

**bhsbearwitness** Next up, Carmel. Branham's varsity team is continuing a dream season, easily putting away Monte Vista Christian of Watsonville 40-13 in Friday's Division IV quarterfinals. The team fired on all cylinders, scoring 33 of its points in the first half alone, backed by an intimidating defense. They host Carmel High School next Friday. Junior quarterback Nick Bandanza, who scored three rushing touchdowns and connected with Matt Cordova for three more, is looking forward to the semifinal game. "Today was cool, but next week's gotta be better," he said.

...

 : Nolan Zils

**bhsbearwitness**  
Santa Teresa High School





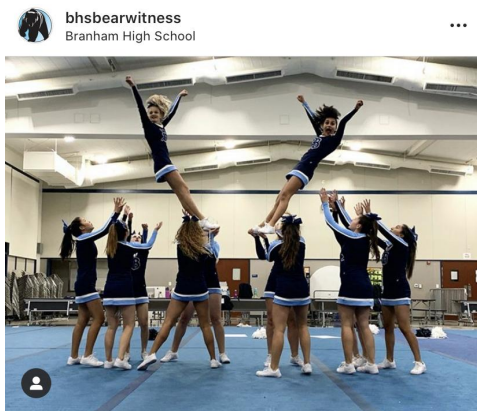


 Liked by **c.mcclure5** and **286 others**

**bhsbearwitness** Branham's football team dominated Santa Teresa for its second consecutive game of the season Friday night with a score of 28-7. The team meshed well on both sides of the ball, scoring three touchdowns in the second half, with quarterback Nick Bandanza contributing two rushing TDs and running back Cameron Rynhard with the third. JV fell to the St. Bernards, 12-42, who scored four touchdowns just in the first quarter. The teams face Andrew Hill at home (JV at 4:30 p.m. and Varsity at 7 p.m.).



# Cheer



Liked by [genevemedina\\_](#) and 274 others

**bhsbearwitness** The Branham Competitive Cheer team hosted a showcase in the cafeteria on Monday, sharing with friends a family a preview of their upcoming competition. The Lady Bruins performed their routine twice for the audience. The routine consisted of many skills including stunting, tumbling, and dancing. They take the mat at their first competition Saturday at Merrill West High School in Tracy.

...



Liked by [abireed21](#) and 333 others

**bhsbearwitness** The Branham Team Competitive Cheer squad ended their season with a 2nd place finish in the small varsity novice division, against 11 other teams. The team traveled down to Anaheim this Thursday for the annual competition. 🇺🇸: United Spirit Association, Tae Yun Erica Kang

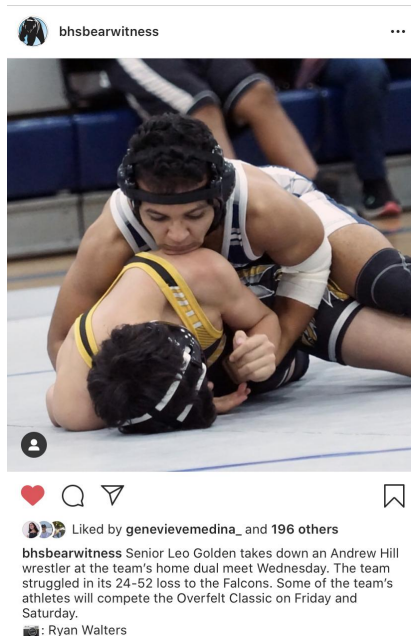
👉: Tae Yun Erica Kang

# Basketball





# Wrestling





# Swimming



bhsbearwitness  
Branham High School

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Liked by abireed21 and 310 others

**bhsbearwitness** Filed under "before sports was canceled": In a season cut short, Branham's swim teams (girls and boys JV and varsity teams) swept Silver Creek in its first and only meet of the season. Additionally the girls 200 free relay team consisting of Lily Mintz, Bailey Donaldson, Melissa Muslic and Katie Hannigan qualified for CCS, which may take place in May (or not).

📷: Carly Waldorph



# Baseball



**bhsbearwitness**  
Branham High School



Liked by **abireed21** and **287 others**

**bhsbearwitness** The Branham baseball team took a tough loss to the Sobrato Bulldogs with a score of 2-10. Junior Carson Ledesma and senior Noah Contreras both scored runs, Ledesma in the first inning and Contreras in the fourth. The Bruins will be playing again Friday at Gunderson High School.  
📷: Lily Middleton





# Soccer



 **bhsbearwitness**  
Branham High School


 **bhsbearwitness** Junior Kenneth Esquivias battles for the ball in varsity's CCS semifinal game against Wilcox on Wednesday. With the game tied 0-0, the team team scored in the final three minutes of overtime to win 1-0. They play in the championship against Mt. Pleasant this Saturday.  
📍: Daniel Burkhead, reporting by Jazzy Nguyen


   

 Liked by mister\_e8 and 294 others


FEBRUARY 27








 **bhsbearwitness**  
Del Mar High School

 **bhsbearwitness** Penalty kicks lifted the boys varsity soccer team over Mt. Pleasant on Saturday to help them become CCS Division 2 champs. The teams were scoreless through overtime and won 6-5 from penalty kicks.  
📍: Daniel Burkhead

16w

 mateo.chavezz @lucas\_valente30

 Liked by branham\_isu and 321 others

FEBRUARY 29


Add a comment... [Post](#)

The Boys soccer team had a dream run this year, making it to the semifinals in states, the furthest a team has gotten at Branham.



# Covering national events

We aimed to localize national issues by talking to our staff and students, including the anniversary of 9/11, Veterans Day, the ongoing church scandal.





# Remembering the Loma Prieta Earthquake

“

I was in San Leandro in an office building on the 3rd floor. It lasted quite a while. It was strange listening to the news about a portion of the Bay Bridge breaking and the Cypress freeway structure collapsing. Luckily I was headed the other way. We had no cell phones, no internet, only radio reports. Our power was out for about 3 days, so we couldn't watch the news on TV. We had a BBQ in our backyard for our neighbors so that our food wouldn't spoil.”

**LOMA PRIETA | 30 YEARS LATER**



**NANCY FRESCHI**  
ENGLISH  
TEACHER

**bhsbearwitness**  
Branham High School

**bhsbearwitness** Teachers and staff living in the Bay Area 30 years ago cannot forget the 6.9 magnitude Loma Prieta earthquake that struck at 5:04 p.m. The Oakland A's and San Francisco Giants were battling it out in the Bay Area World Series. Some of them were playing outside, and some were just infants. Here we share excerpts of their memories of that day. (Second of two posts)

Like Comment Share

Liked by delmardons and 195 others

OCTOBER 17, 2019

Add a comment... **Post**

“

I was a UC Santa Cruz student. I was serving at a restaurant on Ocean Street when the earthquake hit. Very quickly the rumbling turned violent, which nearly knocked me off my feet. I saw large chunks of ceramic tile falling from the roof and crashing on the sidewalk. We spent the next few hours cleaning up the restaurant. The manager let me take pies home, which I passed out to my dormmates. They were stressed out by the large aftershocks, but they got free pie!”

**LOMA PRIETA | 30 YEARS LATER**



**CHRIS CHIDESTER**  
PHYSICS  
TEACHER

**bhsbearwitness**  
Branham High School

**bhsbearwitness** Teachers and staff living in the Bay Area 30 years ago cannot forget the 6.9 magnitude Loma Prieta earthquake that struck at 5:04 p.m. The Oakland A's and San Francisco Giants were battling it out in the Bay Area World Series. Some of them were playing outside, and some were just infants and toddlers. Here we share excerpts of their memories of that day.

Like Comment Share

Liked by mister\_e8 and 226 others

OCTOBER 17, 2019

Add a comment... **Post**

# Remembering 9/11

We interviewed and recorded two teachers who shared what they learned about the event and how it impacted their perspective on activism and terrorism.



bhsbearwitness



531 views · Liked by [c.mcclure5](#) and [julianne18](#)

**bhsbearwitness** Reflecting on Sept. 11 · Branham teachers Mike Espinoza and Torie Raineri remember Sept. 11, 2001 differently, and how the deadliest attack on U.S. soil has impacted their adult lives.



Interviews by Ziv Galpaz ([@ziv.galpaz11](#)) and Jayden Kim ([@jaydenn.kim](#))

# 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.

# Best Buddies



## More coverage

<https://www.instagram.com/p/BoTP7aVnufe/?igshid=1cdbc38icjbv9>

[https://www.instagram.com/p/Bs8u\\_jXnRIF/?igshid=1mofuzlv7xojr](https://www.instagram.com/p/Bs8u_jXnRIF/?igshid=1mofuzlv7xojr)



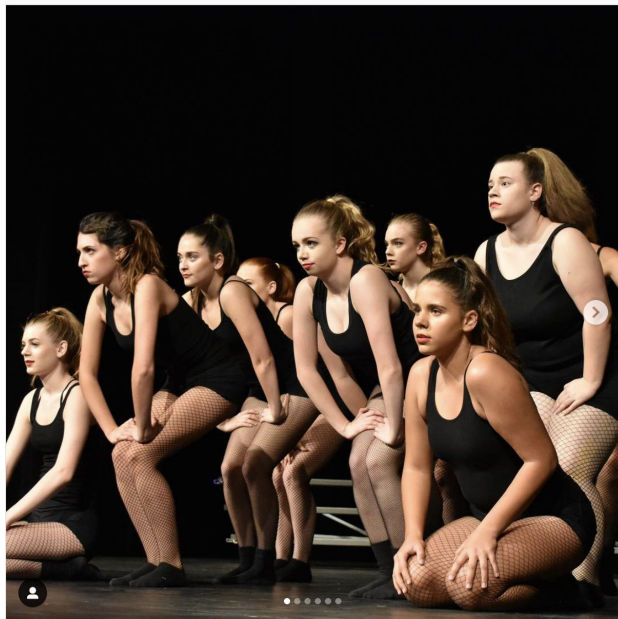
# Band







# Dance





# Homecoming

While football may not be big at Branham, homecoming is special to students. The various spirit events draw a lot of student participation and it is an important part of our coverage.



# Homecoming



**bhsbearwitness**  
Branham High School



**bhsbearwitness** Joel Silva and Ngo were named Homecoming King and Queen at an action-packed Homecoming Game on Friday. The Bruins (5-0) continuing their undefeated streak with a 46-0 win over Del Mar. Before the game, the Royal Alliance also debuted their show, titled "It's About Time" and will perform next week at the



Liked by **branhamwrestling** and **458 others**

OCTOBER 5, 2019

Add a comment...

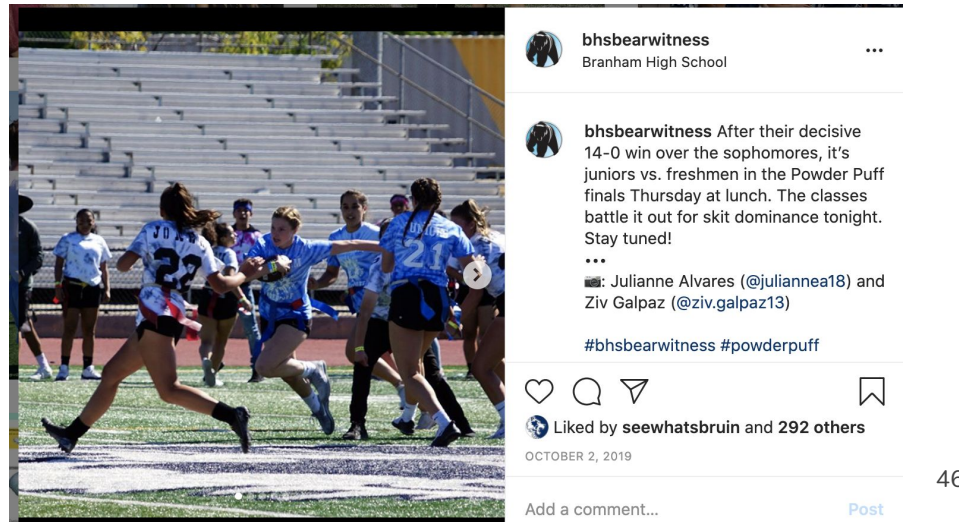
# Night rally

We saw the news value in leading with a prom-posal, and dug a bit deeper into the night itself.



# Powder puff

We covered each match as if it were a sports event.



# More on campus

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

# Bruins of Branham

Our regular feature, inspired by  
Humans of New York



**bhsbearwitness**  
Branham High School

**bhsbearwitness** "I struggle with math in general. Last year, there were a lot of issues with the sophomore teachers. There was a lot of turnover. What makes it difficult is that you have one teacher and they're teaching with their specific way, and then suddenly they just go missing and you don't know why. Then you have a substitute for the rest of the year with a different technique. And then the new substitute

Like by mister\_e8 and 182 others

SEPTEMBER 18, 2019

Add a comment... Post

**bhsbearwitness**  
Branham High School

**bhsbearwitness** "My aunt used to have cancer. While she was still going undergoing chemotherapy, I would fold paper cranes to make her feel better. She still keeps the cranes in her room to this day. Origami is something I've been doing for a while. I thought that if I could use my skill to help cheer people up, it would be something that I could do to make a difference in at least one person's life."

Like by branhamhs and 154 others

SEPTEMBER 11, 2019

Add a comment... Post

**bhsbearwitness**  
Branham High School

**bhsbearwitness** "My family was having a lot going on ... my self-confidence was at an all-time low. It was this one teacher. He really helped me out with what I needed to get done. He gave me a plan and helped me find better study methods, too, so I could do whatever was going on in my life and do what was going on in school."  
— Nick Hames, junior

(Kindness is) a very, very special thing. ... It's a unique thing that most possess but only some are strong enough to share. It should be a universal thing to give."

Like by mister\_e8 and 184 others

SEPTEMBER 12, 2019

Add a comment... Post



# Around campus



Classroom culture is everything. If your classroom is not inviting and students don't know if they have a safe place to go or feel comfortable with a teacher, then they might not be as willing to open up."

Carl Ponzio, English teacher



**bhsbearwitness**  
Branham High School

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**bhsbearwitness** Today is World Mental Health Awareness Day. As part of a districtwide push at promoting a students' well-being, Branham has been piloting its Wellness Center, and hiring a social worker, to help with needs that go beyond the classroom. English teacher Carl Ponzio has been among the advocates for wellness, and said he has been working to build rapport with his students. "We have to

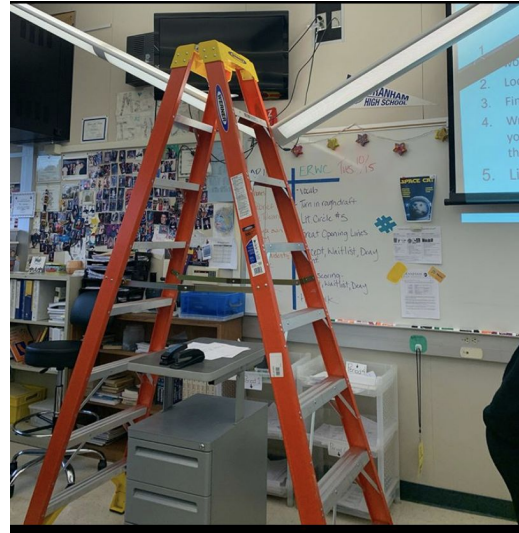


Liked by mister\_e8 and 234 others

OCTOBER 10, 2019

Add a comment...

Post



**bhsbearwitness**  
Branham High School

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**bhsbearwitness** Custodial crew worked today to fix English teacher Tobie Schweizer's light fixtures damaged from Monday night's 4.5 magnitude earthquake. The U.S. Geological Survey said that the rumbling originated in the East Bay around 10:30 p.m. and was followed by a 4.7 magnitude quake this afternoon near Hollister. This Thursday will be the 30th anniversary of the Loma Prieta



Liked by mister\_e8 and 236 others

OCTOBER 15, 2019

Add a comment...

Post

# Off campus

Students were busy off-campus, and we featured their work and efforts outside school.



# Theaterfest



**bhsbearwitness**

Westmont High School



**bhsbearwitness** Branham's thespians are prepping with their fellow actors throughout the district for tonight's annual TheatreFest. The show features vignettes to highlight the skills of each school. Organizers expect a sold-out event at Westmont.

📍: Zachary Macapanpan  
#bhsbearwitness #theatrefest

22w



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JANUARY 24

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# Volunteerism



**bhsbearwitness**  
Westmont High School



**bhsbearwitness** Branham student leaders joined hundreds of others volunteers around the district for the annual District Day of Service at Westmont High School on Saturday. The students worked on various projects, from planting poppies to making homeless care packages. Later, attendees participated in a walk around the campus track using the Charity Miles app to collect steps. Every mile



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JANUARY 19

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**bhsbearwitness**  
Christmas in the Park



**bhsbearwitness** From Takis to tamales to their Aztec and Incan backgrounds, students from the Latinx Student Union decorated their adopted Christmas in the Park tree today in response to a question: "What does it mean to be Latinx?" The group had spent their past several meetings creating laminated decorations for today's setup, several days before Friday's opening ceremony downtown. Adviser Mike Espinoza said



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NOVEMBER 26, 2019

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# Around campus



Classroom culture is everything. If your classroom is not inviting and students don't know if they have a safe place to go or feel comfortable with a teacher, then they might not be as willing to open up."

Carl Ponzio, English teacher



**bhsbearwitness**  
Branham High School



**bhsbearwitness** Today is World Mental Health Awareness Day. As part of a districtwide push at promoting a students' well-being, Branham has been piloting its Wellness Center, and hiring a social worker, to help with needs that go beyond the classroom. English teacher Carl Ponzio has been among the advocates for wellness, and said he has been working to build rapport with his students. "We have to

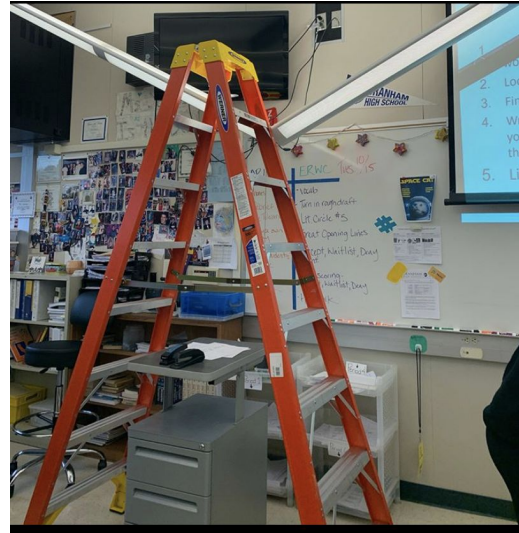


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OCTOBER 10, 2019

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**bhsbearwitness**  
Branham High School



**bhsbearwitness** Custodial crew worked today to fix English teacher Tobie Schweizer's light fixtures damaged from Monday night's 4.5 magnitude earthquake. The U.S. Geological Survey said that the rumbling originated in the East Bay around 10:30 p.m. and was followed by a 4.7 magnitude quake this afternoon near Hollister. This Thursday will be the 30th anniversary of the Loma Prieta



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OCTOBER 15, 2019

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