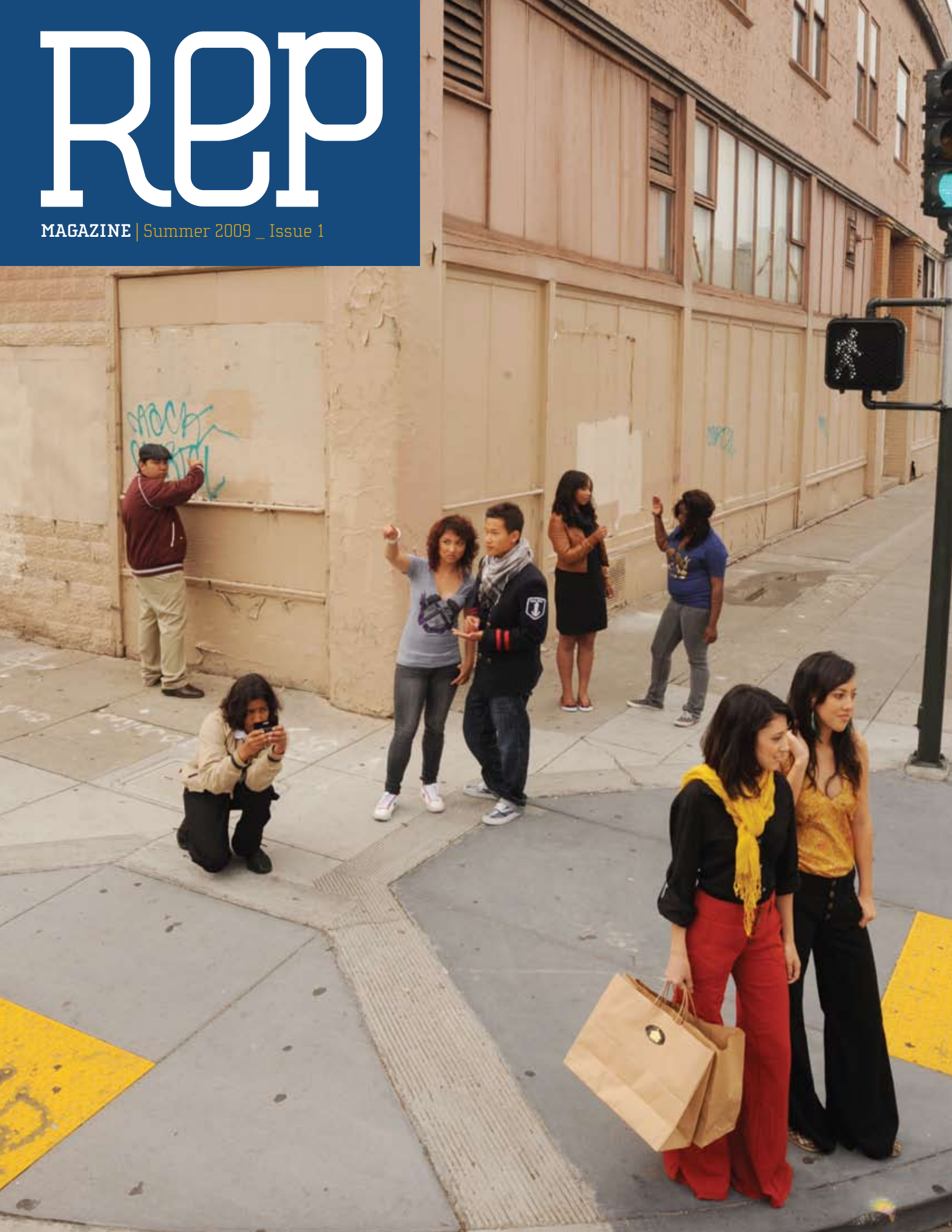


# REP

MAGAZINE | Summer 2009 \_ Issue 1





# Contents

Rep



WHY Rep Magazine .....	2
eMerging .....	3
MUSIC: FINISH TICKET.....	5
OAKLAND AVIATION HIGH SCHOOL PROM NIGHT.....	6
GOING GREEN.....	8
Rep Magazine BIOS.....	9
MEDIA KIT .....	10

## Why Rep Magazine

In 2009, state legislators drastically cut funding for education. As a result, funding on the local level for art programs and after-school programs dried up. Many youth searching for self expression lost the constructive means to guide them. After-school programs are being forced to close their doors, leaving few opportunities for those seeking engagement after school and during summer recess. Rep Magazine attempts to fill that void by creating a journalism program that fosters critical thinking, media production skills, literacy development and civic education for young people.

The youth of Alameda County find themselves not only in the words and stories printed in Rep Magazine, but inside and behind the ads as well. No other youth publication offers this unique distinction of community advertising. Imagine what it would feel like to open a magazine and find yourself, a friend, a relative or someone you know in local ad campaigns or involved in the development of those campaigns.

Rep Magazine is a public, private partnership for youth. We bring together corporate, non-profit and government entities to empower youth in Alameda County.

The Robert C Maynard Institute for Journalism Education, Clear Channel Outdoors, Alameda County Board Supervisor Alice Lai-Bitker, and eMerging Careers Institute have partnered to give Alameda County youth a voice and competitive skills in a challenging job market. We believe that the publication of a teen magazine is a particularly

effective way to transmit basic literacy and job-related skills while empowering young people with the tools to meet and challenge the adult world.

Our goal is to publish online every two months and print every four months during the school year, distributing 100,000 free copies to a readership of more than 200,000.

Rep Magazine can be found in public and private schools alike, community-based youth programs and many libraries. We also want students in our sister cities in China, France and Africa to receive copies and have access to our website.

### There are youth magazines and then there is Rep Magazine

In Alameda County Rep Magazine provides a powerful way for the diverse voices of this county's younger generation to express their ideas, reach diverse audiences, and participate in public dialogue about the issues that concern them most. Rep is building community. Through our eProjects component we bring community professionals together with our youth searching for a career path.

eProjects is a training program that uses professionals in our community to run projects staffed by students looking to understand career options through live participation. The output is a nuts and bolts interactive experience for students to understand the workplace, their dreams, and their potential. Each eProject will produce an article that will serve as a feature in Rep Magazine. The aim of the project is to use visual stimulation, live participation, and interactive building exercises to empower Alameda County youth.

However, that is just one aspect of Rep Magazine. Rep Magazine's power and potential can be thought of in two broad levels. As a youth programming strategy, Rep Magazine has the

potential to transform the lives of individual youth producers who are exposed to a range of social issues, and expand a broad range of skills through media messaging and product development. Youth Members and Staff are trained in:

### Ad Sales and Account Management, Ad Development, Journalism, Photography, Graphic Design, Web Design, Marketing

Beyond individual youth producers, however, Rep Magazine also has the potential to affect broader public debate on social issues by exposing media audiences to a wide range of compelling youth voices.

### Let's view the world through the lens of the younger generation

You see youth media practitioners instinctively know the power of youth media to transform not only the development and lives of youth producers, but also the emotions, knowledge and even behavior of youth media audiences and larger society. Research has found that when youth authentically conceive, develop, and produce news articles, radio commentaries, etc., youth media can foster important individual level outcomes, such as youth voice, critical thinking, research, literacy, writing, media skills and broader youth and career development outcomes (Campbell et al., 2001; Hernandez, 2003).

For Rep Magazine, the most important news is information which will help our readers gain a better understanding of the society they live in, the forces that act on them and how they can gain more control over their lives. Rep Magazine has a credibility with its readers that other media Alameda County. ☐

# eMerging

## Job Training For Tomorrow's World

eProjects is a training program that uses professionals in our community to run projects staffed by students looking to understand career options through live participation. The output is a nuts and bolts interactive experience for students to understand the workplace, their dreams, and their potential. Each eProject will produce an article that will serve as a feature in Rep Magazine. The aim of the project is to use visual stimulation, live participation, and interactive building exercises to empower Alameda County youth.

We begin projects by working with the professionals to identify real projects and real challenges

in their work environment (an example would be marketing, financing, and delivering solar energy to government and community facilities in downtown Oakland). We then start the learning process by educating the students with multi-media overviews and roundtable discussions. Then we begin the process of directing students about our pillars of learning which include how to conduct research, how to map out processes, how to analyze and report on data, and how to compose a compelling argument. The project ends with a well thought out and documented solutions

### Our Winning Combination

of experienced staff committed



to youth development and professional volunteers with years of project management experience ensures our success. Our staff stay on top of eProjects in all aspects of managing and production to ensure projects reach the potential of ideas and concepts. We have an educational track and services that assist the Professionals in working with the students so they are not left alone to make things work. Instead we guide them through a step by step system that creates an interactive experience that is rewarding for them and the students. The Staff also works closely with the students to keep them on track and to answer any questions or to work through challenges.

### How Do We Develop Skills:

Students will be guided through a process of identifying ways to gather resources and educating themselves using computers as tools to both generate information and capture data. Once a project is defined and scoped out, the model runs students through a process to identify information needed to create solutions. Students then work both with students with similar career aspirations and in cross-functional teams to understand collaboration and teamwork.

Our writing model helps students to understand and identify roles people play and systems and resources, while developing both intellectual (free lance/creative) writing and sourced or referenced structural writing. By learning to clearly state objectives and points of interest, the skills learned through the project should translate into other areas of student academics. Regardless of career choice, students will learn to edit, reference, and adapt.

In the process we teach data analysis and reporting which will require statistical, mathematical, data reference, or scientific reasoning to support conclusions. This research will require identifying topics and issues using the scientific model. Students will have to:

- + Build out the steps of a key design flow
- + Find data reference points to support their hypothesis
- + Conduct the brainstorming session of potential solutions
- + Conduct experimental modeling using software
- + Support conclusions with real data ☐





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# Music

## WHO CAN STOP THEM?

By Janelle Bitker

### Finish Ticket



The cement floor is covered in tangled wires, pedal boards are on the verge of being completely filled, and the speakers are on full blast. It's a rhythmic song: the bass and drums are especially tight, and the quickness of the tambourine is providing more depth. The guitars are surprisingly quiet, crooning quiet melodies to accentuate the vocals. But the vocalist stops.

"Sorry guys. Start over, start over," he says.

They start over. The drums come in, the bass, the quiet strumming, but again, it is cut short.

"We don't want to start the song off sounding bad. We want to push off with a good momentum," explains a guitarist.

But, as the bassist eyes a bag full of snacks from across the practice space, the momentum is put to a complete halt. The five musicians rush over and dive into the stash, arguing over who gets what and sharing surprisingly well. ("Dude, I want a fat belly!" shouts one, referring to the Gummy Tummies in a band mate's hands.)

Growing boys have to eat.

This is typical of Finish Ticket's practices. The high school kids gather and get a good amount of songwriting and practicing in, exchange in some witty banter (usually in the form of song lyrics), eat, play some more, and end with a light saber battle in the front yard. They're teenagers first, but musicians is a very close second.

Alameda's Finish Ticket is comprised of twins Brendan Hoye (lead vocals) and Michael

Hoye (bass), Alex DiDonato (guitar/vocals), Chris Arellano (guitar/keyboard), and Garren Orr (drums). The group of friends became an official band roughly one year ago, and have played everywhere from an elementary school playground to a college auditorium for over 1,000 people. The boys' sound could best be described as indie or alternative pop (or "disco afro punk," jokes Orr).

"We are not just a bunch of high school kids," said Brendan. The group emphasized that they want to be taken seriously as musicians, but that is proving to be difficult as they are only 16 and 17 years old living in a suburban city. And worst, a suburban city with seemingly no music scene.

At any given venue in San Francisco on any given night, Finish Ticket would have the chance to play for someone influential in the music scene passing through, but that opportunity can never arise in Alameda, where audiences are always made up of friends and family. Luckily, the band got their first big break in December, where they placed second in Concerts First's Next Big Thing battle of the bands.

The band received some cash, but more importantly, their name was on the Concerts First's website. Suddenly Finish Ticket's songs on their Myspace were getting listened to over 100 times a day, other bands were asking them to play shows, new venues were showing interest, and a film producer asked if she could use them for a short piece on Pandora.com.

The producer, Student Emmy award winner Samantha Grant, followed the boys around for three days in total: band practice, a show in Berkeley, an audition for the Hayward Battle of the Bands, and from hall to hall at school.

Having cameras following the band around "made people respect us," said Arellano. This was especially useful at the Hayward Battle of the Bands audition, where any sort of edge was beneficial. But around school, the boys felt mostly awkward.

"The majority of our school doesn't like the music that we play. They're just not into that genre," said Orr. The five guys are not necessarily known around school as Finish Ticket, possibly because they don't give off the stereotypical high school band appearance. They're students, athletes, and volunteers in addition to musicians.

The Hoyes and Arellano all run for their school's cross country team, and Arellano and Michael are also in clubs geared towards benefiting students with special needs and the child soldiers in Uganda. Orr is an actor in the school's drama department and DiDonato is a member of the Spanish Honors Society. In the last semester, the band had a collective grade point average of a 4.0. Not bad, not bad.


Despite not gaining the tons of fans that one might expect from their high school, Finish Ticket's music is still being spread rapidly through the Internet. One online promoter, Ariel Phipps, works especially hard to get Finish Ticket's music heard.

Finish Ticket found Phipps through Myspace, and Phipps was immediately impressed with the band's sound. It wasn't until after she saw them live, though, that she became a real fan. "Their set was amazing and I didn't want it to end," she said. "I wasn't expecting such an experienced sound and stage presence from a band that had just started playing together less than a year ago."

Stage presence is vital to a successful performance, and this presence comes naturally to Finish Ticket. Their connection to each other is evident even in the band's practices in the form of silent queues, a sort of understanding that stems from an initial friendship, which can be felt by any music-lover in the audience.

"When you're playing music it helps liking the people you're playing with," Michael said. "It helps the music flow."

The band doesn't enjoy talking about the future—what group of teenagers does? With DiDonato shipping off to college next year, the remaining four ideally hope that they can maintain momentum and continue making progress, even at a distance.

Their supporters are just as idealistic. "I really believe that Finish Ticket can be big," said Phipps. "They've got the right mindset and skills to be amazing if people are willing to give them the chance." 

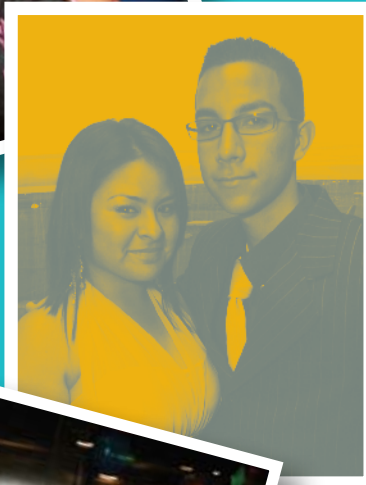
Check out Finish Ticket's music at [myspace.com/finishticket](http://myspace.com/finishticket)



# oakland AVIATION HIGH SCHOOL'S prom night.

Rep Magazine proudly accepted the invitation to take a sneak peek into Oakland Aviation High School's prom night. An air traffic control tower at the Oakland Airport housed the event, and we got an unrestricted view into their special night. Staff, students, and parents worked together to transform the space and by the time Rep arrived the party was already getting started!

Pride and enjoyment shone on everyone's faces. It was apparent to us that the intimacy a small school provides is unique, and made this prom extra special to all of its students. The music was bumping, the dance floor packed, the food delicious (homemade!), and the friendships strong—this was celebration at its best! Here is a glimpse, through Rep's eyes, of Aviation High's exciting and distinctive prom night. *Enjoy!*





## BACK TO THE CITY: “Ciclovía” and “Night Market” in Downtown Oakland

**I** **mag**ine going out in the morning for a bike-race across downtown, but instead of the typical worries of stoplights and aggressive drivers you can coast through the familiar city streets on car-free roads. Imagine going to a free concert near your favorite lunch spot, winding your way through crowds of street performers.

At the end of the day you could also catch a classic movie with some friends before going to try fresh foods and farm products, available late at night at a huge outdoor farmers market. These are all part of one program, its the Ciclovía, Night Market development begun by Sustainable Pacific Rim Cities, an East Bay Non-Government Organization (NGO).

### The Ciclovía

Ciclovía is a Spanish term that means “Bike Path.” It describes the closing down of streets for a progressive and transformative event, such as using them for biking, walking, and major thoroughfares during a weekend for non-motorized use. Over years, Ciclovía has built uncounted successful cases in the world by transforming areas that face socio-economic problems into viable, livable and environmentally sustainable neighborhoods.

The Ciclovía is most commonly associated with various countries in South America and

Europe. In the past few years, several American cities have begun embracing the Ciclovía model to encourage people to drive less, use more public transportation, walk, and bike more. Last summer New York City, Chicago, Portland, and San Francisco opened key downtown streets allowing citizens to freely walk, bicycle, run, skate, dance, play music, or just hang out. Not surprisingly, city dwellers came out in droves to enjoy the harmony of open air, live music and car free travel.

The format of Ciclovía in downtown Oakland is divided into two phases. The first phase focuses on bike races in the early morning. The second phase is an afternoon activity, which mixes with bike parade, street fairs, performing art, street sports, and family orientated activities.


### The Night Market

The concept of the Night Market, which is common in much of the world, is gaining popularity in North America in such cities

as Vancouver, Portland and San Francisco.

Essentially, it a street market or street bazaar operating at night and generally dedicated to leisurely strolling, shopping, and eating.

The Night market in Downtown Oakland will take place in Old Oakland and Chinatown with a pedestrian only connection along 9th street. The Night Market will take advantage of the diversity of food cultures in the two neighborhoods, and also integrates live music, performance art as well as classic, international, and rare movies into the diversity of the local food culture.

Sustainable Pacific Rim Cities is envisioning Oakland as a healthy, sustainable urban environment, prepared to meet the challenges of a new green era. Imagine empty parcels and parking lots as public plazas; busy intersections as town squares; and, congested road-ways as bike paths. Sustainable Pacific Rim Cites is attempting to empower us to take back our city is from gas guzzlers and smog producers. 



**Alice Lai-Bitker, President of the Alameda County Board of Supervisors.** In June 2006, Alice Lai-Bitker was re-elected for the second time to the Alameda County Board of Supervisors to represent District 3 which includes, San Leandro, Alameda, San Lorenzo, Ashland, Hillcrest Knolls and the Fruitvale, San Antonio, Chinatown portions of Oakland.

Supervisor Lai-Bitker is the Chair of the Board of Supervisor’s Health Committee and a member of the Board of Supervisor’s Social Services Committee. She is also a member of many other boards, committees and organizations including Chair of the Alameda County Transportation Improvement Authority which oversees the voter approved half cent sales tax transportation measures.

**Jonathan Williams is an Associate Director at Genentech, Inc., where he developed the Healthcare Compliance Office’s Risk Assessment, Monitoring and Auditing programs.** Jonathan’s expertise is in compliance cover a broad range of domestic healthcare compliance and international regulatory areas. Jonathan is a licensed attorney that has spent the majority of his career in the pharmaceutical industry in a variety of operational, legal, and compliance roles. Prior to joining Genentech, Jonathan spent five years working at Bristol-Myers Squibb in an MBA management program and received the Innovation and President’s Awards while serving in legal/regulatory, operational and strategic roles.

Jonathan has served as a speaker and chairman of conferences on auditing, compliance, and risk management. Originally from Hattiesburg, Mississippi , Jonathan obtained his Bachelor’s Degree in Economics from Duke University . Jonathan went on to graduate from Washington University School of Law and received his MBA from NYU.

**Amber Ishikawa is currently the Public Affairs Coordinator for Clear Channel Outdoor/Northern California.** Her role maintains public affairs operations, event coordination and legal and real estate functions. Amber came to Clear Channel from the non-profit sector in the Berkeley where she worked as a legal aid, facilitating relationships to gain legal representation for low income families and individuals.

Amber is also a graduate of the University of California , Berkeley earning her Bachelor of Arts in Media Studies from the college of Letters and Sciences. Along with staffing REP magazine, Amber is a strong supporter of Girls Incorporated.

She is actively involved in local politics and was an attendee at the recent Presidential inauguration in Washington D.C. In her spare time she likes to travel and cook for friends.

**Alanna Rayford has had the opportunity to become accomplished and well versed within the fashion industry from over 10 years of experience.** After Studying Marketing and Fashion Product Development in Los Angeles, Alanna was then able to work directly in the fast paced entertainment industry, as a wardrobe stylist for television, commercial and print. After her many experiences in the Los Angeles market, she made the decision to return to her home town, and continue learn and develop her skills.

While working as merchant/buyer for one of San Francisco’s top corporate retail companies, she was able to hone additional skills in design, production and trend analysis. Her current goal is to be able to apply that unique perspective in regards to youth, that have genuine interests in the field and learning. To have the ability to work with youth and the community, in arming them with the necessary tools to be confident and successful, is a dream come true. Alanna feels honored and privilege to be apart of this organization that will, no doubt, continue to be a driving vehicle toward productive development, community awareness, youth empowerment and constant growth.


**Dori J. Maynard is the president of the Robert C. Maynard Institute for Journalism Education.** Prior to being named president in January 2001, she directed the History Project which leads the way in preserving and protecting the contributions of those courageous journalists of color who broke into the mainstream media against the backdrop of the turbulent 1960s and 1970s. Dori also heads the Fault Lines project, a framework that helps journalists more accurately cover their communities. She is the co-author of Letters to My Children, a compilation of nationally syndicated columns by her late father Bob Maynard, with introductory essays by Dori.

As a reporter, she has experience on both coasts – The Bakersfield Californian, and The Patriot Ledger, in Quincy, Mass. – as well as a stint at the Detroit Free Press, covering senate and mayoral campaigns, and City Hall. In 1993 she and her father became the first father-daughter duo ever to be appointed Nieman scholars at Harvard University. Bob Maynard won this prestigious fellowship in 1966. While at Harvard, Dori specialized in research on public policy and poverty. She worked regularly with her father in researching and preparing for his appearances on This Week With David Brinkley and the MacNeil Lehrer Report.

**Jerl Laws is a Supervisor's Assistant for Alameda County Supervisor Alice Lai-Bitker, District 3.** As a staffer for Supervisor Alice Lai-Bitker, Jerl is called upon to coordinate multiple campaign efforts, represent the county at public affairs (in Oakland), conduct constituent outreach, and analyze public policy. Prior to working for the County Jerl was hired by the Democratic National Committee and the California Democratic Party to serve as California’s statewide Director of Interfaith and Youth Outreach. He has directed statewide campaigns to bridge the gap between California’s faith communities, youth community and the Democratic Party. Jerl also worked as a community organizer for the East Bay Alliance for a Sustainable Economy.

**Naomi Tyler graduated with a B.A. in Psychology from Clark University in 2006.** She is currently a Junior Analyst at Berkeley Policy Associates, a research firm that specializes in social program evaluation and social policy.

Naomi’s previous work and research has always focused on children, education, and marginalized communities. She is an Americorp alumnus, and spent a year teaching elementary school on the Navajo Nation in New Mexico. She also has experience working in HeadStart programs.

As a teenager, Naomi was involved in many organizations geared towards youth empowerment, politics, media, and artistic expression. She is excited to be part of REP magazine and hopes to be able to provide the same type of positive experience that she benefited from to the youth of Alameda County. 



# Media Kit

There are youth magazine  
and there is Rep Magazine.

**Rep Magazine** is not only a school-to-work job training program, Rep Magazine is Alameda County's premier youth magazine offering a combination of print, digital, online and marketing channels working together to provide maximum brand exposures. With a mix of information, education and entertaining content, Rep Magazine engages readers passionate about Alameda County – inspiring them to celebrate and share their experience of the county. Over the course of a year we highlight trends, athletics, music, health issues, politics, and environmental issues; we end the year with a county-wide fashion show and youth conference. Rep Magazine is the most influential and authoritative voice in Alameda County.

With Rep Magazine's expertise in Alameda County comes an expertise in the youth themselves. Alameda County is comprised of youth who are high-tech elites; they are as comfortable wearing formal wear as they are wearing Gap, Banana Republic and Abercrombie & Fitch. Rep Magazine resonates with this kind of consumer; a consumer who values Alameda County for its diverse population and who will see through any marketing campaign that targets him or her as merely a dollar sign. Rep Magazine has a reputation for being authentically young Alameda County.

Rep Magazine, like Alameda County itself, is a state of mind. It's a fascination with arts and culture, music and fashion, technology and health, politics and current events but also caring about the community and the people who live here. Knowing what band's playing at the Fox tonight, but also having tickets to the Symphony at the Paramount.

For Alameda County youth, the best way to define this state of mind is Rep Magazine. For them, Rep Magazine provides the best of the Alameda, in print and online.

THERE ARE YOUTH MAGAZINE AND THERE IS REP MAGAZINE.

## Loyal Audience

Rep Magazine readers are a dynamic mix of Alameda County high school and junior college students. They have immense purchasing power and set the trends in style, design, technology, and environmental consciousness. With a discerning palette, the Rep Magazine reader is a sophisticated and influential consumer.

Alameda County represents the following cities: Alameda, Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Pleasanton, San Leandro, Union City, Ashland, Castro Valley, Cherryland, Fairview, Sunol, San Lorenzo

## Marketing: Direct Access

Rep Magazine directly connects your brand to your audience through direct partnerships with County entities, schools and school districts, and marketing professionals. With our creative and experienced marketing resources, we develop custom events. Additionally, we offer access to our annual events.

Each year, a unique mix of corporations, Alameda County agencies, and organizations seek events organized by Rep Magazine. Our partnerships provide us the opportunity to increase brand awareness among influential audiences and distribute clients' products, while giving back to the community.

## Advertising Deadlines

Issue	Space commitment deadline	Ad copy deadline	Ad reaches readers
Sept.	Aug. 16	Aug. 30	Sept. 10 - 16
Oct.	Sept. 20	Oct. 4	Oct. 15 - 21
Nov./Dec.	Oct. 18	Nov. 1	Nov. 12 - 18
Jan. - Feb.	Dec. 20	Jan. 10	Jan. 21 - 27
Mar - Apr	Feb. 21	March 7	March 18 - 24
May - June	April 25	May 9	May 20 - 26

Reach a teen  
audience in  
Alameda  
County  
via print  
and online

With a readership of 200,000, Rep Magazine is distributed in most of Alameda County area public and private middle schools and high schools. (The magazine is also distributed in Alameda County public libraries, juvenile facilities, and group homes.)

# Rate Card

## Rates

Options	A. Full Page	B. Half Page	C. Quarter
1x Placement	\$3,500	\$1,750	\$875
2x	\$3,150	\$1,575	\$788
3x	\$2,835	\$1,418	\$709
4x	\$2,552	\$1,276	\$638
5x	\$2,297	\$1,148	\$574

Full Color Front page: \$8,000 | Full Color Back page: \$6,000

## Specifications

Full page: 8.5"w x 11"h

Half page (vertical): 4.25"w x 11"h

Half page (horizontal): 7.625"w x 5.125"h

Quarter page: 3.875"w x 5.125"h

• Please submit files as high resolution PDFs, Adobe Illustrator EPSs (fonts outlined) and/or high resolution TIFs at 300 dpi (or more).

• Halftone screens must be 85 to 100 line screen and screen tints must be from 5 to 80 percent.

• Digital art on CD or other electronic media unless otherwise agreed to.

• Rep Magazine reserves the right to refuse publishing information about alcohol and tobacco products and other materials inappropriate for youth.

• Rates subject to change without notice.

## More Circulation Information:

Rep Magazine goes to:

- Public libraries (22% of circulation)
- Schools in (76% of circulation) (5) School Districts
- Other contacts (10% of circulation) Juvenile Facilities, Group Homes and Non-profit Organizations

Our readers' habits:

- 39% share articles with friends
- 22% pass on Potential Energy to five or more people
- More than 10% of our readers change a habit after reading one or more articles in Rep Magazine
- 59% read most or all articles in the Potential Energy
- 8% share articles with their parents

Rep Magazine readers want to read about:

- How to get a job
- Getting into college
- Local Sports and entertainment
- Fashion
- Local and Global Politics

How our readers spend their time:

- Surf the Web
- "Like" to listen to the radio
- Go shopping
- Have a job Participate in club activities
- Participate in club activities

Rep







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