# Harker Middle School 2024 Publicity Contest Portfolio

Created by: Shreyas Karnam and Zahra Syed (co-consuls), Rory Hu (1VP) and Jacob Chung (2VP) CAJCL, Mrs. Lisa Masoni 24 March 2024

# Media - Promotional Video

Looking to expand our promotional efforts beyond the usual venues of posters and online announcements, we created a JCL promo video. To make something both funny and informative, we opted to create a fictional movie trailer for the "Junior Classical (Justice) League." The video serves to promote not only State Convention but the JCL in general, highlighting the diversity of interests that the JCL can accommodate. We wanted to emphasize that the JCL has something for everyone, whether it be academic, creative, artistic, athletic, or just plain fun. It will be posted on the Harker JCL's online forum and shown to all JCLers, as well as likely being used for next school year to recruit new members.

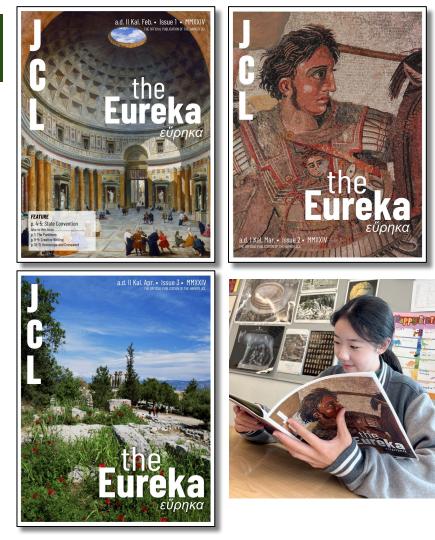


**Above:** JCLers act in a Certamen scene. Certamen was just one of the many JCL activities showcased in the video, showing club members the extent of fun there is to be had in the JCL. **Below:** Scenes from testimonials from JCLers



# School Affiliated Media - Publication

Late January, the JCL officers inaugurated *The Eureka*, Harker JCL's first publication. Ostensibly, The Eureka was intended to publicize JCL events and disseminate reminders, but it has also become a hub for collaboration, scholarship, and fun among our club members. In addition to articles about States and CaRCeR. we have done features about the *Percy Jackson* TV Show, Black classicists, Alexander the Great, and more, hoping to draw both writers and readers with a wide variety of interests. Moreover, we include several fun components to engage readers, including a crossword. We have found that the most rewarding aspects of The *Eureka* have been introducing the JCL to non-Latin students and motivating less active club members to participate and come to events. The Eureka is posted every month online and in the Latin classroom reaching an estimated 75 students and faculty, Latin and non-Latin alike – truly serving to promote the JCL to everyone. So far, we have published two immensely popular issue and are working on a third, each around 14-20 pages.





February JCLove:

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"Certamen.

Who or what are you

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"The Latin Student Problems numble

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latest vocab quiz, a

picture of a knife in a

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does the trick."

good friends and

#### A Brief Conversation with Rory Hu, JCL's First Vice President Why did you join the ICL?

I remember my first club fair in sixth grade: walking pase all of the brightly bedecked booths, startled as I was presided into rows of peris and sign-up sheets. As I finally reached the end, I sported a my spectromy draped glass trophy with a purple swith. "JCL," the person behind the table – Ameera Ramzan – told me "A club for Latin students." I was excited by the prospect of simply being in a club whos

#### What is your favorite event at convention and why?

While it's nearly impossible to pick, I'd have to say World Series of Certamen, when

### Share a funny or crazy JCL memory.

After giving my all in the Derivatives and Reading Comprehension academic tests

Want to be featured in the Spotlight column? Know someone who'd be a good candidate? Reach out to us. Another "Vox Populi" poll is coming soon, so be sure to share your voice!

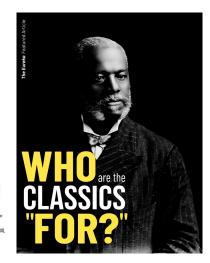


### in brief: state convention activities

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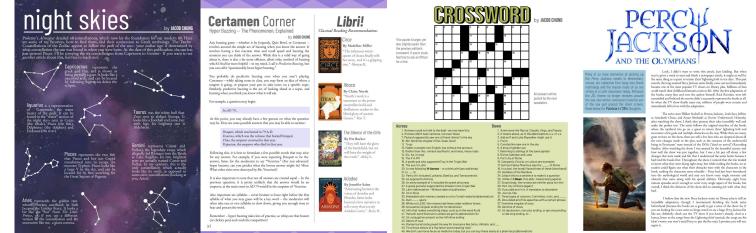




### A selection of articles, discussions, and games from The Eureka.

be a fun-filled event.

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**by SHREYAS KARNAM** 

69th

Annual California

### Times Old Roman by MCOB CHUNG Roman Elite in Uproar: Juicy Scandals Rocking the Empire! | New Superstar on the Scene **ROMAN ELITE IN UPROAR**

### HERCULES TO MAKE CAMEO IN JCL PROMO VIDEO

A leak of the yet-to-be released promotional video has revealed that Hercuise himself is making a shocking appearance. When approached for comment, JCL Co-consul Shreyss Karnam puused asapticioauly before whenteenthy denying the rumors. 'The NME made a better offer.'

#### LOVE TRIANGLE UNVEILED

Royal scandal erupts as Cleopatr becomes the center of a roman tug-of-war between Roman tita Mark Antony and Julius Caesar. SALADGATE INVESTIGATIONS UNDERWAY In a surprising turn of events, Julius Caesar has denied allegations of

#### EPATERNAL EIGHTINGS

in a suppring tum or evens, junts classe tracottee a sieghtonis or holding meenopelis and hage trues over the solid industry. In a late-sight comment last Wednesday, he landly criticized detractors, spring, "I came, I solid. I cooquetel. I did net monopellac." Neutrobeos, the empiris premier investigative team, the [CL-indi Officers, hare from his assess and sent undercover agents to investigate. "I really don't see why this in necessary," whited Cassu-cotted e fib Malluo manison, [CL counts Zhark Speed and Shreyes In a shocking civil lawsuit, Remus is suing Romulus for 2.5 million, on grounds of stalking, breach of contract, perjury, and manslaughter, Romulus declined all interviews and Karnan begged to differ, with Karnan contending to the gathered reporters that 'state salad security is a shockingly salient issue.'

### CERTAMINATORS AIR Controversial commercial

Super Bowl LIX last much as possible. One seems tame in compa true blood sport, Certamen." The NFL declined to comment.

Pyramus' and Thisbe's Eras Tour Rocks Imperial Charts he couple's new song "Love Story" h was spotted grooving to the tuner promising the couple, very good fortune if I do say so myself."

It I do say so myself." Pyramas and Thisbe have dethroned the ernprice's previous pop star, Nero. Shocked and agirated at this affront so hits unquesticable musical ralert, Nero vowed to get revenge, wing for the top spot once more.

# Poster at School

As our school geared up to celebrate Halloween, our JCL officers decided to do something special. Our JCL chapter loves Certamen, so we cooked up "Scare-tamen," Certamen with a spooky twist. In addition to writing seasonally appropriate questions, we made this poster to promote the event to the wider community.

This sign, posted on our Latin teacher's door, helped promote the event to even previously reticent JCL members. Most excitingly, the event was some of our JCLers' first experience playing Certamen, serving as a stellar introduction to the blood-sport all of us enjoy.

Ecce! Venite ad cellam CCII ut ludum certaminis luderetis. Sed illud certamen non erit ludus quem soliti estis... Parate vos ipsos... Treat yourself and come to Scare-tamen, a special Halloween-themed Certamen event!

@L1 on Friday, October 20 in Room 202

# Miscellaneous - Ides of March

Like many other JCL chapters across the country, the Ides of March hold a special place in the pantheon of our chapter's events. To celebrate the anniversary of Caesar's death, our JCL officers decided to create a scavenger hunt, with the goal being to find a paper dagger and pin it to a cut out of Caesar at the front of the room.

30 or so JCLers attended the event, working together to search for 20 paper clues (ranging from clever rhymes, rebus puzzles, and an aptly named Caesar cipher) hidden around the Latin classroom. Although it took a significant amount of planning and organization, our Ides of March celebration was resounding success — a chance for some collaborative ingenuity. Community events like these cement the Latin spirit thriving within JCL. As our 2nd VP puts it, "Latin is all in the past, but we'd call that perfect." While many are told to "beware" this fateful holiday, after this year, the Ides of March have become synonymous with laughter, fun, and connection.





# Club Swag

Every year, our club collectively designs a t-shirt to unify our delegation as we head into State Convention. Our design for this year (pictured to the right) features the Pantheon, a true testament to the legacy of Roman ingenuity. Apart from State convention, many of the 40 or so JCLers who receive a t-shirt choose to sport our club swag on school spirit days.

To create the design, our club held a planning meeting, in which we brainstormed ideas that exemplified this year's convention theme. After narrowing down the list and deciding on colors, we invited the artistically-oriented members of JCL to create a design. In this sense, our t-shirt is an artistic expression of our club's (and the JCL's) ethos: collaboration, creativity, and community.



# **Recruitment Presentation**

JCLers managed a table at our school's Club Showcase event, showing the wider school community the wonders of our club. We planned two events — a mosaic-making station for the artistically-oriented, as well as an "Oracle of Delphi" station in which one of our club members read out fortunes that actually promoted the JCL (example to the right). We also handed out leaflets explaining the purpose and ethos of the JCL, as well as some quotes from current members.

The Club Showcase was a very well-attended event — the entire school (around 500 people) was present, and many attended our booth (we quickly exhausted our supply of over 100 "fortunes"). Several times, we received the question: "JCL? What's that?" We felt honored to expose other people to the JCL for the first time, and we hope that everyone came away with greater understanding, and most importantly, a smile.





## What is the JCL?

The Junior Classical League is an organization that promotes the study of the classics (Greek and Latin), through a variety of events. Although it's competitive, JCL is also a community. Here's what Harker JCLers have to say:

"I thought Latin was a dead language, but then I discovered JCL, so I guess it's more of a zombie language..." -8th grader "JCL might be a circus, but that's half of what us plebeians want"

-J.C. (8th Grade)

I look forward to Fridays more than usual because of JCL" -7th Grader

"I like when I hyperbuzz in Certamen and get it right" -8th Grader "LINGUA LATINA AETERNA EST" -Anonymous "JCL seems to have something for everyone - whether you are interested in academics/studying, buzzing in Certamen, creative/graphic arts, athletics, or just having fun." -Anonymous "Latin has become one of my favorite subjects for the vibrant culture thrumming underneath its dusty textbooks, carrying with it the torch of the Roman spirit." -R.H.



Translation: Literally means "pluck the day" (like a flower!), figuratively tells you to "seize the day" while time lasts.

