

Harker Middle School

2024 Publicity Contest Portfolio

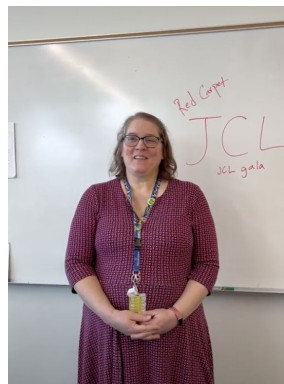
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CAJCL, Mrs. Lisa Masoni
24 March 2024

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.

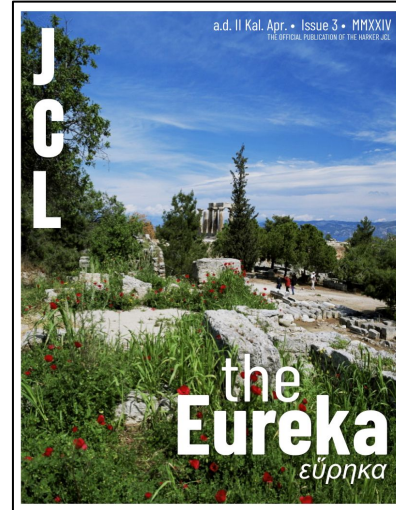
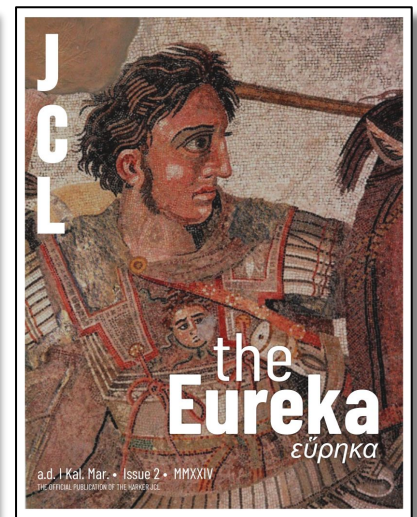


Above: JCLers act in a Certamen scene. Certamen was just one of the many JCL activities showcased in the video, showing club members the extent of fun there is to be had in the JCL. **Below:** Scenes from testimonials from JCLers



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 issues and are working on a third, each around 14-20 pages.



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.

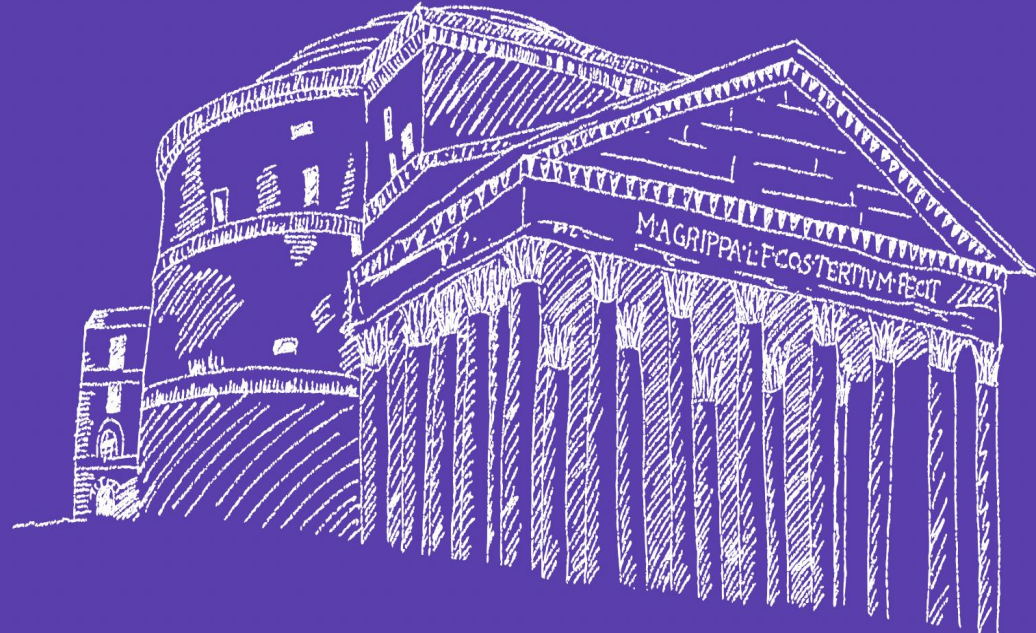


Club Swag

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.

Multa quae impedita natura sunt, consilio expediuntur.



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" -I.T. (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.

The Oracle says... 🌸 🌹

"CARPE DIEM!"



(-Horace)

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



Heidi, Shreyas, Hongkang, and a new friend from L.A. participate in the blood sport that is CERTAMEN (Latin quiz bowl) to bring glory to their state.