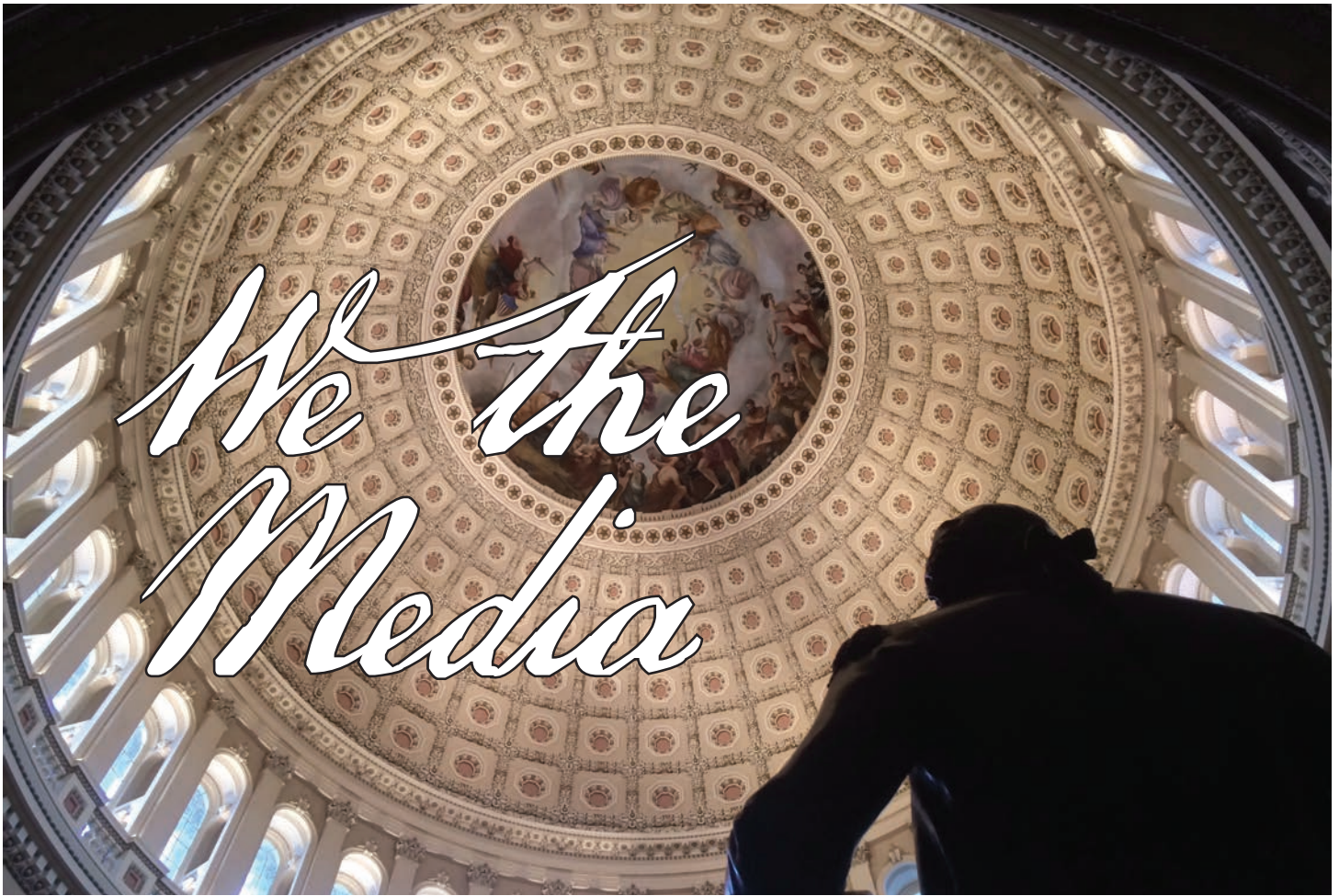




☆ We the ☆  
*Media*

Washington, D.C.

JEA/NSPA Fall National High School Journalism Convention  
Nov. 6-9, 2014 • Washington Marriott Wardman Park



**ABOVE — The Capitol dome:** The U.S. Capitol rotunda features a mural painted by Italian artist Constantino Brumidi in 1865. (Photo by Mike Keerkoski)

**COVER — The Washington Monument at sunset.** The monument, built in recognition of the first president, stands in the distance with its reflection in the Potomac River. (Photo by flickr user dbking)

Twitter: @nhsjc/#nhsjc



# CONTENTS

National High School Journalism Convention  
Washington, D.C. • Nov. 6-9, 2014

<b>2 Convention Officials</b>	<b>22 Thursday at a Glance</b>
<b>3 Local Team/Sponsors</b>	<b>23 Thursday Sessions</b>
<b>5 Special Activities</b>	<b>28 Friday at a Glance</b>
<b>8 Exhibitors/Guidelines</b>	<b>35 Write-off Room Assignments</b>
<b>9 Keynote Speakers</b>	<b>36 Friday Sessions</b>
<b>10 Featured Speakers</b>	<b>56 Saturday at a Glance</b>
<b>12 Special Strands</b>	<b>62 Saturday Sessions</b>
<b>14 JEA, Dow Jones Awards</b>	<b>86 Speaker Bios</b>
<b>16 NSPA Awards</b>	<b>105 Hotel Floor Plans</b>

## ADVERTISERS

Balfour — 13, 65  
Brooks Institute — 71  
Center for Collaborative  
Journalism Mercer  
University — 7  
Dow Jones News Fund — 14  
Elon University — 40

Friesens Yearbooks — 39  
Herff Jones — 26  
University of Iowa Summer  
Journalism Workshops  
— 43  
Ithaca College Park Scholar  
Program — inside front  
cover, 54  
Jigsaw Informatics — 50

Jostens — 4, 34, 75, 89  
JS Printing — 93  
Kent State Center for  
Scholastic Journalism  
— 66  
New England Center for  
Investigative Reporting  
— 9  
Newseum Institute — 72

Picaboo Yearbooks — 63  
School Paper Express — 47  
SchoolJournalism.org (ASNE)  
— 79  
Scribse — 52  
Southern Interscholastic Press  
Association — 49  
Thomson Reuters — 68  
University of Iowa — 25

University of Nebraska-Lincoln  
College of Journalism and  
Mass Communications  
— 76  
USA Today High School Sports  
— 86  
Walsworth Yearbooks — 20,  
back cover  
Wiley — 85

# Convention Officials



Kelly Furnas, CJE  
JEA



Mark Newton, MJE  
JEA



Diana Mitsu Klos  
NSPA



Albert Tims  
NSPA



Valerie Kibler, CJE  
Local chair



## Journalism Education Association

### BOARD OF DIRECTORS

**President:** Mark Newton, MJE, Mountain Vista H.S., Highlands Ranch, Colo.

**Vice President:** Sarah Nichols, MJE, Whitney H.S., Rocklin, Calif.

**Past President:** Candace Perkins Bowen, MJE, Kent (Ohio) State University

**Professional Support Director:** Megan Fromm, CJE, Boise (Idaho) State University

**Scholastic Press Rights Director:** John Bowen, MJE, Kent (Ohio) State University

**East Region Director:** Stan Zoller, MJE, Buffalo Grove, Ill.

**West Region Director:** Carrie Faust, MJE, Smoky Hill H.S., Aurora, Colo.

### STANDING COMMITTEE CHAIRS

**Awards:** Casey Nichols, CJE, Rocklin (Calif.) H.S.

**Certification:** Kim Green, MJE, Columbus (Ind.) North H.S.

**Contests:** Nancy Y. Smith, MJE, Lafayette H.S., Wildwood, Mo.

**Digital Media:** Aaron Manfull, MJE, Francis Howell North H.S., St. Charles, Mo.

**Nominations:** Candace Perkins Bowen, MJE, Kent (Ohio) State University

**Professional Outreach:** Jonathan Rogers, MJE, Iowa City (Iowa) H.S.

**Publications/Public Relations:** Evelyn Lauer, CJE, Niles West H.S., Skokie, Ill.

### HEADQUARTERS STAFF

Kelly Furnas, CJE, executive director

Connie Fulkerson, CJE, administrative assistant/  
bookstore manager

Pam Boller, office manager/advertising director

Kate Dubiel, Web/database developer

Lisa Terhaar, bookkeeper

## National Scholastic Press Association

### HEADQUARTERS STAFF

Diana Mitsu Klos, executive director

Trevor Ivan, contest/critique coordinator

Jackie Flaum, bookkeeper

Amber Billings, digital/design coordinator

Ashley Tilley, administrative assistant



### BOARD OF DIRECTORS

Albert R. Tims, Ph.D., president, University of Minnesota, Minneapolis

Jeanne Acton, University Interscholastic League, Austin, Texas

Christopher J. Ison, treasurer, University of Minnesota, Minneapolis

Peter Bobkowski, Ph.D., University of Kansas, Lawrence, Kan.

Laura York Guy, Garden City (Kan.) Community College

Laurie Hansen, Stillwater (Minn.) Area High School

Ron Johnson, Indiana University, Bloomington, Ind.

Valerie Kibler, CJE, Harrisonburg (Va.) High School

Seth C. Lewis, Ph.D., University of Minnesota, Minneapolis

Sara Quinn, Poynter Institute, St. Petersburg, Fla.

Ann Visser, MJE, Pella, Iowa

## ABOUT JEA & NSPA

The **Journalism Education Association** is the largest scholastic journalism organization for teachers and advisers. We educate teachers on how to educate students through numerous activities: national conventions and institutes; national certification for teaching high school journalism; print and online resources on the latest trends in journalism education; avenues for virtual discussion among teachers, as well as communities and mentoring to learn best practices. We monitor and actively defend First Amendment and scholastic press rights issues across the country.

The **National Scholastic Press Association** is a nonprofit membership organization exclusively for high school and other secondary school publications — yearbooks, newspapers, magazines, broadcast programs and online publications. Since 1921, we have offered our members resources to help their publications improve, including national high school journalism conventions, prestigious contests and scholarships, a publication critique service and much more.

### Journalism Education Association

Kansas State University  
105 Kedzie Hall  
Manhattan, KS 66506  
[www.jea.org](http://www.jea.org)  
785-532-5532

### National Scholastic Press Association

2221 University Ave. SE,  
Suite 121  
Minneapolis, MN 55414  
[studentpress.org/nsipa](http://studentpress.org/nsipa)  
612-625-8335

# Local Team

**CHAIR:** Valerie Kibler, CJE, Harrisonburg H.S.

Martha Akers, Loudoun Valley H.S.

Marge Barber, retired

Lindsay Benedict, McLean H.S.

Clare Berke, Banneker H.S.

Lori Bruce-Cutshaw, Marion Senior H.S.

Claire Burke, CJE, Charles E. Smith Jewish Day School

Tom Cadorette, West Potomac H.S.

Gary Clites, MJE, Northern H.S.

Paige Cox, Loudoun Valley H.S.

Judith Davis, Norfolk Collegiate School

Dianne Demastrie, Patriot H.S.

Phil Dignan, Williston (Fla.) H.S.

Mary Dolson, retired

Mary Kay Downes, MJE, Chantilly H.S.

Clare Gartlan, CJE, Chantilly H.S.

Sue Gill, CJE, Stafford H.S.

Jay P. Goldman, University of Maryland

Katheryn Hans, Freedom H.S.

Erinn Harris, CJE, Thomas Jefferson H.S. for Science and Technology

Pat Hinman, Robinson Secondary School

Karen Hott, CJE, Broadneck H.S.

Kelly Knarr, CJE, Winston Churchill H.S.

Carol Lange, CJE, retired

Lori Leonard, Sherwood H.S.

Jessica Nassau, CJE, Rockville H.S.

Abrianna Nelson, CJE, University of Virginia

Lois Page, retired

Meghan Percival, CJE, McLean H.S.

Charlotte Peyton, Battlefield H.S.

Dan Reinish, George C. Marshall H.S.

Chelsea Rink, Caesar Chavez PCS

Michelle Santos, Richard Wright Public Charter School for Journalism and Media Arts

Becky Sipos, MJE, Character Education Partnership

Beth Skaggs, CJE, Osbourne Park H.S.

Beth Slucher, Paul IV Catholic School

Elizabeth Snyder, Oakton H.S.

Liz Staley, Tuscarora H.S.

Mary Strickler, Harrisonburg H.S.

David Suitts, Charlottesville H.S.

Susan Sullivan, Oakton H.S.

Karen Swortzel, CJE, Alleghany H.S.

Chris Waugaman, MJE, Prince George H.S.

Alan Weintraut, Annandale H.S.

Anthony Whitten, CJE, Westfield H.S.

Charlotte Wood, Albemarle H.S.

Twitter: @nhsjc/#nhsjc

## DIAMOND CONVENTION SPONSORS



## GOLD SPONSORS



## SILVER SPONSORS

Brooks Institute



CENTER FOR  
COLLABORATIVE JOURNALISM  
MERCER UNIVERSITY

Walsworth



## BRONZE SPONSORS



ELON  
SCHOOL OF COMMUNICATIONS



REUTERS

UNIVERSITY OF  
Nebraska  
Lincoln

Friesens

## FRIEND



# Special Activities

## Convention registration/check-in

In addition to the trade show and convention registration and check-in, the Best of Show desk, speaker name badges, and lost and found are here.

**1-7 p.m. Thursday and 8 a.m.-4 p.m. Friday, Exhibit Hall A, Exhibition Level; 8 a.m.-1 p.m. Saturday, Convention Registration Desk, Lobby Level**

## NSPA Best of Show

Will your staff bring home the trophy this year? See how your publication fares against others represented at the convention. High school publications are eligible if at least one student representative is attending the convention, and junior high publications can enter if the adviser is a registered delegate at the convention. Enter your newspaper, newsmagazine, literary arts magazine, broadcast, website or yearbook at the Best of Show desk. Winners will be announced at the awards ceremony Saturday.

**Desk open: 1-7 p.m. Thursday and 8 a.m.-4 p.m. Friday, Exhibit Hall A, Exhibition Level**

## Trade show exhibits

Dozens of national and local vendors and colleges will educate and entertain during the trade show exhibit. Find out what's new, chat with company representatives, pick up information and have some fun.

**1-7 p.m. Thursday and 8 a.m.-4 p.m. Friday, Exhibit Hall A, Exhibition Level**

## Write-off contest check-in

If both your Write-off registration and JEA membership fees have been paid, your school's Write-off packet containing student contest tickets, additional instructions and contest room assignments may be picked up at the Write-off desk.

If you have not paid, you must do so at this time. Noon Friday is the deadline for substitutions in preregistered categories. No new entries will be accepted at the convention. Lost tickets will be replaced for \$5.

All broadcast contest entrants who meet Friday morning must pick up their tickets before the meeting.

**Desk open: 1-7 p.m. Thursday and 8 a.m.-noon Friday, Convention Registration Desk, Lobby Level**

## JEA Bookstore

Check out the new books, as well as popular best-sellers, at the JEA Bookstore. Nearly 300 items relating to journalism are

available, including textbooks, curriculum development, yearbook, newspaper, design, photography, writing, desktop publishing, new media, advertising and broadcast. Did you forget Write-off supplies? Check here to buy stylebooks, paper, pens, pencils, pencil sharpeners and erasers. Supplies are limited, so shop early. Students are welcome.

**1-7 p.m. Thursday, 7:30 a.m.-5 p.m. Friday and 7:30 a.m.-2:30 p.m. Saturday, Washington 4, Exhibition Level**

## New adviser convention orientation

Advisers attending their first JEA/NSPA convention should consider attending a short orientation meeting to get a general overview and explanation of convention events and how to get the most out of them.

**6:45-7:15 p.m. Thursday, Virginia B, Lobby Level**

## Pick up certificates for Continuing Education Units

If you registered to receive Continuing Education Units through Kansas State University, please come to the JEA Bookstore to sign in and pick up your certificate. If you have not signed up yet, you may still sign up and pay \$25.

**1-7 p.m. Thursday, 7:30 a.m.-5 p.m. Friday and 7:30 a.m.-2:30 p.m. Saturday, Washington 4, Exhibition Level**

## Adviser kickoff reception

After the keynote speech, all advisers are welcome to attend this reception to socialize with new colleagues and relax with old friends. New and first-time attendee advisers will have a chance to meet the local convention team, plus JEA and NSPA board members and staffs. This event is sponsored by American Society of News Editors and the Newseum Institute.

**9-10:30 p.m. Thursday, Delaware A-B, Lobby Level**

## Adviser hospitality

Meet with your colleagues from across the country in the adviser hospitality suite, a hot spot for advisers. Local committee members will be available to recommend sightseeing, dining and entertainment options. Friday refreshments will be provided by Picaboo Yearbooks, University of Nebraska-Lincoln and Thomson Reuters. Saturday morning refreshments are provided by Elon University, Friesen Yearbooks and Scribpe Inc.

**7:30 a.m.-5 p.m. Friday, and 7:30 a.m.-noon Saturday, Washington 4, Exhibition Level**

## Meet the Stars

Would you like a chance to ask a question of a Dow Jones News Fund Journalism Teacher of the Year? Would you like to sit and have coffee with one of the JEA Yearbook Advisers of the Year? How about running some ideas by a celebrated magazine adviser? You will have an opportunity to do just that in the adviser hospitality room. Volunteers from the above groups will sit at a table labeled "superstars," and a schedule will be posted in the room.

**9 a.m.-2 p.m. Friday, and 9 a.m.-noon Saturday, Washington 4, Exhibition Level**

## Hands-on computer sessions

If you are interested in getting hands-on computer experience, sign up and **get a ticket** at the Convention Registration Desk, Lobby Level, for one or more of the scheduled sessions.

The lab in Virginia C, Lobby Level, has courses InDesign, Illustrator and Photoshop software. There is a 36-person limit so no more than two people per school per session may sign up, and only those with tickets may sit at a computer.

If you are unable to get a ticket to sit at a provided computer and you have a laptop with you, there may be some empty seats at tables in the back of the room so you can follow along.

**Friday and Saturday, Virginia C, Lobby Level**

## Journalism Quiz Bowl

A quiz bowl-style competition with questions related to current events, pop culture, journalism and civics is part of the learning and fun at this JEA/NSPA convention. Registered four-person teams will take a written qualifying test at 8 a.m. Friday. The test scores will be used to seed the top teams that will compete in the live buzzer rounds 8-9:50 a.m. Saturday. The list of qualifying teams will be posted by 11 a.m. Friday in the JEA Bookstore in Washington 4, Exhibition Level, and at the Convention Registration Desk, Lobby Level. **Test: 8 a.m. Friday, Thurgood Marshall Southwest, Mezzanine Level; Buzzer Rounds: 8-9:50 a.m. Saturday, Thurgood Marshall South, Mezzanine Level**

## Break with a Pro

If you preregistered for this career-exploration event with media

# Special Activities

professionals, please check your ticket for your assigned time and table number. Tickets will be in the school registration packet.

Students are encouraged to develop questions on career preparation requirements, nature of work, salary-level expectations and job availability. They also may inquire about how to handle issues or situations in their work as student journalists.

**9 and 10 a.m. Friday, Exhibit Hall B South, Exhibition Level**

## On-site critiques

Advisers and staffs who submitted newspapers, newsmagazines, yearbooks, videos, websites and literary magazines for a critique should check appointment times posted at the Convention Registration Desk, Lobby Level. A schedule will be posted near the critique area Friday and Saturday. Since critiques are 30 minutes, it is important to be on time.

**9 a.m.-2 p.m. Friday and 8 a.m.-3 p.m. Saturday, Exhibit Hall C Lobby, Exhibition Level**

## Media Swap Shops

Take advantage of the opportunity to meet with students from other publication staffs to share with one another and to gather new ideas.

Participants should bring at least nine copies of recently published newspapers, newsmagazines or literary magazines to exchange. Yearbook and video (in DVD format) participants should bring one copy of the most recently published work to show and, if they choose, enough to exchange. These one-hour sessions are conducted as round tables with 10 students, each from a different school.

Preregistration was required for this event.

**8 and 9 p.m. Friday, Thurgood Marshall Northeast, Mezzanine Level**

## Friday adviser luncheon at the National Press Club

Meet at the National Press Club, "The Place Where News Happens," for more than 100 years. Lunch will be served in the ballroom where world leaders address media, guests and a global audience in print, on air and online.

Larry Kaplow, NPR Middle East editor, will be the luncheon speaker. He was a freelance journalist in Mexico City and a

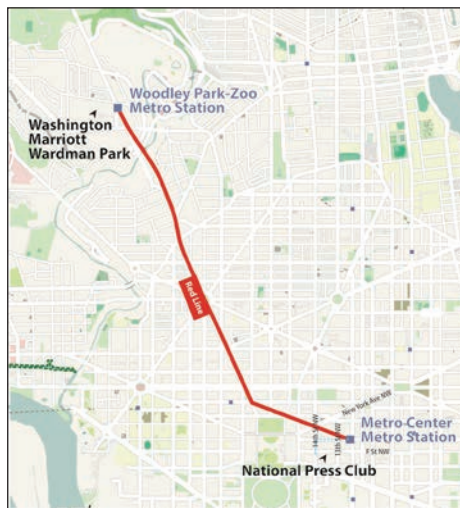
Baghdad bureau chief for Newsweek.

Plan 30 minutes each way for travel between the hotel and the National Press Club. Limited seating is available on chartered buses that will leave the Marriott Wardman Park from the 24th Street entrance at 11 a.m. Friday. Sign-up will be on a first-come, first-serve basis and is available at the Convention Registration Desk on the Lobby Level.

Preregistration was required. Please bring your meal ticket.

Balfour is the luncheon sponsor.

**Noon-1:30 p.m. Friday, National Press Club, 529 14th St. NW, Washington, D.C.**



## Directions to the National Press Club:

For those not using the bus, the National Press Club is an easy destination using the Metro. Get on the Red Line (toward Glenmont) at Woodley Park-Zoo Metro Station. Get off at Metro Center Metro Station and head west on G Street NW toward 12th Street NW. Turn left onto 14th Street NW, and the National Press Club is on the left.

## Adviser reception and SPLC 40th anniversary celebration, fundraiser

It's party time for advisers as the Student Press Law Center turns 40. Celebrate with cake, games and favors. There will be an auction/silent auction to benefit SPLC. Bid on items such as an autographed first edition of "All The President's Men"; original drawing of "Beetle Bailey" comic strip by creator Mort Walker; a week's rental of two-bedroom vacation home on Hilton Head Island, South Carolina.; "Fresh Air: On Stage and Screen" three CD set of

interviews signed by Terry Gross; Custom Ink gift set including \$100 gift card; and a first edition of "Bill Clinton: Back to Work" to be personally inscribed for the purchaser by former President Bill Clinton.

Those who are judging Write-off contests are encouraged to attend after they finish judging.

Brooks Institute, Center for Collaborative Journalism and JS Printing are sponsors for this event.

**8:30-11 p.m. Friday, Wilson A-B-C, Mezzanine Level**

## Team trivia night

School teams will enjoy a fast-paced, fun-filled and engaging evening of trivia, including categories about pop culture, music, movies and so on. Teams will earn points for getting questions right or completing other interactive challenges.

There will be prizes for each round, but there also will be a grand prize for the team that accumulates the most points.

**7 and 9 p.m. Friday, Exhibit Hall B South, Exhibition Level**

## Adviser recognition luncheon

JEA, NSPA and Dow Jones News Fund will present awards at this special event. New and renewing Certified Journalism Educators and Master Journalism Educators also will be recognized. Mark Murray, JEA's Carl Towley Award winner, and Chris Waugaman, MJE, the DJNF National High School Journalism Teacher of the Year, will speak. Preregistration was required. Please bring your meal ticket. This event is sponsored by Herff Jones.

**Noon-2:20 p.m. Saturday, Thurgood Marshall Northeast, Mezzanine Level**

## NSPA awards ceremony

Winners of the NSPA Best of Show, NSPA Pacemakers and national individual awards will be honored at this ceremony. JEA and NSPA encourage everyone to celebrate all winners.

**3:30 p.m. Saturday, Marriott Ballroom, Lobby Level**

## JEA awards ceremony

Winners of JEA Write-off contests will be recognized during the closing ceremony. You also will get to see a slide show of convention highlights. Pick up Write-off entries after the ceremony. Entries not picked up will be mailed.

**8:30-10:30 a.m. Sunday, Marriott Ballroom, Lobby Level**

# Exhibitors

as of press time

**American University** — Booth 9  
**Arizona State University** — Booth 80  
**Balfour** — Booths 11 and 13  
**Ball State University Journalism Workshops** — Booths 88 and 89  
**Brooks Institute** — Booth 47  
**C-SPAN Networks** — Booth 79  
**California Scholastic Press Association** — Booth 78  
**Center for Collaborative Journalism, Mercer University** — Booth 60  
**Drake University** — Booth 8  
**Elon University School of Communications** — Booth 31  
**Emory and Henry College** — Booth 77  
**Friesen Yearbooks** — Booths 34 and 35  
**Grammy Foundation** — Booths 84  
**Herff Jones** — Booths 48 and 51  
**Ithaca College Park Scholar Program** — Booth 20  
**Jigsaw Infomatics** — Booths 100-103  
**Jostens** — Booths 16 and 41  
**JS Printing** — Booth 10  
**Kansas State University A. Q. Miller School of Journalism and Mass Communications** — Booth 56  
**Kent State University** — Booth 81  
**Louisiana State University Manship School of Mass Communication** — Booth 85  
**Missouri School of Journalism** — Booth 6  
**New England Center for Investigative Reporting** — Booth 19  
**New York University, Arthur L. Carter Journalism Institute** — Booth 76  
**Newseum Institute** — Booth 25  
**Picaboo Yearbooks** — Booth 32  
**Quill and Scroll** — Booth 87  
**Rochester Institute of Technology, School of Media Sciences** — Booth 72  
**Rosen Publishing** — Booth 4  
**Savannah College of Art and Design** — Booth 44  
**SchoolJournalism.org (ASNE)** — Booth 26P  
**Scripbe** — Booth 21  
**SNO sites** — Booth 46  
**Temple University** — Booth 74  
**Thomson Reuters** — Booth 61  
**University of Kansas** — Booth 82  
**University of Maryland, Philip Merrill College of Journalism** — Booth 71  
**University of Miami School of Communication** — Booth 83  
**University of Nebraska-Lincoln College of Journalism and Mass Communications** — Booth 22  
**University of North Carolina at Chapel Hill** — Booth 7  
**University of Oregon** — Booth 45  
**University of South Carolina School of Journalism and Mass Communications** — Booth 86  
**University of Southern California, Annenberg** — Booth 3  
**USA Today High School Sports** — Booth 70  
**USC Annenberg School for Communication and Journalism** — Booth 3  
**Walsworth Yearbooks** — Booths 1 and 29  
**Washington Journalism and Media Conference, George Mason University** — Booth 5  
**West Virginia University Reed College of Media** — Booth 73  
**Youth Journalism International** — Booth 75

8 — JEA/NSPA Fall 2014 Convention/Washington, D.C.

# Guidelines

**These guidelines are established to ensure that all convention participants have a safe and enjoyable stay in Washington, D.C.**

A midnight convention curfew will be in effect Wednesday through Saturday. Students should be in their rooms, making no excessive noise, at that time. The hotel reserves the right to remove any hotel guests who make excessive noise or create similar disruption. Advisers/chaperones will be responsible for enforcing the nightly convention curfew.

No students will be admitted to the convention without a school-approved adviser/chaperone. At least one chaperone/adviser is required for every 12 students. It is understood that by the act of registering students for the convention, advisers assume responsibility for their students' behavior and well-being during the convention.

Chaperones should recognize that they and their schools will be held liable for any damage to hotel facilities incurred by students under their supervision.

Rudeness to hotel guests and employees; misuse of or reckless behavior on the elevators; excessive noise; destruction of property; or any other inappropriate behavior is not acceptable and can lead to expulsion from the hotel and/or criminal prosecution. Should individual students, advisers or delegations prove disruptive, JEA/NSPA officials reserve the right to declare all fees forfeited and to send delegates home at their own expense.

Breaking convention rules may result in disqualification from all contests and forfeiture of any awards won.

Drinking or possessing alcoholic beverages, or possession/use of illegal drugs is absolutely prohibited.

All students are expected to wear their convention name badges at all times while in the convention hotel.

When outside the hotel, travel in groups. Your personal safety is our concern.

Out of respect to instructors and the intellectual property of their sessions, please do not record presentations without first asking permission from the speaker(s) to do so.

# Abbreviations

**CJE** — Certified Journalism Educator  
**CSPA** — Columbia Scholastic Press Association  
**DJNF** — Dow Jones News Fund  
**JEA** — Journalism Education Association  
**MJE** — Master Journalism Educator  
**NBCT** — National Board Certified Teacher  
**NCTE** — National Council of Teachers of English  
**NSPA** — National Scholastic Press Association  
**SIPA** — Southern Interscholastic Press Association  
**SPLC** — Student Press Law Center

Visit [jea.org/eval](http://jea.org/eval) to evaluate sessions

# Keynote Speakers

## BOB WOODWARD The Washington Post 7:30 p.m. Thursday, Nov. 6

Bob Woodward is one of America's pre-eminent investigative reporters and nonfiction authors. He joined The Washington Post in 1971 and is now an associate editor. He has won nearly every American journalism award. The Post won the 1973 Pulitzer Prize for his work with Carl Bernstein on the Watergate scandal that led to numerous government investigations and the resignation of former President Richard Nixon in 1974.

Woodward was the main reporter for the Post's coverage on the aftermath of the Sept. 11, 2001, terrorist attacks that won the National Reporting Pulitzer Prize in 2002.

He is the author or co-author of 17 nonfiction books in the past 36 years, including "All the President's Men." All have been national best-sellers. **Woodward will do a book signing after his talk in the Marriott Foyer, Mezzanine Level.**



## JAY HARRIS ESPN SportsCenter 2 p.m. Friday, Nov. 7

Jay Harris joined ESPN in 2003 and is now anchor of the 6 p.m. Eastern edition of SportsCenter, the network's flagship sports news and information program. Harris came to ESPN from WPGH-TV in Pittsburgh.

Harris has more than 20 years of experience in television and radio news, including morning news anchor at WAMO-FM and national news at American Urban Radio Networks, both in Pittsburgh, and at WOWI-FM in Norfolk, Virginia. His work outside of sports included covering the trapped coal miners near Pittsburgh and, while in Virginia, the fatal USS Iowa battleship explosion.

A native of Norfolk, Harris graduated in 1987 from Old Dominion University with a bachelor's degree in speech communication. Among his many honors, Harris was part of SportsCenter's Emmy-winning efforts in 2004 and 2005, and a recipient of the Silver World Medal from the New York Festival Awards.



Boston University New England Center for Investigative Reporting



New England Center for Investigative Reporting

## Summer Investigative Journalism Workshop

Set yourself apart by learning investigative reporting at Boston University this summer. Learn from award-winning journalists and BU staff. Don't wait, apply today!



Visit <http://necir.org/summer>





# Featured Speakers

## DOMINIC BRACCO II



Dominic Bracco II, a Pulitzer Center grantee and Prime Collective photographer, explores the effects of global economics on local communities. Although he works internationally, Bracco often returns to document

the effects of Mexican and North American policies on the Texas-Mexico border region where he was raised. Clients include The New York Times Magazine, Smithsonian Magazine, Harper's Magazine and The Washington Post.

### Freelance photojournalism in crisis zones

11 a.m. Saturday, Thurgood Marshall West, Mezzanine Level

### Philadelphia student filmmakers find their story

1 p.m. Saturday, Lincoln 2, Exhibition Level

## CHRISTINE BRENNAN



Christine Brennan is an award-winning sports columnist for USA Today, radio and television commentator, best-selling author and nationally known speaker. Twice named one of the country's top 10

sports columnists by The Associated Press Sports Editors, she has covered the past 16 Olympic Games, summer and winter. She broke barriers for female sports writers and was the first president of the Association for Women in Sports Media.

### Being a successful female journalist in a male-dominated field

9 a.m. Friday, Washington 5, Exhibition Level

## JAHI CHIKWENDIU



After teaching mathematics one year, Jahi Chikwendiu began his photojournalism career at his hometown newspaper, the Lexington (Kentucky) Herald-Leader. He became a staff photographer with The

Washington Post in 2001. The recipient of many photojournalism and audio slideshow awards, he has covered the 2003 U.S.-led invasion of Iraq, AIDS and poverty in Kenya and genocide in Darfur, as well as events and people in the D.C. area.

### On my eyes

1 p.m. Friday, Washington 1, Exhibition Level

## LUCY A. DALGLISH



Lucy A. Dalglish, dean of the Phillip Merrill College of Journalism at the University of Maryland since August 2012, served as executive director of the Reporters Committee for Freedom of the Press (2000-2012).

A former media lawyer, she started her career as a reporter and editor at the St. Paul (Minnesota) Pioneer Press. She often is called upon as a media expert.

### Legal rights and responsibilities of student journalists

1 p.m. Friday, Wilson A, Mezzanine Level

## CHARLES HAYNES



Charles Haynes, director of the Religious Freedom Center of the Newseum Institute has been the principal organizer and drafter of consensus guidelines on religious liberty in schools. He is author or co-author of

six books, and his column, "Inside the First Amendment," appears in more than 200 newspapers nationwide. He holds a master's degree from Harvard Divinity School and a doctorate from Emory University.

### Issue seminar: Covering religion in

### schools (2 hours)

9 a.m. Friday, Washington 1, Exhibition Level

### Empower student voices for a free, just society

11 a.m. Friday, Washington 5, Exhibition Level

## JENNIFER BEESON GREGORY



Jennifer Beeson Gregory is a photo editor, photographer and painter. She holds an M.A. in art history from George Washington University and has worked at The Washington Post as a photo editor for 14

years — first at its Sunday magazine, then in the features section of the daily paper. Her photographs also have been published in The Post.

### Crafting photo stories and portfolio building

Noon Friday, Lincoln 5, Exhibition Level

## FRED HIATT



Fred Hiatt has been the editorial page editor and columnist for The Washington Post since 2000. Hiatt started as a Post reporter in 1981. He and his wife, Margaret Shapiro, were co-bureau chiefs for The Post in Tokyo

and in Moscow. Harvard grad and father of three, he is author of four books, including the young adult novel "Nine Days" (2013).

### Opinion journalism: Can you be thoughtful and timely too?

9 a.m. Friday, Marriott Ballroom, Lobby Level

## ANUSHAY HOSSAIN



Bangladeshi journalist and editor Anushay Hossain launched "Anushay's Point" in 2009. Her work is regularly featured in Forbes Woman, Huffington Post, The Shriver Report and The Daily Beast. She

guest-hosted "The Stream" on Al-Jazeera English, 2012-2013. Online editor for

# Featured Speakers

Clickitfaq.com, the English Web version of Bangladesh's oldest national newspaper, Hossain spent a decade analyzing feminist policy on Capitol Hill before going full time with her writing in 2013.

## **We are all Malala**

9 a.m. Saturday, Thurgood Marshall West, Mezzanine Level

## **KEVIN KALLAUGHER (KAL)**



Kevin Kallauger (KAL) is the international award-winning editorial cartoonist for The Economist of London and The Baltimore Sun. In a distinguished career spanning 35 years, KAL has created more than 8,000

cartoons and 140 magazine covers. His resumé includes six books, plus exhibitions, international honors and awards in seven countries.

## **From pen to pixel**

10 a.m. Saturday, Thurgood Marshall West, Mezzanine Level

## **MAY-YING LAM**



May-Ying Lam is an online photo editor and photography blogger at The Washington Post. She previously worked at National Public Radio, the Lincoln Journal Star and NASA. She has worked with

media of all forms, including photography, audio, video, podcasting, design, cinematography and animation. She holds a B.A. in journalism and a B.S. in radio-TV-film from the University of Texas.

## **Crafting photo stories and portfolio building**

Noon Friday, Lincoln 5, Exhibition Level

## **KEVIN MERIDA**



Kevin Merida, managing editor of The Washington Post, oversees all news and features coverage. A former national and associate editor at The Post, he has received awards for his long-form features, handled

special editing assignments and coached young staffers. Coordinating editor of the "Being a Black Man" series, author of award-ed books, TV and radio commentator, only begin to touch on his rich career.

## **The new, hot profession**

11 a.m. Friday, Lincoln 2, Exhibition Level

## **LORI MONTENEGRO**



Washington correspondent for "Noticiero Telemundo" Lori Montenegro has covered the White House, Capitol Hill, State and Justice departments and Pentagon for the two major Spanish-language national TV networks. She also contributes to "Un Nuevo Día" and Telemundo affiliates around the nation. During the past 21 years she has extensively covered all the issues dealing with immigration, the U.S. presidential elections, health care and the unaccompanied minors humanitarian crisis.

## **Journalism: changing the world with words**

10 a.m. Saturday, Washington 2, Exhibition Level

## **HARI SREENIVASAN**



In 2009, Hari Sreenivasan joined the "PBS NewsHour." He is the anchor of "PBS NewsHour Weekend" and a senior correspondent for the nightly program. Sreenivasan also serves as the direc-

tor of digital partnerships helping guide the digital strategy of "NewsHour" online

endeavors. Prior to joining "NewsHour," he was at CBS News and an anchor and correspondent for ABC News.

## **What happens next?**

10 a.m. Friday, Thurgood Marshall Southwest, Mezzanine Level

## **DEE SWANN**



Dee Swann is the senior photo editor, digital engagement, for The Washington Post. She works across the newsroom to improve The Post's online photographic strategy. Swann started at The Washington Post in

1997 as a photo intern and has contributed to the website as a photo editor, deputy managing editor of multimedia and multimedia editor before her current role.

## **Crafting photo stories and portfolio building**

Noon Friday, Lincoln 5, Exhibition Level

## **MARY BETH TINKER**



Mary Beth Tinker was among a small group of students from Des Moines, Iowa, who, in December 1965, wore black armbands to school to mourn those lost on both sides of the Vietnam War and to show support for

Robert F. Kennedy's call for a "Christmas truce." School officials promptly suspended her. A First Amendment battle ensued and their case wound its way to the U.S. Supreme Court, which in 1969 issued a landmark decision upholding the students' right to wear their armbands and, for the first time, made clear that all students have First Amendment rights, even when they are in school. Tinker continues to educate young people about their rights, speaking frequently to student groups across the country.

## **Undeterred voices (2 hours)**

10 a.m. Saturday, Marriott Ballroom, Lobby Level

# Special Strands

## FIRST AMENDMENT

Explore with experts the student rights guaranteed by the First Amendment, essential principles and the responsibilities they require. Discuss rights within the school environment and public places, in print and online, for school assignments and personal expression. Because the spread of censorship issues seems to be on the move again, JEA's Scholastic Press Rights Committee and its members will share essential information for advisers and students as they continue to build their student media programs. In addition to these sessions, the Student Press Law Center, Mark Goodman and media teacher-advisers offer insight into keeping the First Amendment alive.

### FRIDAY

- 9 a.m. — Issue seminar: Covering religion in schools (2 hours), Charles Haynes, Michelle Boorstein, Tom Gentzel and Jessica Seitz  
9 a.m. — Headlines and heresy: the free press and the civil rights movement, Jaclyn Jecha  
10 a.m. — Media ethics: do's, don'ts and dilemmas, Barbara Pearson  
11 a.m. — Empower student voices for a free and just society, Charles Haynes  
Noon — KKK marches, flag burning and the First Amendment, Teresa Keller  
1 p.m. — Legal rights and responsibilities of student journalists, Lucy Dalglish

### SATURDAY

- 9 a.m. — The media, youth and crime, Maryam Ahranjani  
10 a.m. — Equal Access Act: federal law protects students' meetings, Kim Colby  
1 p.m. — Issue seminar: Student media rights (2 hours), Gene Policinski, Frank LoMonte, Jamin Raskin and Laurin Grubb

## LITERARY MAGAZINE

More than poems and short stories are collected to express this year's student musings, concerns and insights. The literary-art magazine stores creative approaches, unforgettable images, original compositions and divergent voices. Whether featured speakers, political cartoonists in editorial cartoons sessions or experienced professionals, such as the ones listed, literary-art magazine staffs will have many sessions from which to choose.

### FRIDAY

- 9 a.m. — Help students write and select powerful poetry, Joseph Ross, Harry Risetto and student poets  
10 a.m. — Design: clean and simple, Maire McArdle  
11 a.m. — Developing short fiction from the inside out, Bill Griffiths  
1 p.m. — Securing submissions and working with contributors, Susan McLain Sullivan

### SATURDAY

- 8 a.m. — In demand: promoting your literary magazine, Emily Cody  
9 a.m. — Getting interview subjects to open up, Barbara Matusow  
10 a.m. — No guts, no glory, Susan Turner Jones  
11 a.m. — Art and photography for publication, Dudley Brooks  
1 p.m. — Retire the old reliables, David Ragsdale, CJE, Louise Platter and Ethan Crane  
2:30 p.m. — More than poems and short stories, Carol Lange, CJE

## SPORTS JOURNALISM

It's not just about politics in D.C. From some of the highly recruited high school athletes to the rabid following of professional football fans, the nation's capital is a hotbed of sports, and with that, a place for some of the nation's best sportswriters. In our sports strand, get a close look at how to break into the field of sports journalism, how to cover those athletes in the spotlight, and how journalists cover sports in the 21st century. With speakers from The Washington Post, USA Today, ESPN and The Sporting News, these sessions will provide insight into sports journalism.

### FRIDAY

- 9 a.m. — Blog about sports without losing your mind or morals, Dan Steinberg  
9 a.m. — Being a successful female journalist in a male-dominated field, Christine Brennan  
10 a.m. — Sports reporting in today's world of journalism, John Keim  
1 p.m. — Soccer insider, Steven Goff

### SATURDAY

- 9 a.m. — Issue seminar: Featuring prominent student-athletes (2 hours), Kristen Berset,

- Brad Horn and Jayne Orenstein  
11 a.m. — Create surprising and compelling video for the Web, Brad Horn  
Noon — TV production and sports, Bethany Lowe  
1 p.m. — Journalism outside the classroom: school newspapers and beyond, Daniel Gallen, Rhiannon Walker and Bethany Lowe  
2:30 p.m. — What's so hard about covering high school sports? Phil Dignan

## EDITORIAL CARTOONING

They provide visual commentary. They awaken readers to current events, pursue issues, vent against actions and encourage dialogue. They are insightful and observant and have won the Pulitzer Prize, the Berryman and Thomas Nast, and many other awards. Their work has been exhibited in galleries and published in media worldwide. One had his life threatened. They will share techniques and symbols, tell true stories and get you ready to try your hand.

### FRIDAY

- 9 a.m. — Toonistan: a cartooning tool for noncartoonists, Nikahang Kowsar  
10 a.m. — "Those damn pictures," Matt Wuerker  
11 a.m. — Cartoons authorities don't want you to see, Nikahang Kowsar, Robert Russell  
Noon — Hands-on practice for editorial cartoonists, Michael Cavna  
1 p.m. — Graphic novels and comics belong in your class, Michael Cavna

### SATURDAY

- 9 a.m. — Editorial cartooning and other hazards, Steve Artley  
10 a.m. — From pen to pixel, Kevin Kallaugher (KAL)  
2:30 p.m. — Editorial cartoon creation and syndication, Clay Jones



## How to get the JEA/NSPA convention mobile app onto your device

1. Download the free Guidebook app (available for iPhone, Android and other devices).
2. Search in the app for "JEA/NSPA Fall 2014."
3. That's it!

Sponsored by Walsworth Yearbooks

# We the Media THURSDAY AT A GLANCE

ROOMS	8:30 a.m.	1 p.m.	5 p.m.	6 p.m.	Evening
Convention Registration Desk		Write-off check-in, critique desk, computer session signup, shirt distribution 1-7 p.m.			
Exhibit Hall A		Convention check-in/registration, trade show, Best of Show desk 1-7 p.m.			
Marriott Ballroom					Opening ceremony/ keynote Bob Woodward 7:30-9 p.m.
Marriott Balcony A	In-depth legal training 9 a.m.-3 p.m.				
Marriott Balcony B					
Marriott Foyer		Publication exchange			Bob Woodward book signing, 9 p.m.
Park Tower Suites 8206, 8209	Write-off headquarters				
Wilson A-B	JEA board meeting 8 a.m.-3 p.m.				
Washington 1	Advanced broadcast and video boot camp 8:30 a.m.-5 p.m.				
Washington 2	Team storytelling 8:30 a.m.-5 p.m.				
Washington 3		SND QuickCourse 1-5 p.m.			
Washington 4		JEA Bookstore, pick up CEU certificate here 1-7 p.m.			
Washington 5	Redesign workshop 8:30 a.m.-5 p.m.				
Washington 6	Digital photography workshop 8:30 a.m.-5 p.m.				
Virginia A	Outreach Academy 8:30 a.m.-4:30 p.m.				
Virginia B	Mentor forum 8:30 a.m.-5 p.m.			Adviser convention orientation 6:45-7:15 p.m.	
Virginia C	Photoshop workflow 8:30 a.m.-noon	Advanced InDesign 1-5 p.m.			
Thurgood Marshall North	Leadership seminar 8:30 a.m.-4:30 p.m.				Overflow seating for opening ceremony/ keynote Bob Woodward 7:30-9 p.m.
Thurgood Marshall South	Broadcast and video boot camp 8:30 a.m.-5 p.m.				
Thurgood Marshall East	DSLR basics 8:30 a.m.-noon	Photo shoot management 1-4:30 p.m.			
Thurgood Marshall West	Writers' workshop 8:30 a.m.-4 p.m.				
Delaware A-B					Adviser kickoff reception, 9 p.m.

- ADVISING/TEACHING
- CONTEST
- DESIGN
- EDITING

- ENTREPRENEURSHIP
- KEYNOTE
- GENERAL AUDIENCE
- LAW/ETHICS

- LEADERSHIP/TEAM BUILDING
- MEETING
- MULTIMEDIA BROADCAST
- NEWS GATHERING

- NEWS LITERACY
- PHOTOJOURNALISM
- WEB
- WRITING

## 8 AM

## MEETING

**JEA board meeting**

JEA board members meet to discuss ongoing projects and other agenda items.

*Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.*

**8 a.m. Thursday, Wilson A-B, Mezzanine Level (40)**

**PREREGISTRATION WAS REQUIRED  
FOR ALL THURSDAY WORKSHOPS**

## 8:30 AM

## LAW AND ETHICS

**In-depth legal training**

Join the nation's foremost expert on scholastic media law for this entertaining, engaging and hands-on workshop on the rights and regulations regarding your publication. You will receive an in-depth review of the types of records that are available about schools, where to find them and how to use them to do significant stories. Preregistration was required.

EVALUATION CODE: 2735

*Frank LoMonte, Student Press Law Center, Arlington, Va.*

**8:30 a.m.-3 p.m. Thursday, Marriott Balcony A, Mezzanine Level (45)**

## PHOTOJOURNALISM

**DSLR basics**

Bring your DSLR camera for this morning workshop designed for the beginning or novice photographer. You will receive hands-on instruction on the dials, buttons and knobs on your camera along with some basic rules of composition. The instructor will provide small-group instruction with one-on-one assistance to get you ready to take great photos for your publication. Preregistration was required.

EVALUATION CODE: 3926

*Jed Palmer, CJE, Sierra Middle School, Parker, Colo.*

**8:30 a.m.-noon Thursday, Thurgood Marshall East, Mezzanine Level (30)**

## LEADERSHIP AND TEAM BUILDING

**Leadership seminar**

Designed for publications editors, this all-day seminar will show participants more ways to effectively lead the way with their publications staffs. Editors will work to better understand their team and how to help individual members work together to solve problems and manage time. They also will discuss self-assessment, people interaction, project planning, project management, goal setting, teamwork and motivation. Preregistration was required.

EVALUATION CODE: 2066

*Lori Keekley, MJE, St. Louis Park (Minn.) High School*

**8:30 a.m.-4:30 p.m. Thursday, Thurgood Marshall North, Mezzanine Level (60)**

## MULTIMEDIA BROADCAST

**Broadcast and video boot camp**

Beginning and intermediate students will learn the fundamentals of creating an effective news package from the ground up. This includes videography, sound recording, editing and story structure. Working in small teams, participants will spend the morning developing their videography skills and planning a story, and the afternoon shooting and editing that story. Participants must provide their own video cameras, tripods, microphones and laptops with editing software. Preregistration was required.

EVALUATION CODE: 2858

*Michael Hernandez, Mira Costa High School, Manhattan Beach, Calif., and Don Goble, Ladue Horton Watkins High School, St. Louis*

**8:30 a.m.-5 p.m. Thursday, Thurgood Marshall South, Mezzanine Level (30)**

## WRITING

**Writers' workshop**

If you're looking for ways to sharpen and brighten your writing so others will clamor to read it, this interactive workshop is for you. Participants will be entertained and inspired as we analyze excellent writing and apply the pros' techniques to your own work. Whether you need to write a catchy headline or a 2,000-word feature, you'll learn to improve every aspect of your writing as we discuss ledes, voice, narrative style and using literary devices to tighten and strengthen your writing. Preregistration was required.

EVALUATION CODE: 3924

*Shari Adwers, MJE, Grosse Pointe North High School, Grosse Pointe Woods, Mich.*

**8:30 a.m.-4 p.m. Thursday, Thurgood Marshall West, Mezzanine Level (100)**

## ADVISING/TEACHING

**JEA Outreach Academy**

This is a JEA initiative to promote diversity among the journalism teaching profession. The Outreach Academy is a free, intensive seminar for publication advisers who are new to the profession and need help teaching and advising students in journalism. The program is hands-on and focuses on practical information new advisers need. It includes discussion of teaching journalism to highly diverse populations, effective instructional techniques, resources for teachers in and out of the classroom and organizations ready to help advisers. Preregistration was required.

EVALUATION CODE: 3929

*Anthony Whitten, CJE, Westfield High School, Chantilly, Va.*

**8:30 a.m.-4:30 p.m. Thursday, Virginia A, Lobby Level (40)**

## MEETING

**Mentor forum**

JEA mentors will meet to exchange ideas on how to provide better assistance to new or newly new advisers.

EVALUATION CODE: 2056

*Bill Flechtner, MJE, Milwaukie, Ore.; Peggy Gregory, CJE, Dysart Unified School District, Surprise, Ariz.; and Mary Anne McCloud, Newton, Kan.*

**8:30 a.m.-5 p.m. Thursday, Virginia B, Lobby Level (40)**

## PHOTOJOURNALISM

**Photoshop workflow**

Participants will learn to use Adobe Photoshop in this morning workshop. Taught in the convention's computer lab, the instructor will emphasize a basic workflow for preparing photographs for publication. Preregistration was required.

EVALUATION CODE: 3922

*Mark Murray, Arlington (Texas) ISD, Arlington*

**8:30 a.m.-noon Thursday, Virginia C, Lobby Level (36)**

## MULTIMEDIA BROADCAST

**Advanced broadcast and video boot camp**

For students and advisers with experience creating broadcast news packages. The session will cover advanced tips and tricks, including how to find unique stories and angles, getting out of a writing rut (how to stay fresh), and ideas for dynamic videography and sound. Students will put their new knowledge to use by producing a short package during the session. Participants must provide and know how to use their own video cameras, tripods, microphones and laptops with editing software. Preregistration was required.

EVALUATION CODE: 3279

*Dave Davis, Hillcrest High School, Springfield, Mo., and Brandon Goodwin, The Academy of Scholastic Broadcasting, Springfield, Mo.*

**8:30 a.m.-5 p.m. Thursday, Washington 1, Exhibition Level (40)**

## GENERAL AUDIENCE

**Team storytelling**

Great storytelling combines good writing, good photos and good design. Behind it all is good planning. In this team-based reporting experience, students will work in groups of three to create real story packages. The workshop begins with instruction on planning packages with readers in mind, and then the students will go off-site to gather stories. Students will return to the hotel to finish their packages. Bring any equipment you might need. Preregistration was required.

EVALUATION CODE: 2064

*Amy DeVault, MJE, Wichita (Kan.) State University, and Kristin Baker, CJE, Derby (Kan.) High School*

**8:30 a.m.-5 p.m. Thursday, Washington 2, Exhibition Level (54)**

# THURSDAY ★ 8:30 AM-1 PM

## DESIGN

### Redesign seminar

Students in this intensive design seminar will study advanced packaging techniques including modular design, typography, marriage of elements, negative space and photo packaging. Laptop computers with InDesign are encouraged but not mandatory. Students also should bring some of their favorite magazines as well as supplies such as scissors, pencils, glue sticks, etc. Students also are encouraged to bring their own publications for sharing and critique. Preregistration was required.

EVALUATION CODE: 2065

*Pete LeBlanc, Antelope (Calif.) High School*

**8:30 a.m.-5 p.m. Thursday, Washington 5, Exhibition Level (75)**

## PHOTOJOURNALISM

### Digital photography workshop

Designed for photographers who have at least one year's experience shooting for their publications, this intensive workshop will cover composition, lighting, cropping and camera technique. Participants will receive instruction and go out on assignment with the instructor. Following the photo shoot the instructor will critique students' work and offer editing tips and techniques. Participants must bring a digital camera, and they are encouraged to bring a laptop computer with the photo-editing program (Photoshop, Lightroom) they will use. Preregistration was required.

EVALUATION CODE: 3925

*Mike Simons, CJE, Corning-Painted Post High School, Corning, N.Y.*

**8:30 a.m.-5 p.m. Thursday, Washington 6, Exhibition Level (40)**

## 9 AM

## MULTIMEDIA BROADCAST

### Stories for change today

How can you use video to tell a compelling story that spurs others to action? What makes your voice stand out in a crowded 21st century media landscape? Tap into the expertise of Newseum producer Frank Bond to learn how to apply best practices in broadcasting and multimedia in order to communicate a compelling story. The day will conclude with a working session where students and advisers will collaborate to create a plan of action for documenting their own story for change. Preregistered attendees will be responsible for getting to and from the Newseum.

EVALUATION CODE: 3928

*Frank Bond, Newseum, Washington, D.C.*

**9 a.m.-3:30 p.m. Thursday, Newseum**

## ACTIVITIES 1-7 P.M. THURSDAY, EXHIBIT HALL A, EXHIBITION LEVEL

### ★ Convention registration/check-in

Walk to the back of the trade floor to check in or register for the convention. Advisers may pick up the school packets. In addition, this is the lost-and-found area for the convention.

### ★ Best of Show desk

Enter your newspaper, newsmagazine, literary arts magazine, broadcast, website or yearbook in the convention Best of Show competition. Winners will be announced at the NSPA awards ceremony Saturday.

### ★ Trade show exhibits

Dozens of national and local vendors and colleges will educate and entertain during the trade show exhibits. Find out what's new, chat with company representatives, pick up information and have some fun.

## ACTIVITIES 1-7 P.M. THURSDAY, CONVENTION REGISTRATION DESK, LOBBY LEVEL

### ★ Write-off contest check-in

If both your Write-off registration and JEA membership fees have been paid, your school's Write-off packet containing student contest tickets, additional instructions and contest room assignments may be picked up at the Write-off desk. If you have not paid, you must do so at this time. Noon Friday is the deadline for substitutions in preregistered categories. No new entries will be accepted at the convention. Lost tickets will be replaced for \$5. Broadcast, online or social media contests with early Friday contests must have their contest ticket before the contest begins.

### ★ On-site critique check-in

Advisers and staffs who signed up for critiques of newspapers, newsmagazines, yearbooks, videos, websites and literary magazines should check appointment times posted at the registration desk.

### ★ Convention shirt distribution

If your school purchased convention shirts through online registration, you may pick them up here. Large orders will be bundled together and should be picked up by the adviser. There may be extra shirts to buy. Quantities are limited.

### ★ Computer session signup

Sign up and get a ticket for the hands-on sessions in the computer lab. Limit two students per school per session. Only those with tickets may sit at a computer.

## 1 PM

## PHOTOJOURNALISM

### Photo Shoot Management 101

Capturing an event with photos is more than just controlling the camera. You need strategies and techniques for effectively managing a photo shoot from start to finish. Participants will learn about equipment organization, light management, photographer positioning, photograph management and some concepts for team shooting an event. Preregistration was required.

EVALUATION CODE: 3927

*Jed Palmer, CJE, Sierra Middle School, Parker, Colo.*

**1-4:30 p.m. Thursday, Thurgood Marshall East, Mezzanine Level (30)**

## DESIGN

### Advanced InDesign

Take your design skills to the next level with this afternoon seminar that will show you how to use the power of InDesign to streamline your publication production. This workshop, taught in the convention's computer lab, will cover libraries, styles and other InDesign tricks. Preregistration was required.

EVALUATION CODE: 3923

*Bradley Wilson, MJE, Midwestern State University, Wichita Falls, Texas*

**1-4:30 p.m. Thursday, Virginia C, Lobby Level (36)**

## DESIGN

### Society for News Design QuickCourse

SND brings its fast-paced workshop to JEA/NSPA. In four fast hours, we start with the fundamentals of print design and move into tips and trends, with hundreds of ideas for designs, stories, photos, graphics and typography. This session will benefit the newspaper, magazine and yearbook staffers. Bring copies of your publications and your designs, either print or PDF, for our critique.

EVALUATION CODE: 3283

*Ron Johnson, Indiana University Student Media, Bloomington, Ind.*

**1-5 p.m. Thursday, Washington 3, Exhibition Level (75)**

## EVENT

### ★ JEA Bookstore

Take a look at nearly 300 journalism-related items in the JEA Bookstore. Check here to buy Write-off supplies. Students are welcome. Purchase a copy of "All the President's Men" here so you'll be ready for the Bob Woodward book signing after the Thursday keynote.

**1-7 p.m. Thursday, Washington 4, Exhibition Level (400)**

## EVENT

### ★ Publication exchange

Drop off a few copies of your latest publication and take a look at what other schools around the nation are doing in their media at the publication exchange tables.

**1-11:59 p.m. Thursday, Marriott Foyer, Mezzanine Level**

EVENT

★ **Continuing Education Units**

If you registered to receive Continuing Education Units through Kansas State University, please come to the JEA Bookstore to sign in and pick up your certificate. If you have not signed up yet, you may still sign up and pay \$25. The bookstore will be open 1-7 p.m. Thursday; 7:30 a.m.-5 p.m. Friday and 7:30 a.m.-2:30 p.m. Saturday.  
**1-7 p.m. Thursday, Washington 4, Exhibition Level (400)**

**6:45 PM**

ADVISER EVENT

★ **New adviser convention orientation**

Advisers attending their first JEA/NSPA convention should consider attending a short orientation meeting to get a general overview and explanation of convention events and how to get the most out of them.

EVALUATION CODE: 3282

*Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.; Aaron Manfull, MJE, Francis Howell North High School, St. Charles, Mo.; and Stan Zoller, MJE, Buffalo Grove, Ill.*

**6:45-7:15 p.m. Thursday, Virginia B, Lobby Level (110)**

**7:30 PM**

EVENT

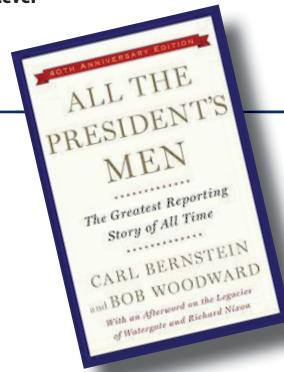
★ **Opening ceremony/keynote address**

Welcome to Washington, D.C., the nation's capital. The opening ceremony will feature music and a visit by historical guests.

Bob Woodward of The Washington Post will be the keynote speaker at this opening ceremony.

EVALUATION CODE: 4071

**7:30-9 p.m. Thursday, Marriott Ballroom, Lobby Level, Balconies A and B, Mezzanine Level ; video streaming will be in the Thurgood Marshall Ballroom, Mezzanine Level**



**Meet the author/book signing: Bob Woodward**

Journalist and author Bob Woodward will sign copies of his books, "All the President's Men" and "Obama's Wars," after the keynote address. The JEA Bookstore will have some copies available for purchase (limited quantity).

**9 p.m. Thursday, Marriott Foyer, Mezzanine Level**

ADVISER EVENT

★ **Adviser kickoff reception**

After the keynote speech, all advisers are welcome to attend this reception to socialize with new colleagues and relax with friends. New and first-time attendee advisers will have a chance to meet the local convention team, plus JEA and NSPA board members and staffs. This event is sponsored by American Society of News Editors and the Newseum Institute.

*Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo., and Diana Mitsui Klos, National Scholastic Press Association, Minneapolis*  
**9-10:30 p.m. Thursday, Delaware A-B, Lobby Level (300)**

# Join me @IOWA



KACIE



BRIANNA



REID



MAGGIE



CODY

**University of Iowa**  
**School of Journalism & Mass Communication**

**Find out how you can join us.**  
<http://clas.uiowa.edu/sjmc/>



# *We the Media* **FRIDAY AT A GLANCE**

ROOMS	8 a.m.	9 a.m.	10 a.m.	11 a.m.
<b>Marriott Ballroom</b>		Opinion journalism: Can you be thoughtful and timely, too?	Laugh responsibly	The future of media and innovative storytelling
<b>Maryland A</b>	JEA general membership meeting	JEA state directors meeting	If everyone has a story	When yearbooks go bad
<b>Maryland B</b>		Storytelling in 2014	Building a journalism-loving community	From inspiration to adaptation
<b>Maryland C</b>		Getting the details	Design: clean and simple	Avoiding column chaos
<b>Park Tower Suites 8206, 8209</b>	Write-off headquarters			
<b>Park Tower Suite 8210</b>				
<b>Park Tower Suite 8219</b>		Newspaper adviser round table	Advising multiple publications round table	Yearbook adviser round table
<b>Virginia A</b>		Writing reviews you can use	Ethics: making the tough calls	From newspaper to newsmagazine
<b>Virginia B</b>		Order up! Creating your own 'Food Network'	Take your newscast to the next level	Sit up straight; elbows off the table
<b>Virginia C</b>		Beginner Photoshop	'How do I ... ?' using InDesign	InDesign tricks and tips
<b>Exhibit Hall A</b>	Convention registration/check-in, trade show exhibits, Best of Show desk, lost and found 8 a.m.-4 p.m.			
<b>Exhibit Hall B South</b>		Break with a Pro		
<b>Exhibit Hall C Lobby</b>		On-site critiques, online news package work area		
<b>Lincoln 2</b>		Blog about sports without losing your mind or morals	A starter kit of Web interactives	This new, hot profession
<b>Lincoln 3</b>	Write-off contest 23 Online news package meeting	Did I just see that?	Just hashtag it: social media and your publication	Modern yearbook design
<b>Lincoln 4</b>		Journalism Festivas	Starting from scratch with broadcast	10 fingers to videography
<b>Lincoln 5</b>		Design so cool it will make your eyes bleed	Top 11 tips for improving photography	Start a movement
<b>Lincoln 6</b>		Toonistan: a cartooning tool for noncartoonists	What's your type?	Cartoons authorities don't want you to see



■ ADVISING/TEACHING  
■ CONTEST  
■ DESIGN  
■ EDITING

■ ENTREPRENEURSHIP  
■ KEYNOTE  
■ GENERAL AUDIENCE  
■ LAW/ETHICS

■ LEADERSHIP/TEAM BUILDING  
■ MEETING  
■ MULTIMEDIA BROADCAST  
■ NEWS GATHERING

■ NEWS LITERACY  
■ PHOTOJOURNALISM  
■ WEB  
■ WRITING

Noon	1 p.m.	2 p.m.	4 p.m.	Evening
		General session/keynote: Jay Harris	Write-off contest Photography (all)	
It's all Greek to me	A truly useful session on review writing			Write-off judges' dinner and judging 6 p.m.
What to do when things go wrong	Design in mind			
50 tips to improve your website	Nose to the ground: be a news hound			
Write-off headquarters	Write-off moderators check in (1-3:30 p.m.)		Write-off headquarters	
Best of Show judging				
			Denver convention committee meeting	
	Snooping for word crimes			
How to shoot a video interview	Sound for digital media		Write-off contest 17 Yearbook layout: inside pages	
Photoshop in an hour	InDesign in an hour		CJE/MJE certification testing (3:30-6 p.m.)	
Convention registration/check-in, trade show exhibits, Best of Show desk, lost and found 8 a.m.-4 p.m.				
				Team Trivia Night 7 and 9 p.m.
On-site critiques, online news package work area				
A good story gets better	The best yearbook is a sold- out yearbook		Write-off contests 37, 39 4 p.m. Broadcast sports 5 p.m. Commercial/PSA	
Twitter for collaboration	Short and sweet: yearbook alternative copy		Write-off contest 23 Online new package posting (3:30 p.m.)	Contest judging
How video editing is like making pizza	Broadcast story structure		Write-off contest 08 News editing	
Crafting photo stories and portfolio building	Picture editing (not Photoshop)		Write-off contests 36, 38 4 p.m. Broadcast news story 5 p.m. Broadcast feature	
Come together, right now	Platforms nine and three- quarters		Write-off contest 07 Commentary writing	

# *We the Media* **FRIDAY AT A GLANCE**

ROOMS	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Washington 1		Issue seminar: Covering religion in schools (2 hours)		Multimedia sports writing in a digital classroom
Washington 2		Headlines and heresy: the free press and the civil rights movement	Media ethics: do's, don'ts and dilemmas	15 for '15
Washington 3		Be an action hero	'Those damn pictures'	Same story, different lens
Washington 4	7:30 a.m.-5 p.m.: JEA Bookstore, adviser hospitality; Meet the Stars (check schedule) 9:30-10:15 a.m.: Attain byline status in JEA's magazine (in hospitality area)			
Washington 5		Being a successful female journalist in a male-dominated field	Sports reporting in today's world of journalism	Empower student voices for a free, just society
Washington 6		The 'quest' in question	Your leadership, your future	Deadlines, fun and sanity
Buchanan		Journalism Quiz Bowl grading		
Cleveland 1		Broadcast taping for contest 45		
Cleveland 2	Broadcast judging			
Coolidge		From another perspective	Journalism is journalism	Make 'em laugh; make 'em cry
Harding		Trends in yearbook	Learn from the pros	Just our type
Hoover		You're gonna hear me roar	750 books in 30 days	Don't tell them: 'Your writing stinks'
Jackson	Photography contest judging			
Jefferson		Managing student media for advisers	Legal and ethical issues for advisers	Photojournalism for advisers
Johnson		Failure is an option	Kanban for journalism	Trello: Solving organization and communication breakdowns
Madison A		Help students write and select powerful poetry	Reporting the issues that connect us all	Developing short fiction from the inside out
Madison B		Coverage, content and reporting for advisers	Systems for success	Oh JOY!

■ ADVISING/TEACHING  
■ CONTEST  
■ DESIGN  
■ EDITING

■ ENTREPRENEURSHIP  
■ KEYNOTE  
■ GENERAL AUDIENCE  
■ LAW/ETHICS

■ LEADERSHIP/TEAM BUILDING  
■ MEETING  
■ MULTIMEDIA BROADCAST  
■ NEWS GATHERING

■ NEWS LITERACY  
■ PHOTOJOURNALISM  
■ WEB  
■ WRITING

Noon	1 p.m.	2 p.m.	4 p.m.	Evening
KKK marches, flag burning and the First Amendment	On my eyes		Write-off contest 04 Sports writing	
How to avoid yearbook's top 10 mistakes	Engaging photojournalists on social media		Write-off contest 03 Feature writing	
Hands-on practice for editorial cartoonists	Graphic novels and comics belong in your class		Write-off contest 05 Review writing	
7:30 a.m.-5 p.m.: JEA Bookstore, adviser hospitality, Meet the Stars (check schedule)				
How to write editorials people read	Soccer insider			
Think fancy thoughts	Tell the story through environmental portraits		Write-off contests 46, 47 4 p.m. Video package editing 5 p.m. Short documentary	
Broadcast taping for contest 41				
Broadcast judging				
Captions in 1, 2, 3	Securing submissions and working with contributors		Write-off contest 09 Newspaper layout	Contest judging
The devil's in the difference	APPLY social media to your publication		Write-off contest 10 Newsmagazine layout	Contest judging
News literacy: teaching the demand side	Media innovation and interactive media		Write-off contest 16 Yearbook layout: theme	
			Write-off contest 11 Press law and ethics	
Making money!	CJE/MJE study session		Write-off contest 19 Literary magazine layout	Contest judging
Role and history of media for advisers	Using Google Docs to streamline your publication		Write-off contest 18 Yearbook layout: cover/endsheets	Contest judging
Fighting prior review and censorship	Advising for the first time		Write-off contest 24, 25 4 p.m. Graphic design: logo 5 p.m. Graphic design: infographics	
There's an app for that	Multimedia Mondays: telling the best stories		Write-off contest 26, 27 4 p.m. Graphic design: adv. 5 p.m. Graphic design: photo	

# *We the Media* **FRIDAY AT A GLANCE**

ROOMS	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Marriott Balcony A		Nobody loves me — or my publication	Creative coaching	Red, yellow, green: Tough ethical calls
Marriott Balcony B		Great editor = effective leader	The secret to my success	Private school publication pride
McKinley	Write-off contest 43: Broadcast package			
Taft	Write-off contest 44 Videography orientation meeting	8:30-9:30 a.m. Write-off contest 45 Broadcast commentary		Write-off contest 41: On-air reporter
Taylor		Curing Hazelwood	Incorporating a photography consultant	Expanding our reach (finding unicorns)
Thurgood Marshall Northeast		Photography: from ordinary to extraordinary	It's all about packaging	How to cover tragedy
Thurgood Marshall Southwest	Journalism Quiz Bowl qualifying test	Don't overreact to your theme	What happens next?	Photos in 5
Truman	Write-off contest 40 Social reporting meeting	Our yearbook's not worth \$50	I'm the adviser, not the editor!	Teach basics with Defining Moments unit
Tyler		Meshing policy, staff manual and ethical guidelines	The power of the editorial policy	JEA One Book discussion
Wilson A		Homecoming again?	Investigative reporting for your high school newspaper	What's a very good place to start?
Wilson B		Secrets of a successful broadcast program	Good crop, bad crop	Understanding aperture and shutter speed
Wilson C		So long, cheesy photography!	Oh my drone!	Writing people will read
Marriott Foyer	Publication exchange			
Convention Registration Desk	Write-off check-in, computer session signup, on-site critiques desk, convention shirt distribution (8 a.m.-noon)			
Delaware A		Taming the grading monster	Organizing a digital classroom	Strategies for editing success
Delaware B		Woulda, coulda, shoulda	Are your stories V-I-Able?	The art of photo editing
JEA Suite				Lunch with the (JEA) president
National Press Club				

■ ADVISING/TEACHING  
■ CONTEST  
■ DESIGN  
■ EDITING

■ ENTREPRENEURSHIP  
■ KEYNOTE  
■ GENERAL AUDIENCE  
■ LAW/ETHICS

■ LEADERSHIP/TEAM BUILDING  
■ MEETING  
■ MULTIMEDIA BROADCAST  
■ NEWS GATHERING

■ NEWS LITERACY  
■ PHOTOJOURNALISM  
■ WEB  
■ WRITING

Noon	1 p.m.	2 p.m.	4 p.m.	Evening
It's no wonder colleges want me		Overflow seating for general session/keynote		
How to be a more effective editor		Overflow seating for general session/keynote		
Write-off contest 42: Broadcast newswriting			Write-off contests 20, 21 Literary magazine poetry, illustration	
Building next year's staff	Branding your publication or online news site			
Shoot sports like the pros			Write-off contests 12, 13, 14, 15 Yearbook copy/caption (all)	Media Swap Shops 8-10 p.m.
The WOW factor			Write-off contests 01, 02 Newswriting, editorial writing	
	History of the Internet			
Recruit like your competition	Dropping the journalistic F-bomb			
The environmental portrait	Legal rights and responsibilities of student journalists			Adviser reception and SPLC 40th anniversary reception, benefit auction 8:30-11 p.m.
Journalism of ideas: 100+ crazy, cool and shocking stories	Top tips for achieving college media superstardom			
The law of social media	Creating a historical index			
Publication exchange				
AP style primer for advisers	Teaching journalism for English credit		Write-off contest 06 Editorial cartooning	
The best of newspaper design	Who's clicking?		Write-off contest 22 Literary magazine photography	Contest judging
Lunch with the (JEA) president (continued)				
Adviser luncheon (noon-1:30 p.m.)				

# FRIDAY ★ 7:30-9 AM

## Publication exchange

Interested in seeing what kind of work other high schools around the nation are producing? Stop by the publication exchange tables to view the latest editions of high school news from coast to coast. Feel free to drop off a few copies of your publication.

**All day Friday, Marriott Foyer**

## 7:30 AM

### JEA Bookstore

Check out the new books, as well as popular best-sellers, at the JEA Bookstore. Nearly 300 items relating to journalism are available. Did you forget Write-off supplies? Check here to buy dictionaries, thesauruses, stylebooks, paper, pens, pencils and erasers. Supplies are limited, so shop early. Students are welcome

**7:30 a.m.-5 p.m. Friday, Washington 4, Exhibition Level**

### Adviser hospitality

Meet with your colleagues from across the country in the adviser hospitality suite, a hot spot for advisers. Local committee members will be available to recommend sightseeing, dining and entertainment options. Friday refreshments are provided by Picaboo Yearbooks, University of Nebraska-Lincoln and Thomson Reuters.

**7:30 a.m.-5 p.m. Friday, Washington 4, Exhibition Level**

## 8 AM

### Write-off contest check-in

If both your Write-off registration and JEA membership fees have been paid, your school's Write-off packet containing student contest ID labels, additional instructions and contest room assignments may be picked up at the Write-off desk. If you have not paid, you must do so at this time. Noon Friday is the deadline for substitutions in preregistered categories. No new entries will be accepted at the convention. Lost tickets will be replaced for \$5. Contestants meeting 8 a.m. Friday morning must pick up their contest ID label by 7 p.m. Thursday.

**8 a.m.-noon Friday, Convention Registration Desk, Lobby Level**

### Computer session signup

Sign up and get a ticket for the hands-on sessions in the computer lab. Limit two students per school per session. Only those with tickets may sit at a computer.

**8 a.m.-noon Friday, Convention Registration Desk, Lobby Level**

### Convention shirt distribution

If your school purchased the official convention shirts through online registration, you may pick them up here. Large orders will be bundled together and should be picked up by the adviser. There may be extra shirts to buy if you did not order. Quantities are limited. All shirts

must be picked up by noon Friday.

**8 a.m.-4 p.m. Friday, Convention Registration Desk, Lobby Level**

### Convention registration/check-in

Take a walk through the trade show to reach the convention registration desk. Advisers, not students, should pick up their school packets, which will contain name badges, special event tickets and program booklets.

**8 a.m.-4 p.m. Friday, Exhibit Hall A, Exhibition Level**

### Best of Show desk

In addition to convention registration/check-in, turn in your Best of Show entries here. High school publications are eligible if at least one student representative is attending the convention and junior high publications can enter if the adviser is a registered delegate at the convention. Enter your newspaper, newsmagazine, literary arts magazine, broadcast, website or yearbook. Winners will be announced at the NSPA awards ceremony Saturday.

**8 a.m.-4 p.m. Friday, Exhibit Hall A, Exhibition Level**

### Lost and found

Turn in found items and check for lost items here. At noon Saturday, all items will be turned in to the hotel's security department.

**8 a.m.-4 p.m. Friday, Exhibit Hall A, Exhibition Level**

### Trade show exhibits

Dozens of national and local vendors and colleges will educate and entertain during the trade show exhibits. Find out what's new, chat with company representatives, pick up information and have some fun.

**8 a.m.-4 p.m. Friday, Exhibit Hall A, Exhibition Level**

### MEETING

#### JEA general membership meeting

JEA members and others interested in the organization are invited to attend this meeting. You'll learn about recent JEA board action, hear concerns and discuss plans and goals.

EVALUATION CODE: 3200

*Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.*

**8 a.m. Friday, Maryland A, Lobby Level (115)**

### STUDENT EVENT

#### ★ Journalism Quiz Bowl qualifying test

A quiz bowl-style competition with questions related to current events, pop culture, journalism and civics is part of the learning and fun at this convention. Registered four-person teams will take a written qualifying test at 8 a.m. Friday. The test scores will be used to seed the top teams that will compete in the live buzzer rounds 8-9:50 a.m. Saturday. The list of qualifying teams will be posted by 11 a.m. Friday at the registration desk and in the JEA Bookstore. This event is supported by SNO.

**8 a.m. Friday, Thurgood Marshall Southwest, Mezzanine Level (450)**

### CONTEST

#### Photography contest judging

Write-off photography judges will meet at this time.

*Bradley Wilson, MJE, Midwestern State University, Wichita Falls, Texas*

**8 a.m. Friday, Jackson, Mezzanine Level (40)**

### CONTEST

#### Write-off contest 23: online news package orientation meeting

Students entered in this contest will meet to get instructions. Contest ID label is required.

**8 a.m. Friday, Lincoln 3, Exhibition Level (200)**

### CONTEST

#### Write-off contest 40: social reporting

Students entered in this contest will meet to get instructions. Contest ID label is required.

**8 a.m. Friday, Truman, Mezzanine Level (40)**

### CONTEST

#### Write-off contest 43: broadcast package

Students will meet for the broadcast package contest. Contest ID label is required. Final entries must be completed by noon.

**8 a.m. Friday, McKinley, Mezzanine Level (70)**

### CONTEST

#### Write-off contest 44: videography contest orientation meeting

Students will meet to get instructions. Contest ID label must be shown to enter.

**8 a.m. Friday, Taft, Mezzanine Level (40)**

## 8:30 AM

### CONTEST

#### Write-off contest 45: broadcast commentary

Those entered in the Broadcast Commentary will meet here to first do their writing, then taping. Contest ID label must be shown.

EVALUATION CODE: 2365

**8:30 a.m. Friday, Taft, Mezzanine Level (40)**

## 9 AM

### LEADERSHIP AND TEAM BUILDING

#### From another perspective

Do you ever wonder how everyone else seems to have so much less (or more) work than you? Surprise — they don't! Come prepared for interaction and a chance to get a taste of how "the other half" feels, works and leads.

EVALUATION CODE: 2487

*Rachel McCarver, MJE, Columbus (Ind.) North High School, and Nicole Laughrey, MJE, Carmel (Ind.) High School*

**9 a.m. Friday, Coolidge, Mezzanine Level (100)**

## ADVISING/TEACHING

**Taming the grading monster**

See one adviser's approach to bringing some order out of chaos regarding the grading dilemma in a publication's classroom. Discover some ways to evaluate every student on staff in a way that reflects individual responsibilities or assignments.

EVALUATION CODE: 2054

*Bill Flechtner, MJE, Milwaukie, Ore.***9 a.m. Friday, Delaware A, Lobby Level (150)**

## LAW AND ETHICS

**Woulda, coulda, shoulda**

We'll discuss controversial events that have occurred at schools across the country to see what each school's newspaper, yearbook, online and broadcast reporters woulda done, coulda done and shoulda done.

EVALUATION CODE: 4106

*Jim McCrossen, Blue Valley Northwest High School, Overland Park, Kan.***9 a.m. Friday, Delaware B, Lobby Level (150)**

## STUDENT EVENT

**★ Break with a Pro**

Kick off your morning with tailored, small-group discussion sessions with journalism professionals in traditional and specialized areas. Media professionals will share information about their work and backgrounds. Preregistration was required. Please check your ticket for your assigned time.

**9 a.m. Friday, Exhibit Hall B South, Exhibition Level**

## EVENT

**★ On-site critiques**

Advisers and staffs who submitted newspapers, newsmagazines, yearbooks, videos, websites and literary magazines for a critique should check appointment times posted in the registration area. A schedule will be posted near the critique area Friday and Saturday. Since critiques are 30 minutes, it is important to be on time.

**9 a.m.-2 p.m. Friday, Exhibit Hall C Lobby, Exhibition Level**

## DESIGN

**Trends in yearbook**

From ads on the New York subway to displays in your local shopping mall, ideas for yearbooks are everywhere. See how to take these ideas and apply them to your book in theme, design and coverage.

EVALUATION CODE: 3513

*Laura Schaub, CJE, Lifetouch, Commerce City, Colo.***9 a.m. Friday, Harding, Mezzanine Level (100)**

## LEADERSHIP AND TEAM BUILDING

**You're gonna hear me roar**

Creating a great yearbook isn't always the easiest task. It all comes down to the dedication of the staff whether they know it or not. Learn

Twitter: @nhsjc/#nhsjc

how to empower and organize your staff to develop a successful program that runs itself.

EVALUATION CODE: 3950

*Justin Daigle, CJE, Brighton (Colo.) High School, and Carrie Hendrix, Lewis-Palmer High School, Monument, Colo.***9 a.m. Friday, Hoover, Mezzanine Level (100)**

## ADVISING/TEACHING

**Managing student media for advisers**

Thinking about taking the CJE exam? This session is for anyone who wants to learn more about managing student media. Advisers not taking the CJE exam also are welcome. Online/digital resources will be made available to all participants.

EVALUATION CODE: 2223

*Jane Blystone, MJE, Mercyhurst University, Erie, Pa.***9 a.m. Friday, Jefferson, Mezzanine Level (40)**

## LEADERSHIP AND TEAM BUILDING

**Failure is an option**

You will be up and actively failing as a team, learning that failure is not bad, only misunderstood. You will learn an engaging way to team build and to demonstrate the empirical process, in addition to better understand self-organizing teams using Agile leadership principles.

EVALUATION CODE: 3885

*Brynda Everman-Neller, CJE, Balfour Yearbooks, Azusa, Calif., and Ryan Meinzer, Balfour Yearbooks, Dallas***9 a.m. Friday, Johnson, Mezzanine Level (40)**

## WEB, SPORTS STRAND

**Blog about sports without losing your mind or morals**

A blogger from The Washington Post will talk about how to balance the demands of finding page views and creating viral content with the need to conduct original journalism and maintain the standards of venerable media properties.

EVALUATION CODE: 3892

*Dan Steinberg, The Washington Post***9 a.m. Friday, Lincoln 2, Exhibition Level (200)**

## WEB

**Did I just see that?**

What if you could include sound, video and animations to your publication? Augmented reality merges mobile technology with your printed publication by integrating video and animation. Words can't do it justice; you have to see it to believe it.

EVALUATION CODE: 4150

*Ryan Rinaldi, CJE, Walsworth Yearbooks, Austin, Texas***9 a.m. Friday, Lincoln 3, Exhibition Level (200)**

## LEADERSHIP AND TEAM BUILDING

**Journalism Festivus**

Consider this our airing of journalistic grievances, a Festivus tradition. We'll also offer

solutions to editors and staff members alike to help fix common issues that keep your publications from improving. Serenity now!

EVALUATION CODE: 3914

*Kathy Habiger, MJE, Mill Valley High School, Shawnee, Kan., and Amy Morgan, MJE, Shawnee Mission West High School, Overland Park, Kan.***9 a.m. Friday, Lincoln 4, Exhibition Level (200)**

## DESIGN

**Design so cool it will make your eyes bleed**

In 45 minutes, you'll walk out with at least a dozen ideas you can use to make your newspaper pages more visually attractive and wow! worthy for those impatient readers who hesitate to actually stop and read your stories. Tissue provided for eyes that really do start bleeding.

EVALUATION CODE: 2298

*Karl Grubaugh, CJE, Granite Bay (Calif.) High School***9 a.m. Friday, Lincoln 5, Exhibition Level (300)**

## DESIGN, CARTOON STRAND

**Toonistan: a cartooning tool for noncartoonists**

Nikahang Kowsar, creator of Toonistan, will share this social media website that allows anyone to draw editorial cartoons. Toonistan is a tool that gives voice to the voiceless through cartooning and can be used by anyone writing in English, French, German, Spanish, Arabic and Persian.

EVALUATION CODE: 4055

*Nikahang Kowsar, Khodnevis.org, Burke, Va.***9 a.m. Friday, Lincoln 6, Exhibition Level (300)**

## WRITING, LITERARY MAGAZINE STRAND

**Help students write and select powerful poetry**

Consider ways to encourage, solicit and select powerful poetry from high school poets. Student-poets will read their own work and discuss their sense of what works in a high school literary journal. Poet and teacher Joseph Ross will discuss ways to help students write strong poetry. Moderator Harry Rissetto will share a model for selecting student work.

EVALUATION CODE: 4082

*Joseph Ross and Harry Rissetto, Gonzaga College High School, Washington, D.C.***9 a.m. Friday, Madison A, Mezzanine Level (75)**

## ADVISING/TEACHING

**Coverage, content and reporting for advisers**

This is a "Get Certified!" session helpful to those studying for the CJE exam and open to all advisers. If you want to be more familiar with coverage, content and reporting issues in student media, this is the session for you. Whether it's learning how to improve coverage in your school, fine-tuning the content in your

publications, or improving the writing process, here is the place to find out what's essential and how you can teach it.

EVALUATION CODE: 3296

*Lizabeth Walsh, MJE, Reno (Nev.) High School*  
**9 a.m. Friday, Madison B, Mezzanine Level (75)**

## GENERAL AUDIENCE

### Nobody loves me — or my publication

Advisers and editors: Are you feeling down in the dumps? Not appreciated? Devalued by administration, colleagues and your own staff? Perk up and straighten your spine! YOU are wonderful, and so is your publication. Learn strategies to promote yourself and your work so that glory will be yours.

EVALUATION CODE: 3253

*Mary Kay Downes, MJE, Chantilly (Va.) High School*

**9 a.m. Friday, Marriott Balcony A, Mezzanine Level (120)**

## LEADERSHIP AND TEAM BUILDING

### Great editor = effective leader

Great editors must be great leaders. Come learn ideas and methods for leading your staffs. Learn how to motivate your staff to work for a common goal and avoid common pitfalls. In order to create a great product, you must have a great student leader.

EVALUATION CODE: 3917

*Dan Mueller, Herff Jones Yearbooks, St. Louis*

**9 a.m. Friday, Marriott Balcony B, Mezzanine Level (120)**

## FEATURED SPEAKER, WRITING

### Opinion journalism: Can you be thoughtful and timely, too?

In this new world of journalism, how can we meet the highest standards and the deadline? Fred Hiatt, editorial page editor of The Washington Post, writes editorials and biweekly columns and contributes to the PostPartisan blog. He knows the tension between thoughtfulness and timeliness.

EVALUATION CODE: 4060

*Fred Hiatt, The Washington Post*

**9 a.m. Friday, Marriott Ballroom, Lobby Level (2,800)**

## MEETING

### JEA state directors meeting

All JEA state directors should attend this meeting to learn about upcoming events and get helpful hints on how to make others aware of the organization at the state level.

EVALUATION CODE: 2028

*Sarah Nichols, MJE, Whitney High School Media, Rocklin, Calif.*

**9 a.m. Friday, Maryland A, Lobby Level (115)**

## WEB

### Storytelling in 2014

Stories can be told in all sorts of ways today, especially when you factor websites into the

equation. This session will go beyond 300-word, five-source recap to show a variety of ways stories can be told today.

EVALUATION CODE: 3882

*Aaron Manfull, MJE, Francis Howell North High School, St. Charles, Mo.*

**9 a.m. Friday, Maryland B, Lobby Level (115)**

## NEWS GATHERING

### Getting the details

They say a picture is worth a thousand words. Come to this session to see how working backward with a photograph or a scene can help you get the details you need to become a better feature writer.

EVALUATION CODE: 3907

*Erin Coggins, MJE, Sparkman High School, Harvest, Ala.*

**9 a.m. Friday, Maryland C, Lobby Level (115)**

## ADVISING/TEACHING

### Newspaper adviser round table

If you're new to advising a newspaper and need tips on organization, lesson planning, grading or staff management, come to this informal session to ask questions, solve problems and benefit from the experience of JEA mentors.

EVALUATION CODE: 4219

*Linda Barrington, MJE, Mount Mary University, Milwaukee, and Peggy Gregory, CJE, Dysart Unified School District, Surprise, Ariz.*

**9 a.m. Friday, Park Tower Suite 8219, Lobby Level (40)**

## LAW AND ETHICS

### Curing Hazelwood

The Supreme Court's *Hazelwood* ruling has just marked its 25th birthday. Let's make sure it never turns 30. Get an update on the student-press-rights campaigns in Connecticut, North Dakota and elsewhere, and discover how you can ignite a movement for better laws protecting student journalists' rights in your own state.

EVALUATION CODE: 4096

*Frank LoMonte, Student Press Law Center, Arlington, Va., and Tess Harkin, New Milford (Conn.) High School*

**9 a.m. Friday, Taylor, Mezzanine Level (40)**

## PHOTOJOURNALISM

### Photography: from ordinary to extraordinary

This lively session will teach you to get away from those boring expected photos and learn to take ones that are show-stoppingly wonderful. Go beyond the rules to thinking like a professional. You can do it!

EVALUATION CODE: 2314

*Judy Babb, MJE, West Mesquite (Texas) High School,*

**9 a.m. Friday, Thurgood Marshall Northeast, Mezzanine Level (450)**

## DESIGN

### Don't overreact to your theme

Complete development of your yearbook theme results from a carefully crafted verbal and visual toolbox with action- and reaction-packed writing and photographs. Attention to copy formats and photographic treatments makes the difference between a good theme and a great theme. In this session, we will explore just how to create thematic impact without overdoing it.

EVALUATION CODE: 4035

*John Cutsinger, CJE, Jostens, Ocoee, Fla., and Shari Adwers, MJE, Grosse Pointe North High School, Grosse Pointe Woods, Mich.*

**9 a.m. Friday, Thurgood Marshall Southwest, Mezzanine Level (450)**

## ENTREPRENEURSHIP

### Our yearbook's not worth \$50

Creating a yearbook that students want to buy is the No. 1 challenge facing staffs today. This interactive session will offer tips on how to establish real worth and value for your yearbook through expanded coverage and content.

EVALUATION CODE: 3295

*Alan Swank, Balfour Yearbooks, Athens, Ohio*

**9 a.m. Friday, Truman, Mezzanine Level (40)**

## LAW AND ETHICS

### Meshing policy, staff manual and ethical guidelines

All student media should have editorial policies, staff manuals and ethical guidelines. This session will show how to mesh them together to reach optimum effectiveness and still address all critical issues. Samples will be provided.

EVALUATION CODE: 3884

*John Bowen, MJE, and Candace Perkins Bowen, MJE, Kent (Ohio) State University, and Lori Keeckley, MJE, St. Louis Park (Minn.) High School*

**9 a.m. Friday, Tyler, Mezzanine Level (40)**

## WRITING

### Writing reviews you can use

This presentation will focus on pop culture reviews (film, TV, music, video games) school reviews (theater, dance, music) and local options (restaurants and attractions). This session will examine what a school should (and shouldn't) review and how to write interesting, useful critiques.

EVALUATION CODE: 3946

*David Nathan, St. John's School, Houston*

**9 a.m. Friday, Virginia A, Lobby Level (110)**

## WRITING

### Order up! Creating your own 'Food Network'

Food journalism, from haute cuisine to diners and dives, has taken off. If you want to bring the "foodie" audience to your site, join a Bay Area food blogger who is piloting innovative



food coverage with culinary tips, video demonstrations and a dash of humor.  
 EVALUATION CODE: 4146  
*Ellen Austin, MJE, The Harker School, San Jose, Calif., and Jessica Chang, The Harker School, San Jose, Calif.*  
**9 a.m. Friday, Virginia B, Lobby Level (110)**

PHOTOJOURNALISM

**Beginner Photoshop**  
 Learn the basics of using Photoshop and getting a photo ready for your publications. (Sign up and get ticket at registration desk. Limit 36.)  
 EVALUATION CODE: 2005  
*Hal Schmidt, Balfour Yearbooks, Houston*  
**9 a.m. Friday, Virginia C, Lobby Level (36)**

PHOTOJOURNALISM

**Be an action hero**  
 "With great power comes great responsibility." You may not be Spider-Man, but that press pass does give you the power and the responsibility to capture images that transform your publications' pages. Channel your inner Peter Parker as we reveal the secrets of taking compelling action photos while on assignment. Step out from behind that shadow and assume your true identity.

EVALUATION CODE: 2155  
*Cindy Todd and Deanne Brown, Westlake High School, Austin, Texas*  
**9 a.m. Friday, Washington 3, Exhibition Level (240)**

GENERAL AUDIENCE, FIRST AMENDMENT STRAND

**Issue seminar: Covering religion in schools (2 hours)**  
 Religion is one of the most sensitive topics in our society. How do journalists remain unbiased in their coverage of faith? Geared specifically toward covering an issue that is often swept under the rug in public schools, a panel of D.C.-area experts, including journalists, policy-makers and education professionals, will provide perspective and tips on covering religion in scholastic publications and affording the topic the space, respect and balance it requires.  
 EVALUATION CODE: 3858  
*Charles Haynes, Religious Freedom Center, Newseum Institute, Washington, D.C.; Michelle Boorstein, The Washington Post; Tom Gentzel, National School Boards Association, Alexandria, Va., and Jessica Seitz, National PTA, Alexandria, Va.*  
**9 a.m. Friday, Washington 1, Exhibition Level (240)**

LAW AND ETHICS, FIRST AMENDMENT STRAND  
**Headlines and heresy: the free press and the civil rights movement**  
 Use rare historical newspapers, videos and photographs from the Newseum's "Making a Change" module to explore how participants in the civil rights movement used their First Amendment rights, particularly the free press, to advocate or prevent change. Learn how to apply those freedoms to shape the civic landscape today.  
 EVALUATION CODE: 4043  
*Jaclyn Jecha, Newseum, Washington, D.C.*  
**9 a.m. Friday, Washington 2, Exhibition Level (240)**

ADVISER EVENT

**★ Meet the stars**  
 Would you like a chance to ask a question of a Dow Jones News Fund Journalism Teacher of the Year? Would you like to sit and have coffee with one of the JEA Yearbook Advisers of the Year? How about running some ideas by a celebrated magazine adviser? You will have an opportunity to do just that in the adviser hospitality room. Volunteers from the above groups will sit at a table labeled "superstars," and a schedule will be posted in the room.  
**9 a.m. Friday, Washington 4, Exhibition Level (400)**

# School Yearbook ONLINE Tools

**ConnectMe**  
 World's best yearbook management tool

**Designer's Edge Online**  
 Easy-to-use design program

**Portrait Editing**  
 Manage and prepare your portrait pages

**Image Upload**  
 Allows parents/students to contribute images to your yearbook

**Online Store**  
 Sell more yearbooks without more work

**Yearbook Ad Builder**  
 Design personalized student ads



**Friesens**  
 The Yearbook Company

Printed in Canada 82790

1.888.324.9725  
 yearbooks\_info@friesens.com  
 yearbooks.friesens.com



# FRIDAY ★ 9-10 AM

NEWS GATHERING, SPORTS STRAND

## Being a successful female journalist in a male-dominated field

Since 1981 Christine Brennan has been breaking barriers for female sports writers, breaking news in ice skating and golf, and covering some of the most controversial and important issues in sports. You have read her columns and heard her commentaries, now meet one of the country's best sports journalists.

EVALUATION CODE: 4079

*Christine Brennan, USA Today, McLean, Va.*

**9 a.m. Friday, Washington 5, Exhibition Level (190)**

NEWS GATHERING

## The 'quest' in question

Question-driven stories lead reporters on a journey. If some of your publication's stories feel flat or uninspired, maybe you need to focus on developing questions, not just for interviewees, but for yourselves. It's the kind of journalism you see in movies, and it's a blast.

EVALUATION CODE: 3902

*Michelle Balmeo, CJE, Monta Vista High School, Cupertino, Calif.*

**9 a.m. Friday, Washington 6, Exhibition Level (110)**

WRITING

## Homecoming again?

Eight ways to rethink coverage of those events such as homecoming, spirit week, holidays and prom so you keep it fresh and offer something new every time.

EVALUATION CODE: 4119

*Vicki McCash Brennan, CJE, St. Petersburg, Fla.*

**9 a.m. Friday, Wilson A, Mezzanine Level (100)**

MULTIMEDIA BROADCAST

## Secrets of a successful broadcast program

A panel presentation about how to maintain a high-quality broadcast program covers workflow, working with administration, goals and expectations for students and much more.

EVALUATION CODE: 3997

*Michael Hernandez, Mira Costa High School, Manhattan Beach, Calif., and Don Goble, Ladue Horton Watkins High School, St. Louis*

**9 a.m. Friday, Wilson B, Mezzanine Level (100)**

PHOTOJOURNALISM

## So long, cheesy photography!

Being a photographer is about more than using an Instagram filter. If you'd like to learn, but don't know where to start, check out this session for basic photography tips and tricks that will help you "wow" your viewers.

EVALUATION CODE: 4118

*Julianne McClain, CJE, Rutherford B. Hayes High School, Delaware, Ohio*

**9 a.m. Friday, Wilson C, Mezzanine Level (90)**

**9:30 AM**

WRITING

## Attain byline status in JEA's magazine

Pilot your name and ideas to byline status in Communication: Journalism Education Today. Learn how to wing your way to journalistic heights with a volunteer spirit. Meet informally and munch with the assistant editor in the Advisers Hospitality Room 9:30-10:15 a.m. Then anticipate a smooth landing in the magazine.

EVALUATION CODE: 3756

*Howard Spanogle, Asheville, N.C.*

**9:30-10:15 a.m. Friday, Washington 4, Exhibition Level**

**10 AM**

CONTEST

## Write-off contest 44: drop off videography contest entry

Student in this contest must drop off their entries by 10 a.m.

**10 a.m. Friday, Cleveland 2, Mezzanine Level (20)**



# ELON

[www.elon.edu/communications](http://www.elon.edu/communications)

Student newspaper named the nation's Best All-Around Non-Daily by SPJ.

Student television newscast received collegiate Emmy for excellence.

Multimedia news packages have won two straight first-place national awards.

## LEADERSHIP AND TEAM BUILDING

**Journalism is journalism**

Why are we still working against each other? Yearbook and newspaper CAN be friends. Figure out how to brand your publications as the go-to place for information. In this session, you'll learn to share photos, use social media and advertise as a media network.

EVALUATION CODE: 2488

*Rachel McCarver, MJE, Columbus (Ind.) North High School, and Nicole Laughrey, MJE, Carmel (Ind.) High School*

**10 a.m. Friday, Coolidge, Mezzanine Level (100)**

## WEB

**Organizing a digital newsroom**

There are a lot of factors to think about when putting together an organized digital newsroom. From beats and staff positions to grading and the overall role that Web plays in your journalism, there's a lot to think about.

EVALUATION CODE: 3883

*Aaron Manfull, MJE, Francis Howell North High School, St. Charles, Mo.*

**10 a.m. Friday, Delaware A, Lobby Level (150)**

## NEWS LITERACY

**Are your stories V-I-Able?**

Just how good of a reporter are you? This session will offer news literacy guidelines to ensure that your stories are Verifiable, Independent and your information is Accountable. That's the V-I-A formula.

EVALUATION CODE: 2831

*Stan Zoller, MJE, Buffalo Grove, Ill.*

**10 a.m. Friday, Delaware B, Lobby Level (150)**

## DESIGN

**Learn from the pros**

The professionals are highly paid to create beautiful designs. Learn how and why those designs are created and how to use those ideas in your student publications.

EVALUATION CODE: 3512

*Laura Schaub, CJE, Lifetouch, Commerce City, Colo.*

**10 a.m. Friday, Harding, Mezzanine Level (100)**

## ENTREPRENEURSHIP

**750 books in 30 days**

The goal of the staff at Southwest Career and Technical Academy was to sell out of the yearbook in the first month of school. They did it. Come learn how. #seriously

EVALUATION CODE: 3888

*Matthew LaPorte, CJE, Southwest Career and Technical Academy, Las Vegas*

**10 a.m. Friday, Hoover, Mezzanine Level (100)**

## ADVISING/TEACHING

**Legal and ethical issues for advisers**

Planning to take the CJE or MJE test? Or just wanting to be more familiar with legal and ethical student media issues? If you want to know landmark cases or understand the

importance of being a forum, find what is essential here.

EVALUATION CODE: 2164

*Candace Perkins Bowen, MJE, Kent (Ohio) State University*

**10 a.m. Friday, Jefferson, Mezzanine Level (40)**

## LEADERSHIP AND TEAM BUILDING

**Kanban for journalism**

Planning for a project that lasts seven months is hard. Using Kanban, a form of Agile project management developed by Toyota, you can focus on what is most important now, plan for then, and do it all in a visual and interactive way.

EVALUATION CODE: 3886

*Brynda Everman, CJE, Balfour Yearbooks, Azusa, Calif., and Ryan Meinzer, Balfour Yearbooks, Dallas*

**10 a.m. Friday, Johnson, Mezzanine Level (40)**

## WEB

**A starter kit of Web interactives**

Newsflash: Your online publication isn't your print publication. With the Web, you can do so much more. This is a quick primer on 10 online interactive tools to tell stories on your website in an alternative way. They're almost all free and easy to learn.

EVALUATION CODE: 3901

*Michelle Balmeo, CJE, Monta Vista High School, Cupertino, Calif.*

**10 a.m. Friday, Lincoln 2, Exhibition Level (200)**

## ENTREPRENEURSHIP

**Just hashtag it: social media and your publication**

The advisers of Niles West News and the Tom Tom will discuss how to use social media such as Facebook, Twitter and Instagram to promote your publication and gain readership. Specific examples will be provided.

EVALUATION CODE: 3663

*Evelyn Lauer, CJE, Niles West High School, Skokie, Ill., and Patrick Johnson, CJE, Antioch (Ill.) Community High School*

**10 a.m. Friday, Lincoln 3, Exhibition Level (200)**

## MULTIMEDIA BROADCAST

**Starting from scratch with broadcast**

If you're in the early stages of integrating broadcast journalism into your program, this session will teach you the fundamentals with regard to equipment, curriculum and expectations. You will come away with a plan to develop strong expectations and realizable goals for your program.

EVALUATION CODE: 3920

*Don Goble, Ladue Horton Watkins High School, St. Louis*

**10 a.m. Friday, Lincoln 4, Exhibition Level (200)**

## PHOTOJOURNALISM

**Top 11 tips for improving photography**

Why not just have 10 tips for improving all areas of your photography? Because our session goes almost to 11. A lot of examples, tips and fun!

EVALUATION CODE: 3915

*Kathy Habiger, MJE, Mill Valley High School, Shawnee, Kan., and Amy Morgan, MJE, Shawnee Mission West High School, Overland Park, Kan.*

**10 a.m. Friday, Lincoln 5, Exhibition Level (300)**

## DESIGN

**What's your type?**

What do the typeface and colors you choose communicate about your intent? A well-designed page may hit or miss the mark depending on the choices you make, so come see some good and bad examples. Leave inspired to make your designs leave an impact.

EVALUATION CODE: 4022

*Cosette Livas, Walsworth Yearbooks, Virginia Beach, Va.*

**10 a.m. Friday, Lincoln 6, Exhibition Level (300)**

## NEWS GATHERING

**Reporting the issues that connect us all**

Using featured projects sponsored by the Pulitzer Center on Crisis Reporting, this session will explore why global news matters, how good reporting can bridge cultural and physical divides, and what student journalists can do to address big global topics.

EVALUATION CODE: 4049

*Mark Schulte, Pulitzer Center on Crisis Reporting, Washington, D.C.*

**10 a.m. Friday, Madison A, Mezzanine Level (75)**

## LEADERSHIP AND TEAM BUILDING

**Systems for success**

Advisers and editors: Do you want to create a powerful publication and positive work environment, but you're not sure which systems should be in place to design a smooth-running program? Come get tips and tricks for running an effective program, methods for building strong student leadership throughout the year, and access to digital files that help make the whole thing possible.

EVALUATION CODE: 4129

*Lizabeth Walsh, MJE, Reno High School, Reno, Nev.*

**10 a.m. Friday, Madison B, Mezzanine Level (75)**

## WRITING

**Creative coaching**

Helping students improve their writing can be a daunting task. Learn creative, nonconventional ways to encourage students to step up their writing skills and become an influential, positive writing force on your staff.

EVALUATION CODE: 3474

*Sue Skalicky, MJE, Century High School, Bismarck, N.D.*

**10 a.m. Friday, Marriott Balcony A, Mezzanine Level (120)**

## ADVISING/TEACHING

### The secret to my success

During this moderated panel, award-winning advisers will share their techniques for managing the online or hybrid news staff. Bring your questions. They have answers.

EVALUATION CODE: 3964

*MODERATOR: Tom Hutchinson, School Newspapers Online, Burnsville, Minn.*

*PANELISTS: Mitch Eden, MJE, Kirkwood High School, Kirkwood, Mo.; Leland Mallett, CJE, Legacy High School, Mansfield, Texas; Natalie Rebetsky, Linganore High School, Frederick, Md.; and Natalie Sekicky, Shaker Heights (Ohio) High School*

**10 a.m. Friday, Marriott Balcony B, Mezzanine Level (120)**

## WRITING

### Laugh responsibly

Real Southern women shouldn't laugh out loud, my mother reminds me. If you promise not to tell her, we'll laugh out loud as we examine satire and how to use it in your publication.

EVALUATION CODE: 2201

*Lori Oglesbee, MJE, McKinney (Texas) High School*

**10 a.m. Friday, Marriott Ballroom, Lobby Level (2,800)**

## NEWS GATHERING

### If everyone has a story

If everyone has a story, how do we find it? Follow the lead of Steve Hartman and other feature journalists to enrich your student media with random acts of reporting.

EVALUATION CODE: 3994

*Casey Nichols, CJE, Rocklin (Calif.) High School*

**10 a.m. Friday, Maryland A, Lobby Level (115)**

## LEADERSHIP AND TEAM BUILDING

### Building a journalism-loving community

Recruiting for publications shouldn't begin after students arrive at your school. Get them excited about journalism from a young age and you've got 'em hooked. Come learn exactly how the Waterford Drift program created a one-day "Journalism Experience" that brought the entire community together.

EVALUATION CODE: 4034

*Brian Wilson, MJE, Waterford Kettering High School, Waterford, Mich.*

**10 a.m. Friday, Maryland B, Lobby Level (115)**

## DESIGN, LITERARY MAGAZINE STRAND

### Design: clean and simple

A lively, visual presentation offering insight and inspiration for creating well-designed content. Touching on the elements and principles of design, Maire McArdle encourages students and their mentors to play with typography, color, theme, pacing, white space and image manipulation but then resist the tendency to "over-design" the page.

EVALUATION CODE: 4083

*Maire McArdle, Bethesda Magazine, Gaithersburg, Md.*

**10 a.m. Friday, Maryland C, Lobby Level (115)**

## ADVISING/TEACHING

### Advising multiple publications round table

If you're new to juggling both a yearbook and a newspaper, and need tips on organization, lesson planning, grading or staff management, come to this informal session to ask questions, solve problems and benefit from the experience of JEA mentors.

EVALUATION CODE: 4218

*Patricia Turley, Junction City, Ore., and Bill Flechtner, MJE, Milwaukee, Ore.*

**10 a.m. Friday, Park Tower Suite 8219, Lobby Level (40)**

## ADVISING/TEACHING

### Incorporating a photography consultant

For advisers who struggle with photography and attending all those school events. Hire your own photographer to train and work with students. Brian Keller will describe his experience and practice advising photography, while an editor offers input. Attendees will receive practical tips, handouts and candy.

EVALUATION CODE: 3871

*Brian Keller and Andrew Hernandez, Auburn (Wash.) High School*

**10 a.m. Friday, Taylor, Mezzanine Level (40)**

## DESIGN

### It's all about packaging

Mods, sidebars, collections are all names used in creating some sort of a package that will enhance a spread and drive readership and coverage. Find out what's hot and when to use these special packages in your 2014-2015 publication.

EVALUATION CODE: 3286

*Martha Akers, Loudoun Valley High School, Purcellville, Va., and Mike Taylor, Walsworth Yearbooks, Mansfield, Texas*

**10 a.m. Friday, Thurgood Marshall Northeast, Mezzanine Level (450)**

## FEATURED SPEAKER

### What happens next?

During his incredibly short tenure as a journalist — from his time penning columns of frustration for the Nathan High School paper through his time working at KAPP-TV News in Yakima, Washington, to now — the technological barriers to entry have come crashing down. So what happens next? Learning the context of a story is as important as the tools you can use to tell it.

EVALUATION CODE: 4061

*Hari Sreenivasan, NewsHour, New York*

**10 a.m. Friday, Thurgood Marshall Southwest, Mezzanine Level (450)**

## ADVISING/TEACHING

### I'm the adviser, not the editor!

Come learn ways to create and maintain a strong editorial board. Your staff members should be making the important decisions, and a good editorial board facilitates that. We'll share strategies for organizing your editors into a cohesive team of publication managers.

EVALUATION CODE: 2112

*Jon Reese, CJE, Decatur (Ga.) High School*

**10 a.m. Friday, Truman, Mezzanine Level (40)**

## LAW AND ETHICS

### The power of the editorial policy

Sound editorial policies are more important than ever in this changing world of scholastic journalism. Learn how they can protect you, the school and the community. This session is for all media staffs and advisers: print, online or broadcast.

EVALUATION CODE: 3868

*John Bowen, MJE, Kent (Ohio) State University, and Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.*

**10 a.m. Friday, Tyler, Mezzanine Level (40)**

## LAW AND ETHICS

### Ethics: making the tough calls

Plenty has been written about journalism ethics, but it is easier said than done. Journalists constantly find themselves in situations in which ethical behavior requires a lot of discipline and courage. This session will focus on those tough situations and how to handle them ethically.

EVALUATION CODE: 3889

*Joe Mirando, MJE, Southeastern Louisiana University, Hammond, La.*

**10 a.m. Friday, Virginia A, Lobby Level (110)**

## MULTIMEDIA BROADCAST

### Take your newscast to the next level

Move from a daily announcements show to a newscast with real news stories. We'll cover why and how to make edited news packages for your broadcast including how to choose topics, workflow, staffing, grading and more.

EVALUATION CODE: 3998

*Michael Hernandez, Mira Costa High School, Manhattan Beach, Calif.*

**10 a.m. Friday, Virginia B, Lobby Level (110)**

## DESIGN

### 'How do I ...?' using InDesign

This question-and-answer session will show you how to create your designs and layouts using InDesign. A graphic designer will help you on the spot with techniques that may be puzzling you. (Sign up and get ticket at convention registration area. Limit 36)

EVALUATION CODE: 2956

*Hal Schmidt, Balfour Yearbooks, Houston*

**10 a.m. Friday, Virginia C, Lobby Level (36)**

## LAW AND ETHICS, FIRST AMENDMENT STRAND

**Media ethics: do's, don'ts and dilemmas**

Is it OK to clean up a quote or broadcast unconfirmed information? Through discussion and debate, examine real-life case studies and grapple with anonymous sources, privacy, photo manipulation, cleaning up quotations and more. Practice making the tough ethical calls journalists face as they work to be accurate, fair and clear.

EVALUATION CODE: 4044

*Barbara Pearson, Newseum, Washington, D.C.*

**10 a.m. Friday, Washington 2, Exhibition Level (240)**

## DESIGN, CARTOON STRAND

**'Those damn pictures'**

What is it about political cartoons that sparks riots and such outrage? Pulitzer Prize-winning editorial cartoonist Matt Wuerker offers some history and a little science exploring how "those damn pictures," as Boss Tweed called them, get under people's skin.

EVALUATION CODE: 4057

*Matt Wuerker, Politico, Arlington, Va.*

**10 a.m. Friday, Washington 3, Exhibition Level (240)**

## MULTIMEDIA BROADCAST, SPORTS STRAND

**Sports reporting in today's world of journalism**

When John Keim started in the business, one was a reporter. Now one has to almost become a brand. He will share all that must be done by a reporter today, from writing to preparing online videos and podcasts. His advice: Be adaptable and knowledgeable.

EVALUATION CODE: 3891

*John Keim, ESPN, Washington, D.C.*

**10 a.m. Friday, Washington 5, Exhibition Level (190)**

## LEADERSHIP AND TEAM BUILDING

**Your leadership, your future**

When you work on the yearbook or newspaper staff, you are running a business. In this class, we will explore all the ties this experience has to the real world, how to lead effectively, and how to sell your experience on applications and resumes.

EVALUATION CODE: 4027

*Sara Sausker, CJE, Jostens, Bloomington, Minn.*

**10 a.m. Friday, Washington 6, Exhibition Level (110)**

## NEWS GATHERING

**Investigative reporting for your high school newspaper**

What issues in your school and community could lead to compelling investigative reports? This session will focus on providing you with a step-by-step method for conducting an investigation plus investigative story ideas to hold the powerful accountable.

EVALUATION CODE: 3601

*Joseph Bergantino, New England Center for Investigative Reporting, Boston*

**10 a.m. Friday, Wilson A, Mezzanine Level (100)**

## PHOTOJOURNALISM

**Good crop, bad crop**

So many times, a good photo can become a great photo if the photographer takes just a few extra minutes to truly consider the crop before it's placed on the page. Come to this session to learn how to crop to your advantage.

EVALUATION CODE: 2159

*Jill Chittum, MJE, Walsworth Yearbooks, Bella Vista, Ark.*

**10 a.m. Friday, Wilson B, Mezzanine Level (100)**

# University of Iowa Summer Journalism Workshops

[iowajournalism.com](http://iowajournalism.com)

July 26-30, 2015 • Iowa City, Iowa • @iowajournalism • Instagram: iowajournalism

Advanced Graphic Design

Broadcast Journalism

Culture Writing: Food, Fashion & Film

Digital Journalism and Video Storytelling

Investigative Reporting

iPhoneography

Old-School Journalism

Personal Writing: Columns, Blogs, Reviews

Photojournalism

Sports Journalism on Steroids

Student Publication Leadership Academy

Yearbook

# University of Iowa Summer Journalism Workshops

[iowajournalism.com](http://iowajournalism.com)

# FRIDAY ★ 10-11 AM

## ENTREPRENEURSHIP

### Oh my drone!

When we dreamed about owning a drone, we never really expected it to happen. But having a drone is revolutionizing our program, our policy, and our reporting. Learn about our firsthand experience when it comes to this controversial piece of technology.

EVALUATION CODE: 4130

*Julianne McClain, CJE, Megan Ayscue, Abbey Jones, Ben Lee, Rutherford B. Hayes High School, Delaware, Ohio*

**10 a.m. Friday, Wilson C, Mezzanine Level (90)**

## 11 AM

## NEWS GATHERING

### Make 'em laugh; make 'em cry

Wow them with photos and design. But above all else, report the story of their year. Awareness, research, flexibility and teamwork are the four keys to successful coverage. These will give staff the best possible content and formats for their publications. Let's take a look and discuss inspiring trends and classics from former expert student staffs.

EVALUATION CODE: 3975

*Linda Ballew, MJE, Great Falls, Mont.*

**11 a.m. Friday, Coolidge, Mezzanine Level (100)**

## EDITING

### Strategies for editing success

Editing can be a challenging task, especially when you're working with friends and classmates. Learn how to navigate the transition from reporting to editing — and how to enjoy it as much as reporting — from a Washington Post journalist who has done it in high school, college and professionally.

EVALUATION CODE: 4063

*Josh White, The Washington Post*

**11 a.m. Friday, Delaware A, Lobby Level (150)**

## PHOTOJOURNALISM

### The art of photo editing

After photos from an event are taken and before they are used for publication lies a space of wonder, challenge, negotiation and a little magic — photo editing. This isn't how to Photoshop a picture — but how to tell a story best through photos.

EVALUATION CODE: 4133

*Clif Palmberg, CJE, Balfour Yearbooks, Dallas*

**11 a.m. Friday, Delaware B, Lobby Level (150)**

## DESIGN

### Just our type

From traditional to funky, fonts can be a great addition or a huge mistake in design. Learn how to use type effectively in your publications.

EVALUATION CODE: 3857

*Laura Schaub, CJE, Lifetouch, Commerce City, Colo.*

**11 a.m. Friday, Harding, Mezzanine Level (100)**

## EDITING

### Don't tell them: 'Your writing stinks'

Working with members of your staff to improve their writing can be difficult. This session will focus on providing strategies for helping members of your staff through the revision process by focusing on voice, structure and staying on message.

EVALUATION CODE: 3933

*Justin Daigle, CJE, Brighton High School, Brighton, Colo., and Annie Gorenstein, CJE, Arvada (Colo.) West High School*

**11 a.m. Friday, Hoover, Mezzanine Level (100)**

## LEADERSHIP AND TEAM BUILDING

### Lunch with the president (2 hours)

JEA President Mark Newton will have a press conference and lunch with 10 preselected students to discuss JEA and scholastic journalism.

EVALUATION CODE: 3664

*Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.*

**11 a.m.-12:50 p.m. Friday, JEA Suite**

## ADVISING/TEACHING

### Photojournalism for advisers

Whether you're planning to take the CJE exam or just want to learn more about principles of photojournalism, this session is for you. Learn about the elements of composition, camera techniques, file formats and photo management. We'll also cover strategies for how to teach these concepts to your students so they can become more proficient at presenting the visual side of the story.

EVALUATION CODE: 3080

*Starr Sackstein, MJE, World Journalism Prep School, Flushing, N.Y.*

**11 a.m. Friday, Jefferson, Mezzanine Level (40)**

## ADVISING/TEACHING

### Trello: Solving organization and communication breakdowns

Come learn about Trello, a flexible, simple online tool that facilitates effective communication and organization among staff members. This free tool will revolutionize your publication as it helps your staff assign, plan, discuss and manage the ongoing workflow. And it'll make your life easier, too.

EVALUATION CODE: 4007

*Danielle Ryan, MJE, Carlsbad (Calif.) High School*

**11 a.m. Friday, Johnson, Mezzanine Level (40)**

## FEATURED SPEAKER

### This new, hot profession

Journalists never stop learning, honing their skills, using emerging technology and keeping the First Amendment alive. The Washington Post's managing editor oversees all news and features coverage. From his personal experience as a writer, mentor and editor, he will share why journalism is and will remain a hot profession.

EVALUATION CODE: 4101

*Kevin Merida, The Washington Post*

**11 a.m. Friday, Lincoln 2, Exhibition Level (200)**

## DESIGN

### Modern yearbook design

What are the "secrets" behind the designs of award-winning yearbooks? Design trends, like fashion, are constantly changing and evolving. Learn the basic rules of modern, clean, sophisticated design, and how the best books set themselves apart from the rest. Typography and color inspiration will be included.

EVALUATION CODE: 3969

*Katie Krueger, Walsworth Yearbooks, Baltimore*

**11 a.m. Friday, Lincoln 3, Exhibition Level (200)**

## MULTIMEDIA BROADCAST

### 10 fingers to videography

This broadcasting session for beginning students and teachers will show how to develop good videography habits. Attendees will leave session ready to apply and to teach these 10 videography rules. Many resources will be shared.

EVALUATION CODE: 4011

*Bobbi Temple, CJE, Oldham County High School, Buckner, Ky.*

**11 a.m. Friday, Lincoln 4, Exhibition Level (200)**

## LEADERSHIP AND TEAM BUILDING

### Start a movement

Student publications should be doing the kinds of media that would leave a mark on their schools. The kinds of stories that start movements in their hallways. We'll look at some examples of journalists who are making a difference and how they do it.

EVALUATION CODE: 4080

*Scott Winter, Bethel University, St. Paul, Minn.*

**11 a.m. Friday, Lincoln 5, Exhibition Level (300)**

## DESIGN, CARTOON STRAND

### Cartoons authorities don't want you to see

"Art to Die For," works of cartoonists who have been threatened and imprisoned, and "Hidden Heroes of Iranian Cartooning," a collection of contemporary cartoons from Iranians both at home and in the Diaspora, are shared. The cartoons reflect how cartoonists see themselves and their world in contemporary political situations.

EVALUATION CODE: 4056

*Nikahang Kowsar, Khodnevis.org, Burke, Va., and Robert Russell, Cartoonists Rights Network International, Burke, Va.*

**11 a.m. Friday, Lincoln 6, Exhibition Level (300)**

## WRITING, LITERARY MAGAZINE STRAND

### Developing short fiction from the inside out

Explore the beginning, middle and end process of writing short fiction from the inside out: how to choose topics that help students tune

into the deepest parts of their psyches; how to structure the impulses that trigger such stories; and how to edit every word that does not keep the bandwidth of these stories clear, strong and vital.

EVALUATION CODE: 4104

*Bill Griffiths, Walter Johnson High School, Bethesda, Md.*

**11 a.m. Friday, Madison A, Mezzanine Level (75)**

#### LEADERSHIP AND TEAM BUILDING

### Oh JOY!

Are you interested in applying for the Journalist of the Year scholarships? This session will cover the basics of applying, the changes to this year's contest and the keys to create the winning portfolio.

EVALUATION CODE: 4161

*Rebecca Pollard, CJE, Heritage High School, Frisco, Texas, and Taylor Blatchford, University of Missouri, Columbia, Mo.*

**11 a.m. Friday, Madison B, Mezzanine Level (75)**

#### LAW AND ETHICS

### Red, yellow, green: Tough ethical calls

Students hash out some of the tough calls editors must make. By using ethics cards to flash their opinions, they see how ethical decisions are suggested, reversed and settled depending on a discussion among their peers.

EVALUATION CODE: 3855

*Joe Grimm, Michigan State University, East Lansing, Mich.*

**11 a.m. Friday, Marriott Balcony A, Mezzanine Level (120)**

#### ADVISING/TEACHING

### Private school publication pride

A moderated discussion of the challenges and rewards of advising publications in private schools. Staffers who need advice and encouragement are welcome, too. If you have publications to share, bring extras.

EVALUATION CODE: 4003

*Marsha Kalkowski, MJE, Marian High School, Omaha, Neb.*

**11 a.m. Friday, Marriott Balcony B, Mezzanine Level (120)**

#### NEWS GATHERING

### The future of media and innovative storytelling

People consume and interact with information in new ways. The future of storytelling is immersive experiences that take the viewer into the story using technologies such as the Oculus Rift, Kinect and LeapMotion. See emerging technologies and learn how they will change storytelling.

EVALUATION CODE: 4111

*Steven King, University of North Carolina, Chapel Hill, N.C.*

**11 a.m. Friday, Marriott Ballroom, Lobby Level (2,800)**

#### DESIGN

### When yearbooks go bad

What happened when this former adviser cracked open her high school yearbooks? She was horrified, then used them as teaching tools. Learn valuable lessons in theme development, design, writing and ethics through these hilarious yearbook don'ts.

EVALUATION CODE: 3906

*Lysie Brenner, CJE, Grads Photography, Glendale, Ariz.*

**11 a.m. Friday, Maryland A, Lobby Level (115)**

#### DESIGN

### From inspiration to adaptation

We see cool stuff all around us, but how do we make it work for our publications? This session helps develop more than just the media eye, making inspiration a reality via both visuals and verbals. You'll leave this session with ideas to implement immediately.

EVALUATION CODE: 4024

*Kristi Rathbun, CJE, Rock Canyon High School, Highlands Ranch, Colo., and Rob Rathbun, Balfour Yearbooks, Denver*

**11 a.m. Friday, Maryland B, Lobby Level (115)**

#### WRITING

### Avoiding column chaos

If you are a high school newspaper columnist who has never struggled for an idea, you will someday. This session, led by a veteran newspaper columnist, will give you many ideas for columns and help you avoid the deadline blues.

EVALUATION CODE: 3942

*Mike Doyle, CJE, Belvidere, Ill.*

**11 a.m. Friday, Maryland C, Lobby Level (115)**

#### ADVISING/TEACHING

### Yearbook adviser round table

If you're new to advising a yearbook and need tips on organization, lesson planning, grading or staff management, come to this informal session to ask questions, solve problems and benefit from the experience of JEA mentors.

EVALUATION CODE: 4220

*Carmen Wendt, MJE, Scottsdale, Ariz., and Carol Strauss, Newport Beach, Calif.*

**11 a.m. Friday, Park Tower Suite 8219, Lobby Level (40)**

#### CONTEST

### Write-off contest 41: on-air reporter

Those entered in the on-air reporter contest will meet to write and get their taping assignment. Contest ID label must be shown to enter.

**11 a.m. Friday, Taft, Mezzanine Level (40)**

#### ADVISING/TEACHING

### Expanding our reach (finding unicorns)

Journalism needs young professionals who not only can report across platforms but also can think entrepreneurially and make the most of technology. Our secondary and collegiate

programs need to expand their appeal beyond those who like to work with words and visuals. Let's explore how.

EVALUATION CODE: 4004

*Tim Regan-Porter, Center for Collaborative Journalism, Macon, Ga.*

**11 a.m. Friday, Taylor, Mezzanine Level (40)**

#### NEWS GATHERING

### How to cover tragedy

When disaster strikes, reporters need to be there to cover the aftermath. It's hard work to make sense of tragedy. Here are a few tips on how to do it based on one reporter's experience.

EVALUATION CODE: 3898

*T. Rees Shapiro, The Washington Post*

**11 a.m. Friday, Thurgood Marshall Northeast, Mezzanine Level (450)**

#### PHOTOJOURNALISM

### Photos in 5

Great photography doesn't happen by accident. This session will give you five simple steps to improve your photography, improve your publication, and maybe get you one step closer to award-winning images.

EVALUATION CODE: 4001

*Jed Palmer, CJE, Sierra Middle School, Parker, Colo., and Erik Austin, Cheyenne Mountain High School, Colorado Springs, Colo.*

**11 a.m. Friday, Thurgood Marshall Southwest, Mezzanine Level (450)**

#### ADVISING/TEACHING

### Teach basics with Defining Moments unit

This teaching unit incorporates the basics of interviewing, telling a story through quotes, journalism style and editing. Using the DM unit at the beginning of a semester can help advisers establish the importance of following directions, paying attention to details and being consistent.

EVALUATION CODE: 3943

*Karen Flowers, CJE, University of South Carolina, Columbia, S.C.*

**11 a.m. Friday, Truman, Mezzanine Level (40)**

#### ADVISING/TEACHING

### JEA One Book discussion

Whether you read this journalism classic for the first time or reread it, join us as we discuss this fall's JEA One Book, "All the President's Men."

EVALUATION CODE: 3952

*Evelyn Lauer, CJE, Niles West High School, Skokie, Ill.*

**11 a.m. Friday, Tyler, Mezzanine Level (40)**

#### LEADERSHIP AND TEAM BUILDING

### From newspaper to newsmagazine

No one reads your newspaper? Tired of the format? Then change. Find out how one staff overhauled its product from a newspaper to a newsmagazine and used social media to create a vital, useful, award-winning brand.

EVALUATION CODE: 3939

Nicole Eshelman, *Matoaca High School, Chesterfield, Va.*  
**11 a.m. Friday, Virginia A, Lobby Level (110)**

MULTIMEDIA BROADCAST

## Sit up straight; elbows off the table

When you're on TV, look and voice matter. One misplaced hair or ruffled collar can pull attention away from your message. A creaky voice might get you the wrong kind of attention. Get on-air presence and voice tips for reporting and anchoring.

EVALUATION CODE: 3862

Susan Gregory, *MJE, Conestoga High School, Berwyn, Pa.*

**11 a.m. Friday, Virginia B, Lobby Level (110)**

DESIGN

## InDesign tricks and tips

Learn how to be more creative and productive with InDesign software. (Sign up and get ticket at the registration area. Limit 36.)

EVALUATION CODE: 3102

Linda Drake, *MJE, Chase County Junior-Senior High School, Cottonwood Falls, Kan.*

**11 a.m. Friday, Virginia C, Lobby Level (36)**

MULTIMEDIA BROADCAST

## Multimedia sports writing in a digital classroom

If you're not using audio, video and social media to complement your print and online sports coverage, you're not effectively reaching your 21st century audience. Learn how to use your smartphone and tablet to take your sports section to the next level.

EVALUATION CODE: 3903

Jason Block, *CJE, Prospect High School, Mount Prospect, Ill.*

**11 a.m. Friday, Washington 1, Exhibition Level (240)**

WEB

## 15 for '15

Fifteen things today's online news staff should think about and do for 2015 — and beyond.

EVALUATION CODE: 3953

Logan Aimone, *MJE, School Newspapers Online, Burnsville, Minn.*

**11 a.m. Friday, Washington 2, Exhibition Level (240)**

WRITING

## Same story, different lens

As reporters, potential stories are presented to us every day and in multiple contexts. These stories can be told through varying angles to appeal to different reader interests both in print and online. Come find out how to cover a story from multiple angles and to present it for different audiences.

EVALUATION CODE: 4091

David Ragsdale, *CJE, Susanna Conine-Nakano and Robert Walker, Clarke Central High School, Athens, Ga.*

**11 a.m. Friday, Washington 3, Exhibition Level (240)**

FEATURED SPEAKER, FIRST AMENDMENT STRAND

## Empower student voices for a free, just society

In the "land of the free," have we become afraid of freedom? Too many schools suppress student speech, censor school newspapers and ignore religious freedom. Giving students a meaningful voice in schools can strengthen democracy and expand liberty. It's time to empower student voice. Here's how.

EVALUATION CODE: 4045

Charles Haynes, *Religious Freedom Center, Newseum Institute, Washington, D.C.*

**11 a.m. Friday, Washington 5, Exhibition Level (190)**

LEADERSHIP AND TEAM BUILDING

## Deadlines, fun and sanity

Seriously, can that happen at the same time? Having fun while working with a full staff is possible even when dealing with the stresses of deadlines. We'll talk about how to create a fun working environment for all your staff and still meet deadlines.

EVALUATION CODE: 2902

Sara Gonzales, *Cypress Lakes High School, Katy, Texas*

**11 a.m. Friday, Washington 6, Exhibition Level (110)**

WRITING

## What's a very good place to start?

How to start strong to engage your readers and focus your stories. In this presentation, you'll learn how to write a great lede for every story using the 5 W's and H, plus a few other tricks.

EVALUATION CODE: 4120

Vicki McCash Brennan, *CJE, St. Petersburg, Fla.*

**11 a.m. Friday, Wilson A, Mezzanine Level (100)**

PHOTOJOURNALISM

## Understanding aperture and shutter speed

Do you have a high-powered professional-grade camera with a million bells and whistles? That's great, but if you don't know what aperture and shutter speed means you're not using that tool to its fullest potential. This session will help you improve image exposures.

EVALUATION CODE: 3938

Jill Chittum, *MJE, Walsworth Yearbooks, Bella Vista, Ark.*

**11 a.m. Friday, Wilson B, Mezzanine Level (100)**

WRITING

## Writing people will read

This energetic session will help students and advisers learn to tell stories about people and events that will have readers reading to the last word. There is no such thing as a boring story, just boring writing. Learn to avoid it.

EVALUATION CODE: 2118

Judy Babb, *West Mesquite High School, Mesquite, Texas*

**11 a.m. Friday, Wilson C, Mezzanine Level (90)**

## NOON

ADVISER EVENT

## ★ Adviser luncheon at the National Press Club

Meet at the National Press Club, "The Place Where News Happens," for more than 100 years. Lunch will be served in the ballroom where world leaders address media, guests and a global audience in print, on air and online.

Larry Kaplow, NPR Middle East editor, will be the luncheon speaker. He was a freelance journalist in Mexico City and a Baghdad bureau chief for Newsweek.

Directions to the National Press Club are on Page 6, in the Adviser Hospitality room (Washington 4) and on the convention website. Those who have a ticket for the bus may board at the 24th Street entrance beginning at 11 a.m. Others may take public transportation or their own vehicle. Plan 30 minutes each way for travel to the National Press Club.

Preregistration was required. Please bring your meal ticket. Balfour is the luncheon sponsor.

**Noon-1:30 p.m. Friday, National Press Club, 529 14th St. NW, Washington, D.C.**

WRITING

## Captions in 1, 2, 3

Captions. They're the most read text in your publication, and one of the easiest things to do poorly. If your captions need a boost, come pick up a few tips and an easy format to use that will take your coverage to the next level.

EVALUATION CODE: 4141

Mike Simons, *CJE, Corning-Painted Post High School, Corning, N.Y.*

**Noon Friday, Coolidge, Mezzanine Level (100)**

ADVISING/TEACHING

## AP style primer for advisers

This session is aimed at advisers planning to take the JEA Certified Journalism Educator exam, but also is a great refresher for students or advisers looking to brush up on their knowledge of Associated Press style.

EVALUATION CODE: 4138

Joe Humphrey, *MJE, Hillsborough High School, Tampa, Fla.*

**Noon Friday, Delaware A, Lobby Level (150)**

DESIGN

## The best of newspaper design

We will look at award-winning newspapers to see what elements make them so good, examine their pages and get ideas for making your publication even better. Those who attend this session also will get access to the presentation to download for themselves.

EVALUATION CODE: 2300

Linda Barrington, *MJE, Mount Mary University, Milwaukee*

**Noon Friday, Delaware B, Lobby Level (150)**



## DESIGN

### The devil's in the difference

Achieving effective contrast in design — whether in terms of type, shape, color or photo content — makes all the difference in the world. Here, you'll explore what the professionals are doing and learn how to apply these strategies to your own book.

EVALUATION CODE: 3110

*Brenda Field, CJE, Glenbrook South High School, Glenview, Ill.*

**Noon Friday, Harding, Mezzanine Level (100)**

## NEWS LITERACY

### News literacy: teaching the demand side

The session will focus on how the News Literacy Project teaches news literacy — how to know what to believe in the digital age — to middle and high school students nationally. The session will include handouts and open-access resources for educators.

EVALUATION CODE: 3910

*Alan Miller, The News Literacy Project, Bethesda, Md.*

**Noon Friday, Hoover, Mezzanine Level (100)**

## ENTREPRENEURSHIP

### Making money!

Does your publication struggle to make ends meet? This session will provide ideas and methods for generating revenue when your

publication budget is tight.

EVALUATION CODE: 4209

*Melanie Huynh-Duc, Northwest Guilford High School, Greensboro, N.C.*

**Noon Friday, Jefferson**

## ADVISING/TEACHING

### Role and history of media for advisers

For teachers who are preparing for the CJE test, this session offers a brief review of the most important events and individuals in journalism history and the functions of the mass media in modern American society. Sample questions will be discussed if time permits.

EVALUATION CODE: 2178

*Joe Miranda, MJE, Southeastern Louisiana University, Hammond, La.*

**Noon Friday, Johnson, Mezzanine Level (40)**

## WRITING

### A good story gets better

Most high school newspapers do a great job writing average stories. Let's take that average story and make it great. We will look at several different stories and what made them great. Be prepared to share in this session.

EVALUATION CODE: 3900

*Jeanne Acton, University Interscholastic League, Austin, Texas*

**Noon Friday, Lincoln 2, Exhibition Level (200)**

## ADVISING/TEACHING

### Twitter for collaboration

Be a part of the global conversation by learning about Twitter chats and how to participate as a staff or by yourself. Learn to use social media to engage in professional learning and collaboration.

EVALUATION CODE: 3847

*Starr Sackstein, MJE, World Journalism Prep School, Flushing, N.Y.*

**Noon Friday, Lincoln 3, Exhibition Level (200)**

## MULTIMEDIA BROADCAST

### How video editing is like making pizza

Video editing is all about having the right ingredients. Learn how good editing can make great video come to life.

EVALUATION CODE: 4023

*Matt Rasgorshak, Westside High School, Omaha, Neb.*

**Noon Friday, Lincoln 4, Exhibition Level (200)**

## FEATURED SPEAKER, PHOTOJOURNALISM

### Crafting photo stories and portfolio building

We explore the how-to's of crafting photo stories from idea to publication. We discuss best practices for determining the visual opportunities for a photo assignment —

PRINTERS OF QUALITY STUDENT NEWSPAPERS

# School Paper Express

[www.schoolpaperexpress.com](http://www.schoolpaperexpress.com)

School Paper Express • 84 E. Main St. • Wappingers Falls, N.Y. 12590 • 845-297-9900 • [info@schoolpaperexpress.com](mailto:info@schoolpaperexpress.com)



Photos by Jan M. Reid, Publications Adviser



Pictured: Sarah Schneider, co-editor-in-chief of The Hurricane, Cape Fear Academy, Wilmington, North Carolina

If you haven't already heard about  
*School Paper Express*  
Here's what we have to offer.

#### 📦 Low Prices

Our prices are lower than most and guaranteed for the entire school year.

#### 📦 High Quality Printing

Request printed samples of newsprint and our paper upgrades 35# high bright and 50# offset.

#### 📦 No Scheduling Hassles

We schedule our workday as the files arrive. Once we receive your file, our goal is to get your newspapers back to you as soon as possible.

#### 📦 Quick Turnaround

If your file arrives in the morning M-F (EST), we will print and ship that same day. If we receive your file later in the day, we continue to print until our last UPS pickup. If not, your paper will be printed first thing the next morning.

#### 📦 Free Shipping

All our prices include UPS Ground shipping. We also offer expedited shipping, if you need your papers sooner.

#### 📦 No Job is Too Small

Even if your newspaper is an online edition, we would be happy to print any of your special editions such as a back-to-school issue, homecoming, or an end-of-the-year senior keepsake.

#### 📦 Expert Assistance

If you need assistance with your files, just give our art department a call or email, we love to help.

#### 📦 No Contract

We feel if we provide quality printing and great service at a competitive price, you will stay with us.

#### 📦 Billing

We try to make this as simple as possible, send us your file, we'll print and ship, then bill your school directly.

[www.schoolpaperexpress.com](http://www.schoolpaperexpress.com)

conceptualizing with writers, discussing creative direction with photographers and meeting the needs of digital and print platforms. We talk about photo editing for all platforms and show how to develop a professional portfolio.

EVALUATION CODE: 4100

*May-Ying Lam, Dee Swann and Jennifer Beeson Gregory, The Washington Post*

**Noon Friday, Lincoln 5, Exhibition Level (300)**

NEWS GATHERING

## Come together, right now

Hear how the Knight Foundation-funded Center for Collaborative Journalism is bringing various media together to serve a community. In some ways, this parallels the convergence initiatives of many high school programs. Let's learn from each other in this interactive session.

EVALUATION CODE: 4002

*Adam Ragusea and Tim Regan-Porter, Center for Collaborative Journalism, Macon, Ga.*

**Noon Friday, Lincoln 6, Exhibition Level (300)**

LAW AND ETHICS

## Fighting prior review and censorship

This Wisconsin staff will explain its experience of prior review and censorship following the publication of a story this past year on rape culture at school. The focus will be on understanding student press rights as well as where everyone stands and how to get more protections.

EVALUATION CODE: 3937

*Matthew Smith, Brittany Lange and Katie Nett, Fond du Lac (Wis.) High School, and Tanvi Kumar, George Washington University, Washington, D.C.*

**Noon Friday, Madison A, Mezzanine Level (75)**

ADVISING/TEACHING

## There's an app for that

Google and Apple offer numerous apps that are useful in and out of the classroom. Come learn about some photography, inventory and management apps you can put to use right away.

EVALUATION CODE: 3911

*Hal Schmidt, BalFour Yearbooks, Houston, and Andrea Negri, CJE, Alief Hastings High School, Houston*

**Noon Friday, Madison B, Mezzanine Level (75)**

LEADERSHIP AND TEAM BUILDING

## It's no wonder colleges want me

Journalism students possess a skill set that is highly valued. Motivation, organization, project management, finances and communication make a publication leader a prized addition to any college. Share ideas and skills that make you a top draft pick. Editors only; no advisers, please.

EVALUATION CODE: 3879

*Sheryl Fulton, Jostens, Topeka, Kan.; Bonnie Blackman, CJE, Jostens, Ocean, N.J.; and Linda Chambers, Nashville, Tenn.*

**Noon Friday, Marriott Balcony A, Mezzanine Level (120)**

LEADERSHIP AND TEAM BUILDING

## How to be a more effective editor

An editor doesn't have to be a writer's worst enemy; a good editor can be a writer's best friend. This session helps editors develop stronger relationships with writers, effective communication strategies and techniques for providing feedback that brings out the best in the team.

EVALUATION CODE: 3558

*Megan Fitzgerald, Nova Southeastern University, Fort Lauderdale, Fla.*

**Noon Friday, Marriott Balcony B, Mezzanine Level (120)**

LEADERSHIP AND TEAM BUILDING

## It's all Greek to me

Building a staff bond that is inseparable requires pushing the idea of family. This fraternal bond can never be separated. In this session, learn about ways to develop a strong staff culture that brings in newbies and keeps the old ones coming back.

EVALUATION CODE: 3890

*Patrick Johnson, CJE, Antioch (Ill.) Community High School*

**Noon Friday, Maryland A, Lobby Level (115)**

ADVISING/TEACHING

## What to do when things go wrong

It's bound to happen — a student is left out of the book and the parent is upset, or something sneaks through your rigid proofing guidelines. So what now? Let's chat about options you have when things go wrong.

EVALUATION CODE: 4149

*Kris Mateski, Walsworth Yearbooks, Overland Park, Kan.*

**Noon Friday, Maryland B, Lobby Level (115)**

WEB

## 50 tips to improve your website

Regardless of your platform or theme, learn best practices to make your site stand out. We'll rattle off at least 50 tips in a fast-paced session.

EVALUATION CODE: 3967

*Kari Koshiol, Benilde-St Margaret's School, St. Louis Park, Minn.*

**Noon Friday, Maryland C, Lobby Level (115)**

CONTEST

## Write-off contest 42: broadcast newswriting

Those entered in this contest will compete at this time. Contest ID label must be shown. Don't forget contest supplies, if required.

**Noon Friday, McKinley, Mezzanine Level (70)**

ADVISING/TEACHING

## Building next year's staff

Come discuss recruiting good students for your publication staff, generating/updating a staff manual, using portfolios for semester exams and justifying to administrators how journalism meets Common Core State Standards. Access

to an Edmodo account with endless resources is included.

EVALUATION CODE: 4026

*Julia Satterthwaite, CJE, Rochester High School, Rochester Hills, Mich.*

**Noon Friday, Taylor, Mezzanine Level (40)**

PHOTOJOURNALISM

## Shoot sports like the pros

Use these tips from the professionals to take your publication's sports photography to the limit. Follow this adviser's quest to become a member of the Sports Shooter online community.

EVALUATION CODE: 3877

*Tim Morley, CJE, Inland Lakes High School, Indian River, Mich.*

**Noon Friday, Thurgood Marshall Northeast, Mezzanine Level (450)**

DESIGN

## The WOW factor

Page designers could be the answer to saving our publications. Turn gray, text-heavy pages into an eye-popping experience. You'll get 60 new page designs and even more story ideas in this slick, fast-paced PowerPoint presentation. Leave with creative ideas and a ton of ways to wow your students.

EVALUATION CODE: 4134

*Jim McGonnell, New Smyrna Beach, Fla.*

**Noon Friday, Thurgood Marshall Southwest, Mezzanine Level (450)**

LEADERSHIP AND TEAM BUILDING

## Recruit like your competition

Don't just "hope" a superstar walks into the journalism room; count on it. See proven methods and discuss ideas designed to succeed for all sizes and situations. Why should the sports teams and music programs snag all the superstars? Compete.

EVALUATION CODE: 4182

*Dean Hume, Lakota East High School, Liberty Township, Ohio*

**Noon Friday, Tyler, Mezzanine Level (40)**

MULTIMEDIA BROADCAST

## How to shoot a video interview

We will discuss proper methods and equipment options for shooting a video interview.

Topics will include preproduction, exposure, framing, lighting, sound and postproduction.

EVALUATION CODE: 3955

*Bryan Baker, Elon (N.C.) University*

**Noon Friday, Virginia B, Lobby Level (110)**

PHOTOJOURNALISM

## Photoshop in an hour

If you've never used Photoshop and want to learn all you can about it in an hour, this session is for you. It's hands-on and will cover the basic tools, filters and functions you can use as soon as you get back to school. (Sign up and get ticket at registration. Limit 36.)

EVALUATION CODE: 3589

*Rod Satterthwaite, MJE, Grosse Pointe South High School, Grosse Pointe Farms, Mich.*

**Noon Friday, Virginia C, Lobby Level (36)**

LAW AND ETHICS, FIRST AMENDMENT STRAND

**KKK marches, flag burning and the First Amendment**

Is the First Amendment too radical for comfort? The program features court decisions that have defined protections for frightening speech such as KKK marches; symbolic speech such as flag burning and reporting classified information such as leaks by Edward Snowden and Bradley Manning.

EVALUATION CODE: 3909

*Teresa Keller, Emory and Henry College, Emory, Va.*

**Noon Friday, Washington 1, Exhibition Level (240)**

DESIGN

**How to avoid yearbook's top 10 mistakes**

Despite all the blood, sweat and tears, all yearbook veterans know it's inevitable: You made some mistakes, and most of them were avoidable. This session will take you through yearbook's top 10 mistakes and how to avoid them.

EVALUATION CODE: 3053

*Meghan Percival, CJE, McLean (Va.) High School, and Erinn Harris, CJE, TJ Media, Alexandria, Va.*

**Noon Friday, Washington 2, Exhibition Level (240)**

DESIGN, CARTOON STRAND

**Hands-on practice for editorial cartoonists**

Editorial cartoonists, bring pencil and paper to an informal jam session. Review drawing techniques, get tips for homing in on an idea from the whole interview and receive a short critique of what you have drawn on the spot.

EVALUATION CODE: 4074

*Michael Cavna, The Washington Post*

**Noon Friday, Washington 3, Exhibition Level (240)**

WRITING

**How to write editorials people read**

The editorial is the heart of the newspaper. Learn how to take a stand on topics your readers care about and how to make a difference in your school by making strong arguments for change.

EVALUATION CODE: 4153

*Kathleen Neumeyer, Harvard-Westlake School, Studio City, Calif.*

**Noon Friday, Washington 5, Exhibition Level (190)**

DESIGN

**Think fancy thoughts**

Don't just think outside the box ... tear the box apart by learning how to think creatively. Get fancy with tips, tricks and activities to inspire creative thinking among your staff. Then put that creativity to use by learning how to transform inspirational pieces into yearbook-worthy designs.

EVALUATION CODE: 4008

*Sabrina Schmitz, Walsworth Yearbooks, New Port Richey, Fla.*

**Noon Friday, Washington 6, Exhibition Level (110)**

PHOTOJOURNALISM

**The environmental portrait**

Portraits can be more than sticking someone up against a plain background and trying to get them to smile. Come look at examples and talk about the power of portraits that tell readers something about the subject.

EVALUATION CODE: 2226

*Mark Murray, Arlington (Texas) ISD, Arlington*

**Noon Friday, Wilson A, Mezzanine Level (100)**

# FREE THE PRESS

february 27-march 1

# SIPA 2015

90th anniversary of the southern interscholastic press association

<http://sipa.sc.edu>

# FRIDAY ★ NOON-1 PM

## WRITING

### Journalism of ideas: 100+ crazy, cool and shocking stories

Sleep texting. Taylor Swift impersonators. Squirrel attacks. This speaker, author of the book "Journalism of Ideas," will share a slew of eye-popping, award-winning, off-the-wall stories recently published in college media. Get ready to laugh, cry, hide your eyes and be inspired.

EVALUATION CODE: 4147

*Dan Reimold, St. Joseph's University, Philadelphia*  
Noon Friday, Wilson B, Mezzanine Level (100)

## LAW AND ETHICS

### The law of social media

We know the First Amendment doesn't stop at the schoolhouse gate, but what about at the Wi-Fi modem? Social media liberates students to publish cost-free around the clock — but it also may be bringing school punitive authority into the living room. How does the law treat speech on Twitter, Instagram and other Web 2.0 platforms?

EVALUATION CODE: 4095

*Frank LoMonte, Student Press Law Center, Arlington, Va.*

Noon Friday, Wilson C, Mezzanine Level (90)

## 1 PM

## WRITING, LITERARY MAGAZINE STRAND

### Securing submissions and working with contributors

Procuring the best of your peers' art, music, photography, writing and more is key to any magazine's success. Learn outreach, interactive tools and promotion ideas to capture your school's premier artists and writers.

EVALUATION CODE: 4067

*Susan McLain Sullivan, Oakton High School, Vienna, Va.*

1 p.m. Friday, Coolidge, Mezzanine Level (100)

## ADVISING/TEACHING

### Teaching journalism for English credit

Tired of trying to convince your administration of the benefits of journalism? Come hear this adviser's experience with teaching journalism as students' primary English course, and take home some tips to develop your own Common Core-friendly program.

EVALUATION CODE: 3263

*Julianne McClain, CJE, Rutherford B. Hayes High School, Delaware, Ohio*

1 p.m. Friday, Delaware A, Lobby Level (150)

## WEB

### Who's clicking?

How are visitors finding your website, stories and videos? How did they get to your site? Learn to decipher the charts and graphs of Google Analytics, which key information to follow and how to use the data to make decisions about improving traffic.

EVALUATION CODE: 4013

*Jason Wallestad, Benilde-St. Margaret's School, St. Louis Park, Minn.*

1 p.m. Friday, Delaware B, Lobby Level (150)

## ENTREPRENEURSHIP

### APPLY social media to your publication

Leverage social media to promote your publication and reach a wider audience. We will explore how to use apps for marketing, communication and workflow management. Keep your data in the cloud and your reporters on the pavement with these tools.

EVALUATION CODE: 4028

*Jackson Stoess, Walsworth Yearbooks, Knoxville, Tenn.*

1 p.m. Friday, Harding, Mezzanine Level (100)

## THE FUTURE OF JOURNALISM JUST ARRIVED



### Social News

Follow your high school newspaper and discover news from around the country.

See what news your friends are reading and boost stories to the front page.

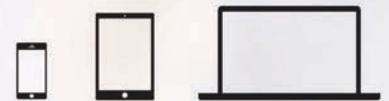
### Social Newsroom

Collaborate with your editorial team on each story.

Get a bird's eye view of the activity in your newsroom.

### All in One Place

And any device



SCRIPBE

www.scripbe.com

WEB

**Media innovation and interactive media**

Today's journalists are not just reporters. We are coders, designers, data miners, game makers and mostly tech nerds who believe in the power of story. Come learn about nontraditional media fields where recent graduates are getting exciting jobs at places such as Google, NYTimes and Hulu.

EVALUATION CODE: 4112

*Steven King, University of North Carolina, Chapel Hill, N.C.*

**1 p.m. Friday, Hoover, Mezzanine Level (100)**

ADVISING/TEACHING

**CJE/MJE certification study session**

Teachers who will be taking the JEA certification tests today are invited to this study session.

EVALUATION CODE: 2045

*Kim Green, MJE, Columbus (Ind.) North High School*

**1 p.m. Friday, Jefferson, Mezzanine Level (40)**

ADVISING/TEACHING

**Using Google Docs to streamline your publication**

Google Docs can revolutionize your publications staff, budgets and ads, and the process you use to edit student stories and submissions. In this session, advisers learn to use Google Docs in practical ways to keep their publications organized through collaborative documents and folders.

EVALUATION CODE: 4136

*Michelle Blum, Warsaw (Ind.) Community High School*

**1 p.m. Friday, Johnson, Mezzanine Level (40)**

ENTREPRENEURSHIP

**The best yearbook is a sold-out yearbook**

Let's face it. You spend all year creating a great yearbook and too often students aren't aware of the yearbook sale until it's too late. This session examines the marketing methods used by big brands such as Coke, Apple and Starbucks and adapts these techniques to yearbook sales. You'll learn tips and tricks to think differently about coverage, meet your customers' wants and dramatically improve sales.

EVALUATION CODE: 4186

*LeeAnn Polster and Randy Elliott, Balfour Yearbooks, Dallas*

**1 p.m. Friday, Lincoln 2, Exhibition Level (200)**

WRITING

**Short and sweet: yearbook alternative copy**

Become a masterful storyteller that your yearbook audience will crave reading. When exhaustively brainstormed, fact/figure/feeling packages can stand alone to capture the daily routines, major events and unique personalities. Or focused content modules can be combined into packages to present interesting angles to

any single topic.

EVALUATION CODE: 4036

*Casey Nichols, CJE, Rocklin (Calif.) High School, and John Cutsinger, CJE, Jostens, Ocoee, Fla.*

**1 p.m. Friday, Lincoln 3, Exhibition Level (200)**

MULTIMEDIA BROADCAST

**Broadcast story structure**

Get real, tangible ways to simply and easily incorporate broadcast and video stories into all of your school publications. In this session, we will cover soundbites, b-roll, natural sound, finding those "golden nuggets," and the basics of telling a solid broadcast story.

EVALUATION CODE: 3919

*Don Goble, Ladue Horton Watkins High School, St. Louis*

**1 p.m. Friday, Lincoln 4, Exhibition Level (200)**

PHOTOJOURNALISM

**Picture editing (not Photoshop)**

What makes a photograph good? We will dissect the concept of what makes a photograph good in the context of its use. You WILL be able to complete this statement, "I like this photo because ...." This is NOT Photoshop; this is the OTHER kind of editing.

EVALUATION CODE: 4086

*Greg Cooper, Brooks Institute, Ventura, Calif.*

**1 p.m. Friday, Lincoln 5, Exhibition Level (300)**

WEB

**Platforms nine and three-quarters**

Hear from professional multi-platform journalists about the joys and challenges of reporting across platforms (print, radio, TV, Web, mobile and social media). These reporters juggle the demands of these platforms, including their various deadlines, while also teaching students to do the same.

EVALUATION CODE: 4000

*Adam Ragusea, Center for Collaborative Journalism, Macon, Ga., and Grant Blankenship, Georgia Public Broadcasting, Macon, Ga.*

**1 p.m. Friday, Lincoln 6, Exhibition Level (300)**

ADVISING/TEACHING

**Advising for the first time**

This session focuses on advisers who have taught three or fewer years and who need help organizing their staffs. Come get tips on how to manage all the different tasks associated with advising a program.

EVALUATION CODE: 4109

*Cassandra Workman, CJE, Centennial High School, Las Vegas*

**1 p.m. Friday, Madison A, Mezzanine Level (75)**

ADVISING/TEACHING

**Multimedia Mondays: telling the best stories**

This session will assist advisers in transitioning to digital in the upcoming year (and still maintaining print) by showing a model of how

to teach and advise using "4Ms: Multimedia Mondays," while still generating content daily on the Web and for a quarterly magazine.

EVALUATION CODE: 3257

*Patrick Johnson, CJE, Antioch (Ill.) Community High School*

**1 p.m. Friday, Madison B, Mezzanine Level (75)**

WRITING

**A truly useful session on review writing**

Why should anyone care what you think about what you review? What is the difference between reviewing something and "liking" it? Come learn the art of reviewing and come away with a basic writing map to help you review almost anything.

EVALUATION CODE: 3746

*Janet Ewell, MJE, Huntington Beach, Calif.*

**1 p.m. Friday, Maryland A, Lobby Level (115)**

DESIGN

**Design in mind**

Your content may be brilliant, but no one will look at it if it's not visually pleasing. Learn how to entice your readers to stay with you until the end with these tips, trends and industry secrets. Ideal for yearbook and newsmagazine.

EVALUATION CODE: 4031

*Jennifer Thompson, Picaboo Yearbooks, North Little Rock, Ark.*

**1 p.m. Friday, Maryland B, Lobby Level (115)**

NEWS GATHERING

**Nose to the ground: be a news hound**

This session explores ways to find leads and to uncover great stories. Among some of the topics covered: generating story ideas that are local and relevant, finding the best sources to interview, asking the tough questions and accessing public records.

EVALUATION CODE: 3851

*Cyndi Crothers-Hyatt, CJE, Conestoga High School, Berwyn, Pa., and Jenna Spoot, George Washington University, Washington, D.C.*

**1 p.m. Friday, Maryland C, Lobby Level (115)**

ENTREPRENEURSHIP

**Branding your publication or online news site**

How is your newspaper, magazine, yearbook, online news site perceived at your school? Attend this session to learn more about branding your school media.

EVALUATION CODE: 4201

*Daniel M. Haygood, Elon (N.C.) University*

**1 p.m. Friday, Taylor, Mezzanine Level (40)**

CONTEST

**Write-off moderators check-in**

Those who have agreed to moderate JEA's Write-off contests must check in between 1 and 3:30 p.m. to get instructions and supplies.

**1-3:30 p.m. Friday, Park Tower Suite 8206, Lobby Level (40)**

WEB

## History of the Internet

How did we get the Internet and the World Wide Web? This is an overview of the history of online communication as it has come to be in our world today and how it originated. It includes a responsible look at Internet future. EVALUATION CODE: 3887

*Amy Kinney, Spectrum High School, Elk River, Minn.*

**1 p.m. Friday, Truman, Mezzanine Level (40)**

LAW AND ETHICS

## Dropping the journalistic F-bomb

You say your mother loves you — check it out. Sometimes that may require a lot of digging. This session will look at access to public records and freedom of information — including those dreaded four letters that begin with F — FOIA. EVALUATION CODE: 3318

*Stan Zoller, MJE, Buffalo Grove, Ill.*

**1 p.m. Friday, Tyler, Mezzanine Level (40)**

EDITING

## Snooping for word crimes

Follow the trail to spot goofs on every page. Transform yourself into a trendy licensed private eye for better words, from Associated Press style to originality. As a word sleuth, arrest word fraud 24/7. Turn copy into a magnet for readers. EVALUATION CODE: 2267

*Howard Spanogle, Asheville, N.C.*

**1 p.m. Friday, Virginia A, Lobby Level (110)**

MULTIMEDIA BROADCAST

## Sound for digital media

Explore the world of digital audio and how sound is used to tell stories in the fields of broadcast and cinema. Topics will include storytelling, tracking, mixing, dynamics, sound effects, foley and ADR. EVALUATION CODE: 3956

*Bryan Baker, Elon (N.C.) University*

**1 p.m. Friday, Virginia B, Lobby Level (110)**

DESIGN

## InDesign in an hour

If you've never used InDesign and want to learn all you can about it in an hour, this session is for you. It's hands-on and will cover the basic tools, filters and functions you can use as soon as you get back to school. (Sign up and get ticket at registration. Limit 36.) EVALUATION CODE: 3590

*Rod Satterthwaite, MJE, Grosse Pointe South High School, Grosse Pointe Farms, Mich.*

**1 p.m. Friday, Virginia C, Lobby Level (36)**

FEATURED SPEAKER, PHOTOJOURNALISM

## On my eyes

Through verbal stories and visual slide shows, Jahi Chikwendiu will take us on his journey

from being a young, undercover math and science nerd to being a world-traveling, award-winning photojournalist with The Washington Post. His heart always returns to the question of how to best evolve as a storyteller in the age of ever-changing technology.

EVALUATION CODE: 4059

*Jahi Chikwendiu, The Washington Post*

**1 p.m. Friday, Washington 1, Exhibition Level (240)**

PHOTOJOURNALISM

## Engaging photojournalists on social media

From Twitter to Instagram, photojournalists can use social media to get a new set of viewers worldwide and to tell stories in new and different ways. Social media also provides new opportunities for making money. But the benefits don't come without risks.

EVALUATION CODE: 3848

*Bradley Wilson, MJE, Midwestern State University, Wichita Falls, Texas*

**1 p.m. Friday, Washington 2, Exhibition Level (240)**

DESIGN, CARTOON STRAND

## Graphic novels and comics belong in your class

His daughter's teacher told her "Stitches: A Memoir" was "unacceptable for classroom reading time." Michael Cavna disagrees. Graphic novels can be an awesome teaching tool, yet

THE ROY H. PARK SCHOOL OF COMMUNICATIONS  
WOULD LIKE TO CONGRATULATE THE 2013

# S'Park Media Mentor Award Winners



**LEFT TO RIGHT:** Deborah Sutherland, Canandaigua Academy, Canandaigua, New York • Tom Preska, Essex High School, Essex Junction, Vermont • Michael Hernandez, Mira Costa High School, Manhattan Beach, California • Rachel Rauch, Homestead High School, Mequon, Wisconsin • Bill Cherkasky, Boyertown Area Senior High, Boyertown, Pennsylvania



This award recognizes high school teachers and advisors who are committed to igniting a passion for media in their students. Visit [ithaca.edu/rhp/community/sparkaward](http://ithaca.edu/rhp/community/sparkaward) for more information.

 ITHACA COLLEGE

[ithaca.edu/rhp](http://ithaca.edu/rhp)

too many educators refuse to use them in an effective way. Here's how we can change that.  
EVALUATION CODE: 4052

*Michael Cavna, The Washington Post*

**1 p.m. Friday, Washington 3, Exhibition Level (240)**

WRITING, SPORTS STRAND

### Soccer insider

Can you imagine being paid to go to the World Cup in Brazil? The Washington Post's "Soccer Insider" Steven Goff will give insights to being a sports beat reporter who has been on assignment to 25 countries, covering professional and college teams.

EVALUATION CODE: 3893

*Steven Goff, The Washington Post*

**1 p.m. Friday, Washington 5, Exhibition Level (190)**

PHOTOJOURNALISM

### Tell the story through environmental portraits

If a picture is worth a thousand words, an effective environmental portrait is worth a short story. This session will offer tips and techniques for capturing your subject in the best light.

EVALUATION CODE: 4078

*Kathy Daly, KDaly Photography, Denver*

**1 p.m. Friday, Washington 6, Exhibition Level (110)**

FEATURED SPEAKER, FIRST AMENDMENT STRAND

### Legal rights and responsibilities of student journalists

Journalists have an enormous amount of power. Accurate, thorough stories can do great good. But mistakes can seriously harm people. Learn how to minimize your chances of making mistakes that can hurt the people you're writing about (and build your reputation as a first-rate journalist).

EVALUATION CODE: 4048

*Lucy Dalglish, University of Maryland, College Park, Md.*

**1 p.m. Friday, Wilson A, Mezzanine Level (100)**

WRITING

### Top tips for achieving college media superstardom

Want to be a college journalism star? This session will share advice from current college journalists on how to navigate newsroom politics, overcome administrative roadblocks, uncover kick-butt stories, go viral and nab internships and awards.

EVALUATION CODE: 4148

*Dan Reimold, St. Joseph's University, Philadelphia*

**1 p.m. Friday, Wilson B, Mezzanine Level (100)**

DESIGN

### Creating a historical index

Discover ideas for including historical data in your yearbook that make it the complete record it needs to be.

EVALUATION CODE: 3708

*Lori Oglesbee, MJE, McKinney (Texas) High School*

**1 p.m. Friday, Wilson C, Mezzanine Level (90)**

2 PM

GENERAL AUDIENCE

### General session/keynote

Jay Harris is the keynote speaker for this general session.

EVALUATION CODE: 4172

**2 p.m. Friday, Marriott Ballroom, Lobby Level (2,800)**

3:30 PM

CONTEST

### Write-off contest 23: online news package posting

Those who are competing in this contest will meet to post their entry to their school website.

**3:30 p.m. Friday, Lincoln 3, Exhibition Level (200)**

ADVISING/TEACHING

### CJE/MJE certification testing

Advisers who have applied to take the CJE or MJE tests will do so at this time.

*Kim Green, MJE, Columbus (Ind.) North High School*

**3:30 p.m. Friday, Virginia C, Lobby Level (36)**

4 PM

CONTEST

### Write-off contests

Those scheduled to compete in Write-off contest at this time should be prepared to show their contest ID label. Don't forget contest supplies, if required.

**4 p.m. Friday, See Page 35 for room assignments**

MEETING

### Denver convention committee meeting

Those on the Denver local planning committee will meet at this time.

EVALUATION CODE: 4213

*Kristi Rathbun, CJE, Rock Canyon High School, Highlands Ranch, Colo.*

**4 p.m. Friday, Park Tower Suite 8219, Lobby Level (40)**

5 PM

CONTEST

### Write-off contests

Those scheduled to have critique sessions at this time should have their contest ID label and be prepared to discuss their entry. Don't forget contest supplies, if required.

**5 p.m. Friday, See Page 35 for room assignments**

6 PM

CONTEST

### Write-off judges dinner and judging

Those who have agreed to judge JEA's Write-off contests are invited to dinner before judging begins. Please check in at the door.

**6 p.m. Friday, Maryland A-B-C, Lobby Level (400)**

7 PM

STUDENT EVENT

### ★ Team trivia night

School teams will enjoy a fast-paced, fun and engaging evening of trivia, including categories about pop culture, music, movies and more. Teams will earn points for getting questions right or completing other interactive challenges.

There will be prizes for each round, but there also will be a grand prize for the team that accumulates the most points.

**7 and 9 p.m. Friday, Exhibit Hall B South, Exhibition Level**

8 PM

STUDENT EVENT

### ★ Media Swap Shops

Swap Shops are prime opportunities for preregistered students to share useful ideas and concepts with others. Bring at least 10 samples of your newspaper, newsmagazine or literary magazine or one copy of your yearbook or video DVD to show at your table. Each delegate attending a Swap Shop must have a ticket, which will be in the school registration packet. Please check the ticket for your assigned table and time.

**8 and 9 p.m. Friday, Thurgood Marshall Northeast, Mezzanine Level (450)**

8:30 PM

ADVISER EVENT

### ★ Advisers reception and SPLC 40th anniversary celebration, auction

Save room for dessert. Advisers are invited to this social gathering featuring a fundraiser to benefit the Student Press Law Center. The auction will feature sports memorabilia, signed books, D.C.-related food and gifts, art and other interesting items. Those who are judging Write-off contests are especially encouraged to attend after they finish judging. Sponsored by Brooks Institute, Center for Collaborative Journalism and JS Printing.

**8:30 p.m. Friday, Wilson A-B-C, Mezzanine Level (300)**

# *We the Media* SATURDAY AT A GLANCE

ROOMS	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Maryland A		Investigative journalism: It's time to dig deeper	Headlines and captions that rock	Make prior review a distant memory
Maryland B	Confessions of a fontaholic	Design imitation: the sincerest form of plagiarism?	Yearbook is journalism	The next wave of newsroom leaders
Maryland C	Writing reviews worth of Rolling Stone magazine	Photographers: take control	For your info(graphic)	Coverage that counts
Park Tower Suite 8201	7:30 a.m. Scholastic Press Rights Committee meeting	Scholastic press association round table (2 hours)		Staff manuals: why and how
Park Tower Suite 8205	7:30 a.m. JEA Certification Committee meeting	Why consider JEA certification?	Multimedia broadcast meet and greet	MJE: Yes, you can!
Park Tower Suites 8206, 8209	Write-off headquarters			
Park Tower Suite 8210	Best of Show judging			
Park Tower Suite 8217				JEA Awards Committee meeting
Park Tower Suite 8219	Digital Media Committee meeting	Mentoring magic	Presentation of MJE projects	How to cover your school board
Park Tower Suite 8222	Contain the conflict	Online advertising that works	The comprehensive media program	1 class, 2 publications
Virginia A		Someone forgot the instruction manual	Everyone has a story	Open forum on law and ethics
Virginia B	Feature writing: get ideas from the best	Personality profiles: tell my story	Invested development	May the Force be with you
Virginia C	InDesign workshop (4 hours)			
Exhibit Hall C Lobby	On-site critiques			
Lincoln 1	Reviving a dead corpse	Staying sane: advising multiple publications	Your digital compass	
Lincoln 2	Putting the story into news stories	PSAs: Feeling some type of way	The multimedia journalist	Art of the interview
Lincoln 3	All things newsmagazine	Yearbook Packaging/Mods 101	Our producers can beat up your editors	Student broadcast stories: video 'Chalk Talk'
Lincoln 4	4 levels of storytelling	Extended caption writing	No guts, no glory	Super design time



ADVISING/TEACHING  
 CONTEST  
 DESIGN  
 EDITING

ENTREPRENEURSHIP  
 KEYNOTE  
 GENERAL AUDIENCE  
 LAW/ETHICS

LEADERSHIP/TEAM BUILDING  
 MEETING  
 MULTIMEDIA BROADCAST  
 NEWS GATHERING

NEWS LITERACY  
 PHOTOJOURNALISM  
 WEB  
 WRITING

Noon	1 p.m.	2:30 p.m.	3:30 p.m.	Sunday
Person to person: communication skills for the journalist				
	One big happy family	Abundant advertising		
	More than a story	Short writes: everybody reads, everybody writes		
Write-off headquarters				
		Denver convention committee meeting		
	Building a social media plan			
45words Q&A on the First Amendment	You want me to do what?	What they never told you		
What to expect when you're expecting	Journalism outside the classroom: school newspapers and beyond	Teenage Mutant Ninja editors		
TV production and sports	Diversify your newscast	Photography crash course		
InDesign for beginners (2 hours)		Telling stories with data and graphs		
On-site critiques				
Research and relationships for the sports journalist	Philadelphia student filmmakers find their story	Standing up while sitting down		
Writing with context on social media	Less is more: 10 broadcast tips	Finding your first sports journalism job		
Interviewing in the digital age	Picture speaks 1,000 words	Taking play-by-play seriously		

# *We the Media* SATURDAY AT A GLANCE

ROOMS	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Lincoln 5	On the write track	Pinterest for everyone	When the unthinkable happens	Duct tape and funkadelicity
Lincoln 6	Now that's a concept	Yearbooks A-Z	Better by design	Finding your voice
Washington 1	Ferguson: an eyewitness perspective	Issue seminar: Featuring prominent student-athletes (2 hours)		Create surprising and compelling video for the Web
Washington 2	Telling a story with photography	Ready. Set. Shoot! (great sports photos)	Journalism: changing the world with words	Photojournalism 'rules'
Washington 3		Add clout to your yearbook copy	What judges look for in your publication	Making the big bucks for your publication
Washington 4	JEA Bookstore (7:30 a.m.-2:30 p.m.) Adviser hospitality (7:30 a.m.-noon)			
Washington 5	The magic of 3 a.m.	Editorial cartooning and other hazards	Photo composition for the untrained eye	5 steps of revision
Washington 6	Video storytelling	Advanced video shooting and editing	Advanced storytelling in broadcasting	Documentaries: long-form broadcast journalism stories
Coolidge	Pictures say 1,000 words about re-segregation	How to be awesome	Storytelling photos and more	Art and photography for publication
Harding	Engaging your audience	The debt crisis	New writing for new media	Managing on online-first newsroom
Hoover	Editorial leadership experiment	Inform, influence, impact	Get big Web hits with social media	Save the drama for your mama
Jackson	Sell your stuff	Celebrate Scholastic Journalism Week	When the ACLU comes knocking	Juggling a new school and staff
Jefferson	Introduction to intensive journalistic writing	Censorship: what I learned	Joining collegiate publications	Organizing adviser meetings using the EdCamp model
Johnson		Round-table discussion for newspaper and newsmagazine advisers	Round-table discussion for literary magazine advisers	Round table for online news site advisers
Madison A	New copy every day? Got it	Blurred lines	Team storytelling wrap-up	Surviving yearbook: small staff, large school
Madison B	Being the new kid	I feel your pain	Buzz wrong	Using journalism skills to market yourself
Marriott Balcony A	Making school events work for you	Beyond the interviewing basics	It's the little things	Review writing: getting it all
Marriott Balcony B	In demand: promoting your literary magazine	Getting interview subjects to open up	Why sports columns matter — the most	

■ ADVISING/TEACHING  
■ CONTEST  
■ DESIGN  
■ EDITING

■ ENTREPRENEURSHIP  
■ KEYNOTE  
■ GENERAL AUDIENCE  
■ LAW/ETHICS

■ LEADERSHIP/TEAM BUILDING  
■ MEETING  
■ MULTIMEDIA BROADCAST  
■ NEWS GATHERING

■ NEWS LITERACY  
■ PHOTOJOURNALISM  
■ WEB  
■ WRITING

Noon	1 p.m.	2:30 p.m.	3:30 p.m.	Sunday
Introduction to multimedia	After school, not afterthought	The rest of the story: multimedia in yearbook		
	Dealing with difficult sources	The same, but different		
Something out of nothing: feature photography	What makes a good photo?	Light it up!		
The right angle — use it	Photographic awesomeness	Gray areas: photo ethics case studies		
	Localizing national and international news	What's so hard about covering high school sports?		
JEA Bookstore				
Creativity in advertising		Editorial cartoon creation and syndication		
Add video to your traditional print practices	Getting started with live streaming	Advanced broadcast writing		
Secrets are no fun	Automatic doesn't mean automatically correct	Fontastic obsession		
Telling high-impact investigative stories	Time to chill out	Casting a wider net		
S'more marketing	Who left their video in my Photoshop? (2.5 hours)			
The truth about censorship	Teaching 'All the President's Men'	Understanding standards-based grading		
		High school-university collaboration		
It's not easy being green	Combining social media and reporting	Becoming a contemplative student leader		
	Making it write	Get money: business and advertising		
The art and craft of headline writing	Going from zero to online Pacemaker	Candy, gum and dental floss: journalistic cover design		
	Journalism provides career opportunities	More than poems and short stories		

# *We the Media* SATURDAY AT A GLANCE

ROOMS	8 a.m.	9 a.m.	10 a.m.	11 a.m.
<b>McKinley</b>	Building a strong bond with your student media	Balancing the yearbook budget with ads	Equal Access Act: federal law protects students' meetings	Can't we all just get along?
<b>Taylor</b>		MDCSPA meet and greet	Orlando convention committee meeting	Murder and mayhem
<b>Thurgood Marshall Northeast</b>				
<b>Thurgood Marshall South</b>	Journalism Quiz Bowl buzzer rounds			A designer's guide to what works 2014
<b>Thurgood Marshall West</b>	How to land a job at the White House	We are all Malala	From pen to pixel	Freelance photojournalism in a crisis zone
<b>Truman</b>				
<b>Tyler</b>		Help for new advisers	Two publications? One class period? No problem!	Successful project and time management
<b>Wilson A</b>	Introduction to AP style	'Let's investigate the school!'	Ready ... set... lede! (2 hours)	
<b>Wilson B</b>	Humans in your school	Stress management for the staffer	Staff motivation and organization	Editorial leadership
<b>Wilson C</b>	Hashtag awesome	The eyes have it	If it's not fun, why do it?	Crank up your design radar
<b>Convention Registration Desk</b>	Convention check-in/registration, lost and found (8 a.m.-2 p.m.)			
<b>Delaware A</b>	Photo packaging in the 21st century	Dancing on the edge of the cliff	Say the unsaid through in-depth spreads	Fly by the seat of your pants
<b>Delaware B</b>	Thrill them with theme copy	The media, youth and crime	Staff traditions: We keep them strong	Not the same old story
<b>Marriott Ballroom</b>			Undeterred voice (2 hours)	
<b>Marriott Foyer</b>	Publication exchange			

■ ADVISING/TEACHING  
■ CONTEST  
■ DESIGN  
■ EDITING

■ ENTREPRENEURSHIP  
■ KEYNOTE  
■ GENERAL AUDIENCE  
■ LAW/ETHICS

■ LEADERSHIP/TEAM BUILDING  
■ MEETING  
■ MULTIMEDIA BROADCAST  
■ NEWS GATHERING

■ NEWS LITERACY  
■ PHOTOJOURNALISM  
■ WEB  
■ WRITING

Noon	1 p.m.	2:30 p.m.	3:30 p.m.	Sunday
	Investigative reporting: managing the fallout	Funny speech, free speech, good citizenship		
Adviser awards luncheon				
	The magic of the interview	Playing nicely with Time		
Great photography without a great camera	Graphic design lies you believed	Editorial writing: using your collective voice		
		JEA board followup		
		Mentor Program informational meeting		
Censor-proofing your publication	'I found this great photo on Google Images, and ...'	Baby market		
Only human	Issue seminar: Student media rights (2 hours)			
A to Z of AP	Retire the old reliables	Diversity and adversity: covering a diverse readership		
Convention check-in/registration				
Introduction to music journalism	Giving all your sports full-court press	Building digital bridges		
Putting the 'new' in online news	Editorial writing	Engage viewers you have never met		
Publication exchange				

# SATURDAY ★ 7:30-8 AM

## Publication exchange

Interested in seeing what kind of work other high schools around the nation are producing? Stop by the publication exchange tables to look at the latest editions of high school news from coast to coast. Feel free to drop off a few copies of your publication.

**Saturday, Marriott Foyer**

**7:30 AM**

EVENT

## JEA Bookstore

Check out the new books, as well as popular best-sellers, at the JEA Bookstore. Nearly 300 items relating to journalism are available. Students are welcome.

**7:30 a.m.-2:30 p.m. Saturday, Washington 4, Exhibition Level (400)**

ADVISER EVENT

## Adviser hospitality

Meet with your colleagues from across the country. Local committee members will be available to recommend sightseeing, dining and entertainment options. Morning refreshments are provided by Elon University, Friesen Yearbooks and Scribpe Inc.

**7:30 a.m.-2:30 p.m. Saturday, Washington 4, Exhibition Level**

**8 AM**

EVENT

## Convention registration/check-in

Those needing to register for the convention or pick up their school packets should stop here. This also is convention lost and found. Items not picked up by 1 p.m. will be turned over to the hotel security department.

**8 a.m. Saturday, Convention Registration Desk, Lobby Level**

EVENT

## On-site critiques

Advisers and staffs who submitted newspapers, newsmagazines, yearbooks, videos, websites and literary magazines for a critique should come here for their critique. Since critiques are 30 minutes long, it is important to be on time.

**8 a.m. Saturday, Exhibit Hall C Lobby, Exhibition Level**

PHOTOJOURNALISM

## Pictures say 1,000 words about re-segregation

What happens when two integrated high schools reflect a national trend toward re-segregation? Hear how students from Tuscaloosa, Alabama, under the direction of investigative journalists from ProPublica, teamed up to look at school integration 60 years after *Brown v. Board of Education*. Photojournalism made the difference.

EVALUATION CODE: 4105

*George Daniels, MJE, The University of Alabama,*

**62 — JEA/NSPA Fall 2014 Convention/Washington, D.C.**

*Tuscaloosa, Ala., and James Niiler, Northridge High School, Tuscaloosa, Ala.*

**8 a.m. Saturday, Coolidge, Mezzanine Level (100)**

DESIGN

## Photo packaging in the 21st century

This session will introduce you to several tangible design tools and techniques you can use to bring your photo-packaging skills into the 21st century. That in turn will give your publication the contemporary look you and your audience deserve.

EVALUATION CODE: 3459

*Pete LeBlanc, Antelope (Calif.) High School*

**8 a.m. Saturday, Delaware A, Lobby Level (150)**

WRITING

## Thrill them with theme copy

Your readers deserve the details that make your school and year unique. Learn how to avoid the generic pitfalls of theme writing, and craft compelling opening copy that will hook readers from the first spread.

EVALUATION CODE: 4145

*Emily Pyeatt Arnold, CJE, Haltom High School, Haltom City, Texas*

**8 a.m. Saturday, Delaware B, Lobby Level (150)**

ENTREPRENEURSHIP

## Engaging your audience

Discover how to use tools such as social media, branding, marketing, advertising, fundraising and distribution to involve your audience and create a publication that meets their needs.

Learn why focusing on marketing may actually

increase your readership. Includes an overview of the Entrepreneurship curriculum module.

EVALUATION CODE: 4165

*Abrianna Nelson, CJE, University of Virginia, Charlottesville, Va.*

**8 a.m. Saturday, Harding, Mezzanine Level (100)**

LEADERSHIP AND TEAM BUILDING

## Editorial leadership experiment

Be the leader your staff needs you to be. Bring problems and issues you need solutions for and get ready to build your own leadership skills.

EVALUATION CODE: 3980

*Sandra Coyer, MJE, Puyallup (Wash.) High School*

**8 a.m. Saturday, Hoover, Mezzanine Level (100)**

ENTREPRENEURSHIP

## Sell your stuff

Building a yearbook and having problems with sales is the worst. This session will be both informative and collaborative as we generate a solid and productive yearlong plan for book sales.

EVALUATION CODE: 3949

*Kate Ratliff, Bloomington (Ind.) High School South*

**8 a.m. Saturday, Jackson, Mezzanine Level (40)**

ADVISING/TEACHING

## Introduction to intensive journalistic writing

Strengthen your school's English and journalism programs by incorporating journalism models and approaches into your English class. The Intensive Journalistic Approach (approved through the Advanced Placement Audit) brings real experience into the academic setting. Meet with teachers who will share IJW activities and answer your questions.

EVALUATION CODE: 3328

*Carol Lange, CJE, Reston, Va.*

**8 a.m. Saturday, Jefferson, Mezzanine Level (40)**

ADVISING/TEACHING

## Reviving a dead corpse

This session will present the successful effort to revive a dead journalism program at Auburn High School. The program was rebranded and heavily marketed throughout the school, resulting in a growth from 20 to more than 80 students. All participants will receive bling.

EVALUATION CODE: 3864

*Thomas Kaup, MJE, Andrew Hernandez and Justina Brown, Auburn High School, Auburn, Wash.*

**8 a.m. Saturday, Lincoln 1, Exhibition Level (20)**

MULTIMEDIA BROADCAST

## Putting the story into news stories

Ever notice that many "news stories" don't contain stories at all? In this session, we will distinguish news reports from news feature stories and show you ways to add depth through storytelling to your broadcast and webcast packages.

Visit [jea.org/eval](http://jea.org/eval) to evaluate sessions

EVALUATION CODE: 3984

*Jim McCarthy, Joseph Gregori High School, Modesto, Calif.*

**8 a.m. Saturday, Lincoln 2, Exhibition Level (200)**

DESIGN

### All things newsmagazine

Not a traditional newspaper nor a yearbook? Where should your staff turn for design and story inspiration? Nationally, magazine sales are booming. In order to refine your publication, we will analyze trends and provide resources for all things newsmagazine.

EVALUATION CODE: 3386

*Paige Cox, Loudoun Valley High School, Purcellville, Va.*

**8 a.m. Saturday, Lincoln 3, Exhibition Level (200)**

WRITING

### 4 levels of storytelling

Every publication needs more than one way to tell the story. This session shows four techniques and a variety of examples to help make your storytelling complete and as fun to create as to read.

EVALUATION CODE: 3689

*Linda Puntney, MJE, Manhattan, Kan.*

**8 a.m. Saturday, Lincoln 4, Exhibition Level (200)**

WRITING

### On the write track

You want readers for your publications? Telling stories won't do it. You have to show them the faces. Make them care. Feature stories can do that. Come learn about the basics of feature writing including leads, transition/quote formula and endings.

EVALUATION CODE: 4152

*Jeanne Acton, University Interscholastic League, Austin, Texas*

**8 a.m. Saturday, Lincoln 5, Exhibition Level (300)**

DESIGN

### Now that's a concept

It's more than a theme. It's more than color, type, shapes, texture and "identifiable" elements. Don't forget that the verbal message and coverage choices are important factors in anchoring and developing the ideas that set this year's book apart from the others.

EVALUATION CODE: 2260

*Ann Akers, MJE, Herff Jones, Charlotte, N.C., and Ray Slye, CJE, Herff Jones, Fair Oaks, Calif.*

**8 a.m. Saturday, Lincoln 6, Exhibition Level (300)**

WEB

### New copy every day? Got it

In the swirl of daily teaching, how do you get

new material up on your school newspaper website every day? This session will give you practical ideas for a scholastic newsroom system designed to create new content every day.

EVALUATION CODE: 3935

*Kathleen Mills, Bloomington (Ind.) High School South*

**8 a.m. Saturday, Madison A, Mezzanine Level (75)**

ADVISING/TEACHING

### Being the new kid

All new yearbook advisers should come to this session to learn ways to work smarter, not harder. Topics include spread assignments, sales, holding staff accountable, managing photos and marketing your program. You'll leave this session with ideas to use in class Monday morning.

EVALUATION CODE: 3959

*Francesca Branson, James Madison High School, Vienna, Va.*

**8 a.m. Saturday, Madison B, Mezzanine Level (75)**

ENTREPRENEURSHIP

### Making school events work for you

How can you make your life easier, improve student coverage, increase yearbook sales and brand your publications program? It's

# Every school is different.

*Your yearbook options should be, too.*

NO MINIMUM ORDER

3-WEEK TURNAROUND

MIX HARD & SOFT COVER SALES

FREE BULK SHIPPING OPTIONS



easy. Come to this session for ideas for making whole-school events such as registration and back-to-school night work for ALL your school journalism programs.

EVALUATION CODE: 3944

*Melissa Warner and Casey Tedrow, Center Grove High School, Greenwood, Ind.*

**8 a.m. Saturday, Marriott Balcony A, Mezzanine Level (120)**

ENTREPRENEURSHIP, LITERARY MAGAZINE STRAND

## In demand: promoting your literary magazine

Literary magazines have a reputation for taking a “back seat” in the high school publication world. This session will focus on promoting your creative publication to the community, advertising for submissions, and fundraising to allow your program to be seen and to be successful.

EVALUATION CODE: 3794

*Emily Cody, Lakes Community High School, Lake Villa, Ill.*

**8 a.m. Saturday, Marriott Balcony B, Mezzanine Level (120)**

DESIGN

## Confessions of a fontaholic

With thousands of fonts available for use in our publications, it's easy to become a font fanatic. Learn how to make the most of your fonts to strengthen your designs and avoid font faux pas. Check out the seven-step program to cure your font addictions.

EVALUATION CODE: 2397

*Lynn Strause, CJE, Herff Jones, East Lansing, Mich.*

**8 a.m. Saturday, Maryland B, Lobby Level (115)**

WRITING

## Writing reviews worthy of Rolling Stone magazine

Rolling Stone magazine is one of the standards of cultural reporting. This session will tell you step by step how to write reviews of movies or music that are worthy of being recognized in a cultural icon, such as RS.

EVALUATION CODE: 4098

*Mike Gange, Fredericton High School, Fredericton, New Brunswick, Canada*

**8 a.m. Saturday, Maryland C, Lobby Level (115)**

LEADERSHIP AND TEAM BUILDING

## Building a strong bond between administrators and your student media

Communication is key to building a strong relationship between your administration and student media. This session will give you practical tips for working with your administrators to produce ethically responsible journalistic products at your school.

EVALUATION CODE: 4216

*Scott Kizner, Harrisonburg (Va.) City Public Schools*

**8 a.m. Saturday, McKinley, Mezzanine Level (70)**

LEADERSHIP AND TEAM BUILDING

## Contain the conflict

Has conflict got you down? Are you an administrator and want to better serve your community relations? This adviser, who is certified in mediation and conflict resolution, has solutions to help you create a peaceable environment.

EVALUATION CODE: 4231

*Nicole Sanders, Willow Springs Middle School, Lucas, Texas*

**8 a.m. Saturday, Park Tower Suite 8222, Lobby Level (40)**

STUDENT EVENT

## ★ Journalism Quiz Bowl

Four-person teams will compete in the live buzzer rounds. Come cheer on your school as a member of the audience. This event is supported by SNO.

**8 a.m. Saturday, Thurgood Marshall South, Mezzanine Level (225)**

LEADERSHIP AND TEAM BUILDING

## How to land a job at the White House

Peter Velz will share his experience starting at a student newspaper then landing a Washington internship that somehow (miraculously) led to a job at the White House. D.C. can seem like an impenetrable place, and he hopes that by sharing his story, students will get a better sense of possibilities open to them.

EVALUATION CODE: 4032

*Peter Velz, The White House, Washington, D.C.*

**8 a.m. Saturday, Thurgood Marshall West, Mezzanine Level (225)**

WRITING

## Feature writing: get ideas from the best

Examine the writing of professionals. Use description, in-depth reporting and compelling leads to pull readers in.

EVALUATION CODE: 2718

*Susan Newell, MJE, Northridge High School, Tuscaloosa, Ala.*

**8 a.m. Saturday, Virginia B, Lobby Level (110)**

DESIGN

## InDesign workshop (4 hours)

Advisers or students who struggle to use InDesign can benefit from taking this how-to workshop. Attendees will learn how to create new layouts and spreads, set up style guides, and shortcuts to making the creation job easier. (Sign up and get ticket at registration. Limit 36.)

EVALUATION CODE: 3875

*Cassandra Workman, CJE, Centennial High School, Las Vegas*

**8 a.m. Saturday, Virginia C, Lobby Level (36)**

NEWS GATHERING

## Ferguson: an eyewitness perspective

How journalists covered the shooting of Michael Brown sparked heated debate. Listen

to an eyewitness from the first night of looting and rioting — a journalist, teacher and victim of a brick to the head — describe his experiences compared with what journalists reported.

EVALUATION CODE: 4203

*Chris Holmes, Hazelwood (Mo.) West High School*

**8 a.m. Saturday, Washington 1, Exhibition Level (240)**

PHOTOJOURNALISM

## Telling a story with photography

Want to step up your photojournalism skills for yearbooks, newspapers, magazines and digital content? Come learn some tips, tricks and the best way to compose an image for your publications.

EVALUATION CODE: 3996

*Kimberly Peck, Walsworth Yearbooks, Pittsfield, Mass.*

**8 a.m. Saturday, Washington 2, Exhibition Level (240)**

PHOTOJOURNALISM

## The magic of 3 a.m.

Covering spot news, from car wrecks to natural disasters to school shootings, proves challenging for both the people involved and reporters. Come learn some tips for covering spot news and how can you can remain objective.

EVALUATION CODE: 3849

*Bradley Wilson, MJE, Midwestern State University, Wichita Falls, Texas*

**8 a.m. Saturday, Washington 5, Exhibition Level (190)**

MULTIMEDIA BROADCAST

## Video storytelling

Learn to create short, meaningful videos to enhance your printed publication. By using cutting-edge technology, you can add interest and additional coverage to your yearbook and newspaper. We will explore how to master developing these concise pieces and keeping them relevant to printed coverage.

EVALUATION CODE: 4029

*Jackson Stoess, Walsworth Yearbooks, Knoxville, Tenn.*

**8 a.m. Saturday, Washington 6, Exhibition Level (110)**

EDITING

## Introduction to AP style

Give your publication that professional touch by adhering to professional standards of style — Associated Press style. We will introduce, review and practice this important part of producing an accurate, fair and balanced publication.

EVALUATION CODE: 4144

*Julie Kuo, CJE, Lexington (Mass.) High School*

**8 a.m. Saturday, Wilson A, Mezzanine Level (120)**

NEWS GATHERING

## Humans in your school

If you've read about the “Humans of New York” project, you know personal stories of “real” people captivate an audience. This session offer tips, ideas and resources to inspire and encourage your staff members.





# Kent State University's School of Journalism and Mass Communication has a degree that's right for you.



RESPECTED. RELEVANT. REAL.

A cutting-edge facility where **STUDENTS** jump-start their media careers

### A WIDE RANGE OF BACHELOR'S DEGREES

- advertising
- digital media production
  - > digital film
  - > television
- journalism
  - > broadcast
  - > magazine
  - > multimedia
  - > photojournalism
- public relations

### AWARD-WINNING STUDENT-RUN MEDIA YOU CAN JOIN AS A FRESHMAN

including newspaper, television station, radio station, multi-media website and five student magazines.

### MERIT SCHOLARSHIPS

for both in-state and out-of-state students that make getting a quality education an affordable choice.

### WANT TO KNOW MORE?

Contact: Mark Goodman  
[mgoodm10@kent.edu](mailto:mgoodm10@kent.edu) [jmc.kent.edu](http://jmc.kent.edu)

A master's degree in journalism just for **HIGH SCHOOL TEACHERS** — and entirely online

Kent State's online master's degree for journalism educators emphasizes skills and theory you can study today and use in your classroom tomorrow, no matter where you live or what your schedule.

Get a degree or take a few courses to further your education and your career.

### WANT MORE INFORMATION?

Contact: Candace Perkins Bowen  
[cbowen@kent.edu](mailto:cbowen@kent.edu) [csjkent.org](http://csjkent.org)



## JMC at Kent State: Giving students the tools to excel

- ▶ Ninth place in writing and fourth place in photojournalism, 2013-2014 Hearst Journalism Awards competition.
- ▶ College Media Association's Pinnacle Award, Student Television Station of the Year, two years in a row.



center for  
scholastic  
journalism

at kent state university

Kent State University is home to the Center for Scholastic Journalism. Check us out online at [csjkent.org](http://csjkent.org)



EVALUATION CODE: 4144

*Tina Cleavelin, CJE, and Peter Griffin, Jostens, Parker, Colo.***8 a.m. Saturday, Wilson B, Mezzanine Level (120)**

ENTREPRENEURSHIP

**Hashtag awesome**

This is not a session explaining how to make Instagram and Twitter accounts, but stories about how to actually use social media to build audience, crowdsource news, recruit and create community. Put your student media in the spotlight and create magical #opportunities and #fun.

EVALUATION CODE: 4151

*Rebekah Goode-Peoples, CJE, Woodward Academy, College Park, Ga.***8 a.m. Saturday, Wilson C, Mezzanine Level (90)****9 AM**

ENTREPRENEURSHIP

**How to be awesome**

Come find out from two award-winning advisers tips, tricks and ideas to help take your publications from average to awesome. You'll leave with tons of ideas and inspiration to make your student media better.

EVALUATION CODE: 4010

*Jonathan Rogers, MJE, Iowa City (Iowa) High School, and Matthew Schott, CJE, Francis Howell Central High School, St. Charles, Mo.***9 a.m. Saturday, Coolidge, Mezzanine Level (100)**

NEWS GATHERING

**Dancing on the edge of the cliff**

How do you cover controversial, edgy, important stories so well you won't be disciplined and your adviser won't be fired? Nuggets discussed include generating story ideas, how to do the reporting, and what kind of graphic elements, including photo illustrations, help pull the whole thing together.

EVALUATION CODE: 2814

*Karl Grubaugh, CJE, Granite Bay (Calif.) High School***9 a.m. Saturday, Delaware A, Lobby Level (150)**

NEWS LITERACY, FIRST AMENDMENT STRAND

**The media, youth and crime**

During this interactive session, participants will explore public perceptions of young people, the extent to which the media influences public perception of youth, how public perception affects violence against youth and criminal convictions, and the critical role of student journalists in fair treatment of young people.

EVALUATION CODE: 4046

*Maryam Ahranjani, University of New Mexico School of Law, Albuquerque, N.M.***9 a.m. Saturday, Delaware B, Lobby Level (150)**

ENTREPRENEURSHIP

**The debt crisis**

This session for advisers and student leaders is a candid discussion of how to budget well, avoid debt and get out of a debt crisis. Topics include budgeting principles, out-of-the-box fundraising ideas and best practices for avoiding debt altogether.

EVALUATION CODE: 3908

*Abrianna Nelson, CJE, University of Virginia, Charlottesville, Va.***9 a.m. Saturday, Harding, Mezzanine Level (100)**

NEWS GATHERING

**Inform, influence, impact**

Make the stories your staff chooses to investigate and report inform, influence and impact your audience, community and concerns. Your voice counts.

EVALUATION CODE: 3973

*Linda Ballew, MJE, Great Falls, Mont.***9 a.m. Saturday, Hoover, Mezzanine Level (100)**

GENERAL AUDIENCE

**Celebrate Scholastic Journalism Week**

Each February, Scholastic Journalism Week celebrates the important work you do. Find out how to get your staff and school involved. You also will learn about an opportunity to earn a scholarship through a Society of Professional Journalists- and JEA-sponsored essay contest.

EVALUATION CODE: 3921

*Evelyn Lauer, CJE, Niles West High School, Skokie, Ill., and Adam Dawkins, CJE, Regis Jesuit High School, Aurora, Colo.***9 a.m. Saturday, Jackson, Mezzanine Level (40)**

LAW AND ETHICS

**Censorship: What I learned**

You may have seen us on CNN. We were the yearbook that was censored for profiling a gay student. Come listen to what happened behind the scenes and learn what I learned from the worst teaching year of my life.

EVALUATION CODE: 4229

*Justin Turner, Sheridan (Ark.) High School***9 a.m. Saturday, Jefferson, Mezzanine Level (40)**

ADVISING/TEACHING

**Round-table discussion for newspaper and newsmagazine advisers**

If you're new to advising a newspaper or newsmagazine, and need tips on organization, lesson planning, grading or staff management, come to this informal session to ask questions, solve problems and benefit from the JEA mentors' experience.

EVALUATION CODE: 4221

*Gary Lindsay, MJE, Cedar Rapids, Iowa, and Kathy Schrier, MJE, Washington Journalism Education Association, Seattle***9 a.m. Saturday, Johnson, Mezzanine Level (40)**

ADVISING/TEACHING

**Staying sane: advising multiple publications**

Feel like you're constantly drowning in a sea of grading, student management and other work? Learn to love it! This session will help advisers find new ways to streamline their classes in order to stay sane. Also great for those who advise one publication.

EVALUATION CODE: 3856

*Gaby Herbst, CJE, Beverly Hills (Calif.) High School***9 a.m. Saturday, Lincoln 1, Exhibition Level (20)**

MULTIMEDIA BROADCAST

**PSAs: Feeling some type of way**

Public service announcements are a go-to video project that can promote positive change in the school community. Through laughter or tears, this session will show you how to make your audience see life in a new way.

EVALUATION CODE: 3904

*Alyssa Boehringer, McKinney (Texas) High School***9 a.m. Saturday, Lincoln 2, Exhibition Level (200)**

DESIGN

**Yearbook Packaging/Mods 101**

Packaging, also known as mods to seasoned yearbookers, takes your yearbook design to a whole new level with additional coverage. Learn the rules of trendy packaging design, ideas for content, and how big of a difference fun and thoughtful packaging can make to your readers.

EVALUATION CODE: 3970

*Katie Krueger, Walsworth Yearbooks, Baltimore***9 a.m. Saturday, Lincoln 3, Exhibition Level (200)**

WRITING

**Extended caption writing**

The yearbook industry, like online media, has seen a shift from full-feature story writing to short, easy-to-digest snippets of information. Learn how to get all the information from your feature into an extended caption.

EVALUATION CODE: 3986

*Susan Gillam, CJE, Walsworth Yearbooks, Wynnewood, Pa.***9 a.m. Saturday, Lincoln 4, Exhibition Level (200)**

GENERAL AUDIENCE

**Pinterest for everyone**

Pinterest is a pipeline of perfection for your publication. Prepare to be pleasantly pleased.

EVALUATION CODE: 3445

*Mike Taylor, Walsworth Yearbooks, Mansfield, Texas***9 a.m. Saturday, Lincoln 5, Exhibition Level (300)**

DESIGN

**Yearbooks A-Z**

In a whirlwind of examples and ideas, we'll show hundreds of yearbooks from coast to coast and learn how these most recent volumes set the standards and raised the bar

# SATURDAY ★ 9 AM

for coverage, concept, design and more. An overview of yearbook awesomeness, we'll identify 26 ideas that can help you make your 2015 book even more amazing.

EVALUATION CODE: 3981

*Paul Ender, Herff Jones, Palm Springs, Calif., and Ann Akers, MJE, Herff Jones, Charlotte, N.C.*

**9 a.m. Saturday, Lincoln 6, Exhibition Level (300)**

## LEADERSHIP AND TEAM BUILDING

### Blurred lines

The rivalry between newspaper and yearbook is not all it's cracked up to be. The newspaper-yearbook convergence strengthens both publications, allowing both staffs to improve instead of compete. The lines have been blurred to create better design, stories and, of course, morale.

EVALUATION CODE: 3948

*Kathleen Mills and Kate Ratliff, Bloomington (Ind.) High School South*

**9 a.m. Saturday, Madison A, Mezzanine Level (75)**

## ADVISING/TEACHING

### I feel your pain

The journalism doctor is in the house. This 20-year veteran adviser has seen it all. Bring her your journalism diseases, and she'll give you her cures. We will be sharing as well, so bring your

advising miracle medicines (minus the wine).

EVALUATION CODE: 3978

*Jo Beliles, CJE, Walsworth Yearbooks, Evansville, Ind.*

**9 a.m. Saturday, Madison B, Mezzanine Level (75)**

## NEWS GATHERING

### Beyond the interviewing basics

"Duh" questions get lifeless responses. Discover techniques that are sure to elicit powerful anecdotes, useful stats and charged reactions. You'll also hear the best three words to start any interview. Bonus: Learn to decipher your interviewee's body language!

EVALUATION CODE: 2113

*Jon Reese, CJE, Decatur (Ga.) High School*

**9 a.m. Saturday, Marriott Balcony A, Mezzanine (120)**

## NEWS GATHERING, LITERARY MAGAZINE STRAND

### Getting interview subjects to open up

Using examples from her own career as a feature writer, the speaker will discuss techniques such as when and how to use a tape recorder; preparation for an interview; deciding when to go on the record, off the record or on background; and more.

EVALUATION CODE: 3793

*Barbara Matusow, Bethesda, Md.*

**9 a.m. Saturday, Marriott Balcony B, Mezzanine (120)**

## NEWS GATHERING

### Investigative journalism: It's time to dig deeper

Student newspapers and broadcasts around the country do surprisingly little investigative reporting. But investigative stories have real impact — they bring new issues to light and can show the need for significant change. A quick how-to session to get you started on deeper, more important journalistic work.

EVALUATION CODE: 2251

*Tom Sivertsen, Redwood High School, Larkspur, Calif.*

**9 a.m. Saturday, Maryland A, Lobby Level (115)**

## DESIGN

### Design imitation: the sincerest form of plagiarism?

This session will explore copyright law as it applies to visual design, including photography and logos. We'll learn how to use professional works of art as inspiration for student media design in the most legally and ethically sound ways.

EVALUATION CODE: 3962

*Megan Fromm, CJE, Boise (Idaho) State University*

**9 a.m. Saturday, Maryland B, Lobby Level (115)**



Speed. Accuracy. Impartiality. Insight.

The trusted global news source for more than 160 years.

That's Reuters.

**WHERE NEWS BEGINS.**

[reuters.com](http://reuters.com)

© 2014 Thomson Reuters. 1007496 07/14.



## PHOTOJOURNALISM

**Photographers: take control**

Capturing great images is all about control. Learn about the three areas of a photo shoot that a photographer can control. With an understanding of staged, planned and spontaneous situations, you will capture better photos.

EVALUATION CODE: 3507

*Jed Palmer, CJE, Sierra Middle School, Parker, Colo.*  
**9 a.m. Saturday, Maryland C, Lobby Level (115)**

## ENTREPRENEURSHIP

**Balancing the yearbook budget with ads**

Discover ways to find the balance of buying and spending to keep your yearbook in the black. Get more people involved in advertising to increase your coverage.

EVALUATION CODE: 4159

*Kathi Hopkins, Balfour Yearbooks, Garden Ridge, Texas*  
**9 a.m. Saturday, McKinley, Mezzanine Level (70)**

## MEETING

**Scholastic press association round table (2 hours)**

Join the discussion of scholastic press association directors and those involved in scholastic press organizations in their states.

EVALUATION CODE: 2187

*Candace Perkins Bowen, MJE, Kent (Ohio) State University*

**9 a.m. Saturday, Park Tower Suite 8201, Lobby Level (40)**

## ADVISING/TEACHING

**Why consider JEA certification?**

Advisers can demonstrate their professionalism by earning Certified Journalism Educator status and even become a Master Journalism Educator. This session tells how the JEA certification works and how advisers can earn CJE or MJE.

EVALUATION CODE: 2046

*Kim Green, MJE, Columbus North High School, Columbus, Ind.*

**9 a.m. Saturday, Park Tower Suite 8205, Lobby Level (20)**

## ADVISING/TEACHING

**Mentoring magic**

Advisers, are you tired of not getting the leadership results you are looking for from your editors? Learn how you can turn your editors' weaknesses into strengths and see the whole staff benefit.

EVALUATION CODE: 2552

*Sue Skalicky, MJE, Century High School, Bismarck, N.D.*

**9 a.m. Saturday, Park Tower Suite 8219, Lobby Level (40)**

## ENTREPRENEURSHIP

**Online advertising that works**

You shouldn't have to sell candy bars to support your news website. Yes, you can make money through sponsorships, advertising and other sales opportunities — if you know what it takes.

EVALUATION CODE: 3954

*Logan Aimone, MJE, School Newspapers Online, Burnsville, Minn.*

**9 a.m. Saturday, Park Tower Suite 8222, Lobby Level (40)**

## MEETING

**MDCSPA meet and greet**

Calling all Maryland and D.C. advisers! Meet the Maryland-District of Columbia Scholastic Press Association board members and find out about upcoming MDCSPA happenings and initiatives. This will be an informal, drop-in session — just stop by and say hello. We'd love to meet you and get connected.

*Claire Burke, CJE, Charles E. Smith Jewish Day School, Rockville, Md., and Gary Clites, MJE, Northern High School, Owings, Md.*

**9 a.m. Saturday, Taylor, Mezzanine Level (40)**

## FEATURED SPEAKER, WEB

**We are all Malala**

We will examine how sharing our own stories connects us with our readers. Online and social media have altered how women share their stories, harnessing the power of the Internet to demonstrate what feminists always said: Women's rights are human rights.

EVALUATION CODE: 4064

*Anushay Hossain, Anushay's Point, Washington, D.C.*

**9 a.m. Saturday, Thurgood Marshall West, Mezzanine Level (225)**

## ADVISING/TEACHING

**Help for new advisers**

Advisers who have been mentored as a part of the JEA Mentoring Program share their experiences in the program. Learn about the advantages of having an experienced journalism mentor guide you through your first years of advising.

EVALUATION CODE: 4180

*Linda Barrington, MJE, Mount Mary University, Milwaukee; Bill Flechtner, MJE, Milwaukie, Ore.; Julieanne McClain, CJE, Rutherford B. Hayes High School, Delaware, Ohio; Jennifer Young, President Theodore Roosevelt High School, Honolulu; Liz Henderson, Junction City (Ore.) High School*

**9 a.m. Saturday, Tyler, Mezzanine Level (40)**

## LEADERSHIP AND TEAM BUILDING

**Someone forgot the instruction manual**

Being in charge isn't easy, especially without a guidebook that tells you what to do and how to do it. Share with your peers the best way to make decisions, maximize publication efficiency and minimize drama. Editors only; no advisers, please.

EVALUATION CODE: 3880

*Sheryl Fulton, Jostens, Topeka, Kan.; Bonnie Blackman, CJE, Jostens, Ocean, N.J.; and Linda Chambers, Nashville, Tenn.*

**9 a.m. Saturday, Virginia A, Lobby Level (110)**

## WRITING

**Personality profiles: Tell my story**

Everybody has a story. Like Steve Hartman, the television reporter who throws a dart at a map and chooses someone at random from the phone book to interview, you, too, can randomly select people you don't know and turn them into people you know.

EVALUATION CODE: 2158

*Susan Newell, MJE, Northridge High School, Tuscaloosa, Ala.*

**9 a.m. Saturday, Virginia B, Lobby Level (110)**

## GENERAL AUDIENCE, SPORTS STRAND

**Issue seminar: Featuring prominent student-athletes (2 hours)**

With high school sports gaining increased media attention, so has attention toward prominent high school athletes. Elite athletes play in nationally broadcasted events, travel hundreds of miles visiting colleges, sift through dozens of interest letters and deal with the exhilarating and sometimes exhausting role of big person on campus. Learn through the experiences of a multimedia team of reporters, a coach, a player and family members about the ups and downs of the national spotlight. This seminar will provide insight into covering these athletes.

EVALUATION CODE: 3860

*Kristen Berset, WUSA 9, Washington, D.C.; Brad Horn and Jayne Orenstein, The Washington Post*  
**9 a.m. Saturday, Washington 1, Exhibition Level (240)**

## PHOTOJOURNALISM

**Ready. Set. Shoot! (great sports photos)**

This session addresses the special challenges for photographers covering sports events. We will cover correct camera settings for all types of sports and venues as well as techniques for setting up more effective shots.

EVALUATION CODE: 4076

*Kathy Daly, KDaly Photography, Denver*  
**9 a.m. Saturday, Washington 2, Exhibition Level (240)**

## WRITING

**Add clout to your yearbook copy**

If your copy makes everyone other than your grandma yawn, if you're bored with it yourself, if you say, "Nobody reads it anyway!" come to this session where a veteran adviser will entice you to change your angle and wording to make the copy sparkle.

EVALUATION CODE: 3252

*Mary Kay Downes, MJE, Chantilly (Va.) High School*

**9 a.m. Saturday, Washington 3, Exhibition Level (240)**

# SATURDAY ★ 9-10 AM

## ADVISER EVENT

### ★ Meet the stars

Would you like a chance to ask a question of a Dow Jones News Fund Journalism Teacher of the Year? Would you like to sit and have coffee with one of the JEA Yearbook Advisers of the year? How about running some ideas by a celebrated magazine adviser? You will have an opportunity to do just that in the adviser hospitality room. Volunteers from the above groups will sit at a table labeled "superstars," and a schedule will be posted in the room.

**9 a.m. Saturday, Washington 4, Exhibition Level**

## DESIGN, CARTOON STRAND

### Editorial cartooning and other hazards

Steve Artley covers cartoon concept development, technical procedure and evolution of the process from traditional drawing methods to computer graphics. He also discusses caricature, the ever-pesky "same idea" curse that's common to the editorial cartooning field and the state of editorial cartooning. The session concludes with other creative ventures Artley has been tackling.

EVALUATION CODE: 4051

*Steve Artley, Connection Newspapers, Alexandria, Va.*

**9 a.m. Saturday, Washington 5, Exhibition Level (190)**

## MULTIMEDIA BROADCAST

### Advanced video shooting and editing

Learn some great techniques to take your videography to the next level, then get tips on how to make that footage have the most impact in the editing process.

EVALUATION CODE: 4037

*Dave Davis, Hillcrest High School, Springfield, Mo., and Brandon Goodwin, The Academy of Scholastic Broadcasting, Springfield, Mo.*

**9 a.m. Saturday, Washington 6, Exhibition Level (110)**

## NEWS GATHERING

### 'Let's investigate the school!'

Are the school buses safe? Do the Internet filters block stuff they shouldn't? How often are people getting suspended just for having a cellphone? Public records can tell you. You'll come out with (at least) six award-worthy public-records stories that you can try at home.

EVALUATION CODE: 4094

*Frank LoMonte, Student Press Law Center, Arlington, Va.*

**9 a.m. Saturday, Wilson A, Mezzanine Level (100)**

## LEADERSHIP AND TEAM BUILDING

### Stress management for the staffer

Students: Struggling to balance your deadlines, academic assignments, extracurricular events and your social life? Take a session out of your schedule to learn some stress-busting tips.

EVALUATION CODE: 3958

*Jessica Bramer, John Marshall High School, Glen Dale, W.Va.*

**9 a.m. Saturday, Wilson B, Mezzanine Level (100)**

## PHOTOJOURNALISM

### The eyes have it

Thoughtful portraits and environmental portraits are becoming more common in yearbooks and newspapers. This session will explore practical tips for getting better head shots, portraits and environmental portraits in your publication.

EVALUATION CODE: 3612

*Mitch Ziegler, CJE, Redondo Union High School, Redondo Beach, Calif.*

**9 a.m. Saturday, Wilson C, Mezzanine Level (90)**

## 10 AM

## PHOTOJOURNALISM

### Storytelling photos and more

They say a picture is worth a thousand words but only if it's the right picture and carries enough caption information to really make it tell a story. This session features examples of storytelling photos and offers tips on getting them and telling the complete story.

EVALUATION CODE: 3734

*Linda Puntney, MJE, Manhattan, Kan., and Rachel Dearing, CJE, Mansfield (Texas) Legacy High School*

**10 a.m. Saturday, Coolidge, Mezzanine Level (100)**

## WRITING

### Say the unsaid through in-depth spreads

Explore how to tackle serious to seriously funny topics. Learn to dive deep and break down complex issues you see in your community by incorporating a variety of story types and graphics to create an effective spread.

EVALUATION CODE: 4033

*Carmen Vescia, Sabrina Villanueva Avalos, Dalia Jude and Claire Bugos, Sequoia High School, Redwood City, Calif.*

**10 a.m. Saturday, Delaware A, Lobby Level (150)**

## LEADERSHIP AND TEAM BUILDING

### Staff traditions: We keep them strong

Come hear about our traditions, which are 29 years in the making. Hear how the students keep the traditions strong and how we keep adding to our long list of fun, work and charity.

EVALUATION CODE: 3700

*Janet Levin, MJE, and The Correspondent staff, John Hersey High School, Arlington Heights, Ill.*

**10 a.m. Saturday, Delaware B, Lobby Level (150)**

## WRITING

### New writing for new media

The media landscape has changed and so has your student audience. This session will cover ways to write for today's increasingly distracted audience while still maintaining your journalistic integrity.

EVALUATION CODE: 3867

*Rod Satterthwaite, MJE, Grosse Pointe South High School, Grosse Pointe Farms, Mich.*

**10 a.m. Saturday, Harding, Mezzanine Level (100)**

## ENTREPRENEURSHIP

### Get big Web hits with social media

Drive traffic to your school's website with social media. How are the Pacemaker websites using Twitter, Facebook and Instagram to drive traffic? Find out here.

EVALUATION CODE: 4006

*Jonathan Rogers, MJE, Iowa City (Iowa) High School, and Evelyn Lauer, CJE, Niles West High School, Skokie, Ill.*

**10 a.m. Saturday, Hoover, Mezzanine Level (100)**

## LAW AND ETHICS

### When the ACLU comes knocking

The speaker shares her experience with a hostile school board and community during Eaton High School's now-infamous 1998 "Alternative Homecoming" week, when the principal suspended students who attempted to exercise their First Amendment rights. What ensued was a visit from the ACLU.

EVALUATION CODE: 3863

*Deirdre Jones, Eaton (Colo.) High School*

**10 a.m. Saturday, Jackson, Mezzanine Level (40)**

## LEADERSHIP AND TEAM BUILDING

### Joining collegiate publications

Many students are fearful of getting involved in campus publications, but we will discuss the benefits of doing so, as well as give tips on becoming the best student writer or broadcaster you can be.

EVALUATION CODE: 4210

*Joel Garver and Mason Swenson, Kansas State University, Manhattan, Kan.*

**10 a.m. Saturday, Jefferson, Mezzanine Level (40)**

## ADVISING/TEACHING

### Round-table discussion for literary magazine advisers

If you're new to advising a literary magazine, want to start one or need ideas to make your magazine even better, come to this informal session to ask questions, solve problems and benefit from the experience of a JEA mentor.

EVALUATION CODE: 4222

*Janice Hatfield, CJE, Mount Morris, Pa.*

**10 a.m. Saturday, Johnson, Mezzanine Level (40)**

## ADVISING/TEACHING

### Your digital compass

Find your way through the digital jungle with our compilation of the best online resources we've found for advisers. Feel free to bring your own.

EVALUATION CODE: 4068

*Cindy Todd, Westlake High School, Austin, Texas, and Brian Martinez, CJE, Jostens, Austin, Texas*

**10 a.m. Saturday, Lincoln 1, Exhibition Level (20)**

## MULTIMEDIA BROADCAST

### The multimedia journalist

The role of the 21st century journalist has evolved to include all journalistic skills: print,

photography, video, Web and social media. Learn how two award-winning advisers collaborated on a multimedia assignment that challenged their students to successfully accomplish these skills in a single project.

EVALUATION CODE: 3913

*Don Goble, Ladue Horton Watkins High School, St. Louis, and Gaby Herbst, CJE, Beverly Hills (Calif.) High School*

**10 a.m. Saturday, Lincoln 2, Exhibition Level (200)**

#### LEADERSHIP AND TEAM BUILDING

### Our producers can beat up your editors

Producers. You know, they're like editors for broadcast, but different. Get help from advisers who have explored what "producer" should truly mean. They'll talk about roles, responsibilities, expectations and work flow. And no, they won't actually beat up anyone — promise.

EVALUATION CODE: 4030

*Matt Rasgorshek, Westside High School, Omaha, Neb., and Alyssa Boehringer, McKinney (Texas) High School*

**10 a.m. Saturday, Lincoln 3, Exhibition Level (200)**

#### WRITING, LITERARY MAGAZINE STRAND

### No guts, no glory

So often we forget the GUTS — the magic, the poetry within a magazine. What makes great

poetry great? Bring poems to share, slam or traditional. Let's talk about how to represent the student population and how to invite the poetry (and prose) we desire.

EVALUATION CODE: 4015

*Susan Turner Jones, Sierra Canyon School, Chatsworth, Calif.*

**10 a.m. Saturday, Lincoln 4, Exhibition Level (200)**

#### LAW AND ETHICS

### When the unthinkable happens

There's more to covering tragedy than just the original story. See how one staff covered nine fatalities during a two-year span. An emphasis will be on how students wrote about the resiliency of the community, used staff policies outlining what to do in case of death, and helped students who covered these stories.

EVALUATION CODE: 3865

*Lori Keekley, MJE, St. Louis Park (Minn.) High School, and Gabe Bichinho, American University, Washington, D.C.*

**10 a.m. Saturday, Lincoln 5, Exhibition Level (300)**

#### DESIGN

### Better by design

These principles of design make the difference between good yearbooks and great ones. See how knowing what subtle changes to make

can create a drastically different look in terms of sophistication and polish.

EVALUATION CODE: 2207

*Paul Ender, Herff Jones, Palm Springs, Calif., and Ann Akers, MJE, Herff Jones, Charlotte, N.C.*

**10 a.m. Saturday, Lincoln 6, Exhibition Level (300)**

#### GENERAL AUDIENCE

### Team storytelling wrap-up

Students who participated in Thursday's team storytelling workshop are invited to this special session to review the results of their efforts.

EVALUATION CODE: 3673

*Amy DeVault, MJE, Wichita (Kan.) State University, and Kristin Baker, CJE, Derby (Kan.) High School*

**10 a.m. Saturday, Madison A, Mezzanine Level (75)**

#### ADVISING/TEACHING

### Buzz wrong

Have you ever felt that you can't do anything right in your first year as an adviser? For anyone who is new to advising, between learning and teaching, where do you begin? Come join me and let's talk about how to survive your first year.

EVALUATION CODE: 4021

*Sara Gonzales, Cypress Lakes High School, Katy, Texas*

**10 a.m. Saturday, Madison B, Mezzanine Level (75)**



# Brooks Institute

## INSPIRING VISUAL ARTISTS SINCE 1945

BFA **FILM**

BS **VISUAL JOURNALISM**

BFA **GRAPHIC DESIGN**

BFA **PROFESSIONAL PHOTOGRAPHY**

MFA **PHOTOGRAPHY**

5301 N. Ventura Avenue  
Ventura, CA

[brooks.edu](http://brooks.edu) | 800.627.2101



Find employment rates, financial obligations and other disclosures at [www.brooks.edu/disclosures](http://www.brooks.edu/disclosures). Brooks Institute cannot guarantee employment or salary. 0751033 07.14

# SATURDAY ★ 10 AM

## LAW AND ETHICS

### Undeterred voices

Student journalists are taking on urgent social issues on which young people have a unique and valuable perspective, from date rape to depression to LGBT rights. Too often, schools use their authority to silence the discussion, devaluing the voices of emerging young leaders. Let's share our successes and talk about solutions.

EVALUATION CODE: 4085

*MODERATOR: Frank LoMonte, Student Press Law Center, Arlington, Va. PANELISTS: Mary Beth Tinker, Arlington, Va.; Nabihah Syed, Levine Sullivan Koch & Schulz, New York; Gillian McGoldrick, Neshaminy High School, Langhorne, Pa.; Tanvi Kumar, George Washington University, Washington, D.C.; Madeline Halpert, Community High School, Ann Arbor, Mich.; Eva Rosenfeld, Community High School, Ann Arbor, Mich.*

**10 a.m. Saturday, Marriott Ballroom, Lobby Level (2,800)**

## NEWS GATHERING

### It's the little things

Come to this session to hear almost three dozen specific suggestions aimed at improving your reporting, design and staff dynamics. Adjusting some of the little things may be all it

takes to transform your news publication.

EVALUATION CODE: 2111

*Jon Reese, CJE, Decatur High School, Decatur, Ga.*  
**10 a.m. Saturday, Marriott Balcony A, Mezzanine (120)**

## WRITING

### Why sports columns matter — the most

Make Rick Reilly proud. Sports columns should be vibrant and compelling — a cog in the publication that drives discussion and elicits debate. It also can interpret serious issues. Here is how it can work.

EVALUATION CODE: 4183

*Dean Hume, Lakota East High School, Liberty Township, Ohio*

**10 a.m. Saturday, Marriott Balcony B, Mezzanine (120)**

## WRITING

### Headlines and captions that rock

They can sink an article before anyone has a chance to read it. They are the last elements written for the paper, and they have the most errors. No one likes to write them, yet everyone needs them. Learn how to write captions and headlines that enhance the reading experience — and who should be writing them.

EVALUATION CODE: 4155

*David Nathan, St. John's School, Houston*

**10 a.m. Saturday, Maryland A, Lobby Level (115)**

## LEADERSHIP AND TEAM BUILDING

### Yearbook is journalism

Join a discussion on 21st-century journalism focused on skills and experiences rather than publication types. This session will explore advantages of a comprehensive media program and make the case for journalistic, collaborative and creative products with yearbook production as just one part of the experience.

EVALUATION CODE: 3995

*Sarah Nichols, MJE, Whitney High School Media, Rocklin, Calif.*

**10 a.m. Saturday, Maryland B, Lobby Level (115)**

## DESIGN

### For your info(graphic)

In our visual society, it's no longer enough to write a really great story. You need a really great graphic to go with it ... or even take its place. Come learn the ins and outs of creating infographics that will appeal to today's "non-readers."

EVALUATION CODE: 3626

*Megan Palmer, CJE, Park Hill South High School, Riverside, Mo.*

**10 a.m. Saturday, Maryland C, Lobby Level (115)**

# HIGH SCHOOL JUNIORS: APPLY NOW!



## Al Neuharth Free Spirit and Journalism Conference at the Newseum

**JUNE 20-25, 2015**

Each summer, 51 rising high school seniors experience an extraordinary five-day, all-expenses-paid trip to Washington, D.C., as participants in the Al Neuharth Free Spirit and Journalism Conference, a program of the Newseum Institute. The conference promotes the vital role of the First Amendment as a cornerstone of democracy and inspires students to pursue journalism careers. Boys and girls from each U.S. state and the District of Columbia participate in a variety of learning experiences at the Newseum and elsewhere in Washington and are awarded a \$1,000 scholarship to the college of their choice.

**FREESPIRIT.ORG** 555 PENNSYLVANIA AVE., N.W., WASHINGTON, D.C.

*Free*  
**SPiRiT**  
*Dream. Dare. Do.*

**HIGH SCHOOL JUNIORS:  
APPLY NOW FOR NEXT  
YEAR'S CONFERENCE!**

Deadline is Feb. 1, 2015.  
Visit **freespirit.org** for  
more information and  
to apply online.

**NEWSEUM  
INSTITUTE**

## LAW AND ETHICS, FIRST AMENDMENT STRAND

**Equal Access Act: federal law protects students' meetings**

For 30 years, the federal Equal Access Act has protected high school students' right to meet at school to discuss whatever they want. We will examine the act's main provisions and how courts have interpreted the act to protect Bible studies and LGBT groups.

EVALUATION CODE: 4047

*Kim Colby, Christian Legal Society, Springfield, Va.*

**10 a.m. Saturday, McKinley, Mezzanine Level (70)**

## MULTIMEDIA BROADCAST

**Multimedia broadcast meet and greet**

This session will be an opportunity for multimedia broadcast teachers to meet the new broadcast Write-off coordinator and discuss the future of its contests.

EVALUATION CODE: 4018

*Kristofer Doran, Trumbull Career and Technical Center, Warren, Ohio*

**10 a.m. Saturday, Park Tower Suite 8205, Lobby Level (20)**

## ADVISING/TEACHING

**Presentation of MJE projects**

The presenters will be teachers who recently earned JEA's Master Journalism Educator status and thus joined the ranks of an elite group of teachers. The new MJE's will formally present their MJE projects, followed by a Q&A time. Projects include "One in 1,000: interviewing/multimedia storytelling" (Folsom); "Using an Interactive Student Notebook" (Lewis); "High School Journalism Operations Manual" (Navarro); "Solving Staff Communication Breakdowns" (Ryan); and "Adviser Education Opportunities at State Events" (Skalicky).

EVALUATION CODE: 3897

*MODERATOR: Joe Mirando, MJE, Southeastern Louisiana University, Hammond, La.*

*PANELISTS: Sue Skalicky, MJE, Century High School, Bismarck, N.D.; Alejandro Navarro, MJE, J.M. Hanks High School, El Paso, Texas; Danielle Ryan, MJE, Carlsbad (Calif.) High School; Laurie Folsom, MJE, Free State High School, Lawrence, Kan.; and Brad Lewis, MJE, St. Teresa's Academy, Kansas City, Mo.*

**10 a.m. Saturday, Park Tower Suite 8219, Lobby Level (40)**

## ADVISING/TEACHING

**The comprehensive media program**

You can do it all! This session will explore the why and how of the comprehensive student media program where students use journalism skills to create content for multiple media platforms. VISTAj Student Media is in its third year as a combined media program.

EVALUATION CODE: 3992

*Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.*

**10 a.m. Saturday, Park Tower Suite 8222, Lobby Level (40)**

## DESIGN, CARTOON STRAND

**From pen to pixel**

In a lively illustrated presentation, KAL will give a peek into the unique profession of editorial cartooning and the exciting challenges facing the world of visual satire — whether using pen, pixel or 3-D animation. The presentation will be capped with live drawing of KAL's favorite targets with the audience.

EVALUATION CODE: 4054

*Kevin Kallaugh (KAL), The Baltimore (Md.) Sun and The Economist, London*

**10 a.m. Saturday, Thurgood Marshall West, Mezzanine Level (225)**

## ADVISING/TEACHING

**Two publications? One class period? No problem!**

In this round-table discussion, advisers will propose questions and get some advice for managing two publications in one class period. Bring your ideas, concerns and thoughts and get ready to share and learn with others.

EVALUATION CODE: 4135

*Michelle Blum, Warsaw (Ind.) Community High School*

**10 a.m. Saturday, Tyler, Mezzanine Level (40)**

## NEWS GATHERING

**Everyone has a story**

How do publications come up with great stories about people? Everyone has a story, and the devil is in the details — and in the interview process. Learn how to find great stories every time and everywhere in your school.

EVALUATION CODE: 3195

*Judith Murray, MJE, Parkview Arts/Science Magnet High School, Little Rock, Ark.*

**10 a.m. Saturday, Virginia A, Lobby Level (110)**

## PHOTOJOURNALISM

**Invested development**

Focus your photo staff. We will discuss proven ways to organize your photographers, facilitate photo assignments and encourage your staffers to go for the perfect shot. Never miss a photography event again with our system and hold everyone accountable for the best yearbook pictures.

EVALUATION CODE: 3850

*Heather Nagel and Samantha Mote, Christ Presbyterian Academy, Nashville, Tenn.*

**10 a.m. Saturday, Virginia B, Lobby Level (110)**

## FEATURED SPEAKER, NEWS GATHERING

**Journalism: changing the world with words**

Journalism is more than a job — it's a passion. It's an opportunity to watch history as it's happening and to tell the story to the world. It's not glamorous, and few in the news business will ever get rich. But it's rarely boring — as one chases stories most people only read about.

EVALUATION CODE: 4102

*Lori Montenegro, Telemundo, Washington, D.C.*

**10 a.m. Saturday, Washington 2, Exhibition Level (240)**

## GENERAL AUDIENCE

**What judges look for in your publication**

Mystified by the critiques you receive for your publication? Wondering exactly what the standards are for journalism? Curious about whether it is worth it to compete? Learn tips from an adviser who has judged for five state, regional and national press associations.

EVALUATION CODE: 3476

*Mary Kay Downes, MJE, Chantilly (Va.) High School*

**10 a.m. Saturday, Washington 3, Exhibition Level (240)**

## PHOTOJOURNALISM

**Photo composition for the untrained eye**

Great photography is no accident, but it's easier than it might seem. Learn the basics of composition to move your publication from just having a bunch of photos to telling visual stories worth more than a thousand words.

EVALUATION CODE: 4025

*Kristi Rathbun, CJE, Rock Canyon High School, Highlands Ranch, Colo., and Rob Rathbun, Balfour Yearbooks, Denver*

**10 a.m. Saturday, Washington 5, Exhibition Level (190)**

## MULTIMEDIA BROADCAST

**Advanced storytelling in broadcasting**

Tried-and-true techniques used by professionals every day can help high school broadcast journalists create stories with stronger impact. This session will feature student-produced examples and break down the methods used to gather and produce great journalism.

EVALUATION CODE: 4038

*Dave Davis, Hillcrest High School, Springfield, Mo., and Brandon Goodwin, The Academy of Scholastic Broadcasting, Springfield, Mo.*

**10 a.m. Saturday, Washington 6, Exhibition Level (110)**

## WRITING

**Ready ... set ... lede! (2 hours)**

This double session looks at effective lede writing. The first session will focus on types of ledes, lede tips while reviewing examples of ledes. Participants in the second session will practice lede writing. Bring writing tools.

EVALUATION CODE: 2263

*Stan Zoller, MJE, Buffalo Grove, Ill.*

**10 a.m. Saturday, Wilson A, Mezzanine Level (100)**

## LEADERSHIP AND TEAM BUILDING

**Staff motivation and organization**

While it's long been known that food is the ultimate motivator, sometimes that pizza party just isn't enough. Learn some tips and tricks to help your student staffers enjoy the work they do. Bring a USB drive for handouts, if desired.

EVALUATION CODE: 3905

*Jessica Bramer, John Marshall High School, Glen Dale, W.Va.*

**10 a.m. Saturday, Wilson B, Mezzanine Level (100)**



# SATURDAY ★ 10-11 AM

## LEADERSHIP AND TEAM BUILDING

### If it's not fun, why do it?

Be the Google of your school. People will work better if they enjoy the environment and are encouraged to be creative. Learn how to make your publications room the place students want to be.

EVALUATION CODE: 3976

*Jo Beliles, CJE, Walsworth Yearbooks, Evansville, Ind.*

**10 a.m. Saturday, Wilson C, Mezzanine Level (90)**

## 11 AM

## PHOTOJOURNALISM, LITERARY MAGAZINE STRAND

### Art and photography for publication

Do you think differently as a photographer, an editor, a writer and reader? The Washington Post Sunday Magazine photography editor Dudley Brooks, who has done it all, will focus on selecting and commissioning art and photographs for publication.

EVALUATION CODE: 4122

*Dudley Brooks, The Washington Post*

**11 a.m. Saturday, Coolidge, Mezzanine Level (100)**

## LEADERSHIP AND TEAM BUILDING

### Fly by the seat of your pants

Calling all editors-in-chief and section editors who are trying to balance yearbook and school. And sports. And jobs. And, well, life. We'll share ideas to help you get organized to become effective leaders as you earn your pilot license.

EVALUATION CODE: 3643

*Crystal Kazmierski, Arrowhead Christian Academy, Redlands, Calif., and Susan Massy, Shawnee Mission Northwest High School, Shawnee, Kan.*

**11 a.m. Saturday, Delaware A, Lobby Level (150)**

## NEWS GATHERING

### Not the same old story

From fashion trends to dating, some yearbook staffs find themselves bogged down with the same overused story ideas year after year. Feature ideas lurk everywhere, if you know where to look. Uncover an easy secret to turn your yearbook coverage around.

EVALUATION CODE: 3896

*Nancy Hastings, MJE, Highland, Ind.*

**11 a.m. Saturday, Delaware B, Lobby Level (150)**

## WEB

### Managing an online-first newsroom

Don't let your news website exist in the shadow of your print edition — a dynamic site and "online first" philosophy can transform and reinvigorate your coverage. We'll cover managing workflow, collaboration, publishing frequency, student responsibilities, tracking workflow, grading and dealing with school administration.

EVALUATION CODE: 4014

*Jason Wallestad, Benilde-St. Margaret's School, St. Louis Park, Minn.*

**11 a.m. Saturday, Harding, Mezzanine Level (100)**

## LEADERSHIP AND TEAM BUILDING

### Save the drama for your mama

Could MTV create a reality show based on the drama in your publications room? Editors and advisers, learn how to creatively and efficiently resolve conflict on your staff. You just need a strategy and a little confidence.

EVALUATION CODE: 3972

*Cheryl Franzmann, CJE, Walsworth Yearbooks, Pittsburgh, and Cosette Livas, Walsworth Yearbooks, Virginia Beach, Va.*

**11 a.m. Saturday, Hoover, Mezzanine Level (100)**

## ADVISING/TEACHING

### Juggling a new school and staff

This session for advisers will cover the successes and pitfalls for advisers taking over publications for the first time. If you had to do it over again, what would you change? The session will offer support and ideas to strengthen relationships and publication quality.

EVALUATION CODE: 3878

*Chris Yarbrough, Northview High School, Johns Creek, Ga.*

**11 a.m. Saturday, Jackson, Mezzanine Level (40)**

## ADVISING/TEACHING

### Organizing adviser meetings using the EdCamp model

After looking at research about the EdCamp model, we organized four summer EdCamps in Michigan, where advisers gathered to ask questions and share resources. It was a hit. If other advisers are interested in hearing about the process, this is the session for them.

EVALUATION CODE: 4217

*Rod Satterthwaite, MJE, Grosse Pointe South High School, Grosse Pointe Farms, Mich., and Julia Satterthwaite, CJE, Rochester High School, Rochester Hills, Mich.*

**11 a.m. Saturday, Jefferson, Mezzanine Level (40)**

## ADVISING/TEACHING

### Round table for online news site advisers

If you've recently begun advising an online news site staff or are struggling to find ways to keep the staff motivated to keep the site updated and evolving, come to this informal round-table session, led by one of JEA's mentors. Share ideas and problem solve.

EVALUATION CODE: 4223

*Jo Zimmerman, MJE, Thousand Oaks, Calif.*

**11 a.m. Saturday, Johnson, Mezzanine Level (40)**

## MULTIMEDIA BROADCAST

### Art of the interview

Beyond homework and excellent questions, what are some simple techniques you can use to set up an aesthetically pleasing interview? This session will explore the basics of setting up a video interview. We will look at a variety of examples and some common mistakes.

EVALUATION CODE: 3988

*Max Negin, Elon (N.C.) University*

**11 a.m. Saturday, Lincoln 2, Exhibition Level (200)**

## MULTIMEDIA BROADCAST

### Student broadcast stories: video 'Chalk Talk'

Come see examples of great, and not-so-great, multimedia broadcast videos to understand what sort of projects your students should be pursuing. We will dissect the most common mistakes, uncover the proper techniques, process and overall impact to an audience.

EVALUATION CODE: 3918

*Don Goble, Ladue Horton Watkins High School, St. Louis*

**11 a.m. Saturday, Lincoln 3, Exhibition Level (200)**

## DESIGN

### Super design time

Professional design trends that will blow your mind and change your life (41 to be exact) will be explored. Bonus content: Learn how to adapt these trends for your own publications.

EVALUATION CODE: 3916

*Tom Gayda, MJE, North Central High School, Indianapolis, and Kathy Habiger, MJE, Mill Valley High School, Shawnee, Kan.*

**11 a.m. Saturday, Lincoln 4, Exhibition Level (200)**

## LEADERSHIP AND TEAM BUILDING

### Duct tape and funkadelicity

Here are 784 ways to make yearbook class look nothing like math class, and to get your staff to perform great work while having the kind of fun that Will Ferrell is having as you read this.

EVALUATION CODE: 4081

*Scott Winter, Bethel University, St. Paul, Minn.*

**11 a.m. Saturday, Lincoln 5, Exhibition Level (300)**

## WRITING

### Finding your voice

Learn powerful strategies for developing a strong visual and verbal voice so your yearbook content will sing for the readers. From thorough analysis and planning your stories to making sure you don't "lower the bar" once the work begins, there's plenty you can do to create an amazing volume.

EVALUATION CODE: 2208

*Paul Ender, Herff Jones, Palm Springs, Calif., and Tamra McCarthy, CJE, James Enochs High School, Modesto, Calif.*

**11 a.m. Saturday, Lincoln 6, Exhibition Level (300)**

## LEADERSHIP AND TEAM BUILDING

### Surviving yearbook: small staff, large school

How do you manage to create a book that covers more than 2,000 students when you have a staff of eight? We have managed to do just that and have never missed a deadline (but it isn't easy). Come hear our secrets.

EVALUATION CODE: 3957

*Barbara Bateman, CJE, Murphy High School, Mobile, Ala.*

**11 a.m. Saturday, Madison A, Mezzanine Level (75)**

## ENTREPRENEURSHIP

**Using journalism skills to market yourself**

A best-selling author and a former U.S. Department of State intern reveal how to maximize journalism skills in any career field. We'll also go over how your journalism skills can give you an edge in the college admissions process. Come prepared to interact.

EVALUATION CODE: 3854

*Michele Dunaway, MJE, Francis Howell High School, St. Charles, Mo., and Alice Dunaway, Mount Holyoke College, South Hadley, Mass.*

**11 a.m. Saturday, Madison B, Mezzanine Level (75)**

## WRITING

**Review writing: getting it all**

Reviews are not just about what you like and don't like. They are about informing readers. Learn how to give your readers all the information they need and want.

EVALUATION CODE: 3866

*Leslie Dennis, SIPA and SCSPA, Columbia, S.C.*

**11 a.m. Saturday, Marriott Balcony A, Mezzanine Level (120)**

## LEADERSHIP AND TEAM BUILDING

**Make prior review a distant memory**

Running a private school's journalism program doesn't mean you always have to be under your administration's thumb. At this session, you'll learn strategies and get tips for forming a strong, trusting relationship with your principal and administration. Come ready to tell stories and ask questions.

EVALUATION CODE: 3936

*Claire Burke, CJE, Charles E. Smith Jewish Day School, Rockville, Md.*

**11 a.m. Saturday, Maryland A, Lobby Level (115)**

## LEADERSHIP AND TEAM BUILDING

**The next wave of newsroom leaders**

With the "why" in mind, this session will help leaders focus on the big thinking required to manage, coach and coordinate student media. When editors understand the why and how, their staffs do, too.

EVALUATION CODE: 3623

*Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo., and Sarah Nichols, MJE, Whitney High School Media, Rocklin, Calif.*

**11 a.m. Saturday, Maryland B, Lobby Level (115)**

## NEWS GATHERING

**Coverage that counts**

What's the hot trend that every staff should work toward? More coverage. See how yearbooks use modular design and umbrella coverage to effectively expand beyond the traditional copy block, giving their readers more information, more angles and more appeal.

EVALUATION CODE: 2835

*Lynn Strause, CJE, Herff Jones, East Lansing, Mich.*

**11 a.m. Saturday, Maryland C, Lobby Level (115)**

## ADVISING/TEACHING

**Can't we all just get along?**

Building relationships with your administration is critical. In this session, we will discuss ways to improve and build a relationship with principals. Bring your ideas and horror stories.

EVALUATION CODE: 2809

*Jeanne Acton, University Interscholastic League, Austin, Texas*

**11 a.m. Saturday, McKinley, Mezzanine Level (70)**

## ADVISING/TEACHING

**Staff manuals: why and how**

Advisers will examine the rationale for creating a staff manual and discuss strategies and resources for planning the contents and format of the manual.

EVALUATION CODE: 2222

*Susan V. Everett, MJE, Jersey City, N.J.*

**11 a.m. Saturday, Park Tower Suite 8201, Lobby Level (40)**

## ADVISING/TEACHING

**MJE: Yes, you can!**

This session is designed for advisers who are considering or engaged in obtaining their Master Journalism Educator certification. An overview of the process as well as an opportunity for asking questions will be available.

EVALUATION CODE: 3078

*Cathy Wall, MJE, Harrisburg (Ill.) High School*

**11 a.m. Saturday, Park Tower Suite 8205, Lobby Level (20)**

## NEWS GATHERING

**How to cover your school board**

This session will discuss the merits of covering the local school board with practical advice on developing news, features, editorials and columns relevant to readers. You will learn how to generate relevant story angles and how to use board members and district staff as sources.

EVALUATION CODE: 4215

*Jay P. Goldman, School Administrator Magazine, Alexandria, Va.*

**11 a.m. Saturday, Park Tower Suite 8219, Lobby Level (40)**

## ADVISING/TEACHING

**1 class, 2 publications**

How do you create a yearbook and a news website with fewer than 30 students? Get some strategies to reduce your stress level while improving your publications and productivity.

EVALUATION CODE: 3982

*Anne Hayman, MJE, Arlington (Wash.) High School*

**11 a.m. Saturday, Park Tower Suite 8222, Lobby Level (40)**

## ADVISING/TEACHING

**Murder and mayhem**

Two old broads return to the journalism classroom for fame and fortune. ... When neither surface, they find basic truths about surviving

the storms and outsmarting the system. Come play the game with us to see how savvy you are and pick up some tips for staying the distance. There will be prizes – there are always prizes when you play the game right! Right?

EVALUATION CODE: 4234

*Terry Nelson, Blackford High School, Hartford City, Ind., and Susan Taylor, CJE, Frontier Jr./Sr. High School, Chalmers, Ind.*

**11 a.m. Saturday, Taylor, Mezzanine Level (40)**

## DESIGN

**A designer's guide to what works 2014**

See design trends from 2014 and projections for 2015 from a designer's perspective. Design is everywhere. Learn how to focus on the great and be inspired by what works best.

EVALUATION CODE: 3846

*Rick Brooks, CJE, Jostens, Port Matilda, Pa.*

**11 a.m. Saturday, Thurgood Marshall South, Mezzanine Level (225)**

## FEATURED SPEAKER, PHOTOJOURNALISM

**Freelance photojournalism in crisis zones**

Photographer Dominic Bracco II will discuss his childhood on the Texas-Mexico border, where he developed a passion for documenting the untold story. Follow young gang members through Mexico's drug war, observe the perils migrants face on their journey north and visit his latest work on one of the most important environmental issues of our time.

EVALUATION CODE: 4058

*Dominic Bracco II, Pulitzer Center on Crisis Reporting, Washington, D.C.*

**11 a.m. Saturday, Thurgood Marshall West, Mezzanine Level (225)**

## ADVISING/TEACHING

**Successful project and time management**

So much to do and so little time. You have all these good ideas, but you're not sure how to implement them. Learn successful project and time management that will help you maximize your time, resources and efforts.

EVALUATION CODE: 4205

*Seth Stratford, Harrisonburg (Va.) High School*

**11 a.m. Saturday, Tyler, Mezzanine Level (40)**

## LAW AND ETHICS

**Open forum on law and ethics**

Have questions about legal or ethical issues and your student media? Ask questions of JEA's Scholastic Press Rights Committee and share information with others in attendance.

EVALUATION CODE: 3870

*John Bowen, MJE, and Mark Goodman, Kent (Ohio) State University*

**11 a.m. Saturday, Virginia A, Lobby Level (110)**

## LEADERSHIP AND TEAM BUILDING

**May the Force be with you**

Empower your staff! Staffs that share responsibility produce better yearbooks and happier people. We will discuss proven ways to

# SATURDAY ★ 11 AM-NOON

delegate, develop confidence and teach others how to lead.

EVALUATION CODE: 3038

*Heather Nagel, Christ Presbyterian Academy, Nashville, Tenn.*

**11 a.m. Saturday, Virginia B, Lobby Level (110)**

MULTIMEDIA BROADCAST, SPORTS STRAND

## Create surprising and compelling video for the Web

When journalists try to make news video for the Web, we often mimic the bland approaches we saw on the evening news and few people watch our work. We will share ways The Washington Post and others have had success breaking out of "the evening news mindset."

EVALUATION CODE: 3894

*Brad Horn, The Washington Post*

**11 a.m. Saturday, Washington 1, Exhibition Level (240)**

PHOTOJOURNALISM

## Photojournalism 'rules'

If you have ever taken that "perfect" picture only to find that it is grainy and out of focus, this session is for you. You will not only learn the rules of composition, but how your camera actually works. No previous photo skills required.

EVALUATION CODE: 4075

*Kathy Daly, KDaly Photography, Denver*

**11 a.m. Saturday, Washington 2, Exhibition Level (240)**

ENTREPRENEURSHIP

## Making the big bucks for your publication

The winning attitude for sales of your yearbook, newspaper and magazine starts here. Learn how to sell advertising like a pro and raise the big bucks. This fun, educational session will give you the confidence to succeed at sales.

EVALUATION CODE: 2881

*Nora Guiney, Walsworth Yearbooks, Riverview, Mich.*

**11 a.m. Saturday, Washington 3, Exhibition Level (240)**

WRITING

## 5 steps of revision

Students will learn a step-by-step process to editing that keeps feedback immediate and monitored while creating a stronger piece.

EVALUATION CODE: 3632

*Lori Oglesbee, MJE, McKinney (Texas) High School*

**11 a.m. Saturday, Washington 5, Exhibition Level (190)**

MULTIMEDIA BROADCAST

## Documentaries: long-form broadcast journalism stories

The documentary format is one of high school broadcasting's most challenging. Are you ready to try it? Come to this session to see examples and to discuss topics you might be ready to cover. This session is part information and part inspiration.

EVALUATION CODE: 3934

*Dave Davis, Hillcrest High School, Springfield, Mo.*

*and Brandon Goodwin, The Academy of Scholastic Broadcasting, Springfield, Mo.*

**11 a.m. Saturday, Washington 6, Exhibition Level (110)**

LEADERSHIP AND TEAM BUILDING

## Editorial leadership

Come and discover some hard-earned nuggets of wisdom about how to best lead a staff so you can produce the best journalism possible. Hint: It's not about making everyone the best writer/editor/photographer/ad sales rep/designer they can possibly be.

EVALUATION CODE: 3899

*Karl Grubaugh, CJE, Granite Bay (Calif.) High School*

**11 a.m. Saturday, Wilson B, Mezzanine Level (100)**

DESIGN

## Crank up your design radar

Looking for ways to be more cutting-edge and innovative in your publication's design? Let us show you. Inspiration is everywhere. You just have to look through the right lenses.

EVALUATION CODE: 3012

*Linda Ballew, MJE, Great Falls, Mont., and John Dalke, Jostens, Minneapolis*

**11 a.m. Saturday, Wilson C, Mezzanine Level (90)**

## NOON

ENTREPRENEURSHIP

## Secrets are no fun

It's 2014. It's time to harness social media to generate buzz. Increase your coverage and sales by saying goodbye to secrets and saying hello to social media.

EVALUATION CODE: 3989

*Brian Martinez, CJE, Jostens, Austin, Texas*

**Noon Saturday, Coolidge, Mezzanine Level (100)**

NEWS GATHERING

## Introduction to music journalism

Learn to tell the story of a concert through writing and photography. This session will cover the basics of the music journalism process, including preparation and obtaining credentials, concert reporting and photography, and review writing. Music feature writing and interviewing also will be discussed.

EVALUATION CODE: 3931

*Taylor Blatchford, University of Missouri, Columbia, Mo.*

**Noon Saturday, Delaware A, Lobby Level (150)**

WEB

## Putting the 'new' in online news

Step 1. Create an online site. Step 2. Upload fresh content. Every. Single. Day. How strong is your staff at keeping online coverage up-to-date? Learn how one award-winning program harnesses its entire staff to organize reporters, prevent burnout and publish consistent daily content.

EVALUATION CODE: 3743

*Ellen Austin, MJE, The Harker School, San Jose, Calif.*

**Noon Saturday, Delaware B, Lobby Level (150)**

ENTREPRENEURSHIP

## S'more marketing

Learn how to take that hard outer shell of marketing and get to the gooey center. Be a smart cookie, make it sweet, and you'll have a mellow time getting it done successfully.

EVALUATION CODE: 3971

*Cosette Livas, Walsworth Yearbooks, Virginia Beach, Va.*

**Noon Saturday, Hoover, Mezzanine Level (100)**

LAW AND ETHICS

## The truth about censorship

The speaker will share her research findings about administrative censorship, and she will provide insight into why some administrators censor, focused primarily on student free expression law. The session will include advice for how to combat administrative censorship.

EVALUATION CODE: 3852

*Audrey Cunningham, MJE, Hiram (Ohio) College*

**Noon Saturday, Jackson, Mezzanine Level (40)**

NEWS GATHERING

## Research and relationships for the sports journalist

If you are given an assignment to tell a story, how do you get information and develop contacts so your story will stand out from the others? Explore how a sportscaster can effectively gather information and make contacts to deliver exceptional stories.

EVALUATION CODE: 3989

*Max Negin, Elon (N.C.) University*

**Noon Saturday, Lincoln 2, Exhibition Level (200)**

WEB

## Writing with context on social media

Want to write a more complete and informative news story (with the shortest number of words) across social media platforms? Learn how to go beyond a skeletal description and use crowd sourcing when appropriate to take the pulse of the public on a hot topic.

EVALUATION CODE: 3947

*Anthony Hatcher, Elon (N.C.) University*

**Noon Saturday, Lincoln 3, Exhibition Level (200)**

NEWS GATHERING

## Interviewing in the digital age

As students you communicate primarily through text — texting, email, social media. Unfortunately, it's difficult to get the whole story from a complete stranger this way. Come learn how to TALK to your peers to get quality information for the stories in your publications.

EVALUATION CODE: 3985

*Susan Gillam, CJE, Walsworth Yearbooks, Wynnewood, Pa.*

**Noon Saturday, Lincoln 4, Exhibition Level (200)**

## MULTIMEDIA BROADCAST

### Introduction to multimedia

Adding multimedia videos to Web publications shouldn't be scary. Learn about various pieces of multimedia videos and how to put it all together to form one great piece of visual journalism. No matter if you are from a print or broadcast background, helpful tips abound.

EVALUATION CODE: 3861

*Gaby Herbst, CJE, Beverly Hills (Calif.) High School*  
**Noon Saturday, Lincoln 5, Exhibition Level (300)**

## EDITING

### It's not easy being green

Face it — your classmates hate reading. But greening your stuff — whether in-depth stories, columns, cutlines or tweets — will keep your Twitter-scrolling audience focused. Ruthlessly purge pointless prepositions and mushy modifiers. Silence the passive voice. Report it — powerfully — with fewer words.

EVALUATION CODE: 4017

*Natalie Sekicky, Shaker Heights (Ohio) High School*  
**Noon Saturday, Madison A, Mezzanine Level (75)**

## EDITING

### The art and craft of headline writing

Headline writing is much more than just slapping something on top of the story at

the last minute. It is a thoughtful process that should inform and entice your reader. Find out how.

EVALUATION CODE: 4143

*Julie Kuo, CJE, Lexington (Mass.) High School*  
**Noon Saturday, Marriott Balcony A, Mezzanine Level (120)**

## NEWS GATHERING

### Person to person: communication skills for the journalist

Great interviews aren't just about asking inspired questions. To get the real story, you have to communicate effectively, focusing on accuracy and establishing a solid relationship. Learn the basic communication skills that doctors, lawyers and therapists use to quickly establish in-depth connections.

EVALUATION CODE: 2252

*Tom Sivertsen, Redwood High School, Larkspur, Calif.*  
**Noon Saturday, Maryland A, Lobby Level (115)**

## LAW AND ETHICS

### 45words Q&A on the First Amendment

Members of the student press rights outreach group, 45words, will answer your questions and offer advice on how to handle your First Amendment issues.

EVALUATION CODE: 4009

*Matthew Schott, CJE, Francis Howell Central High School, St. Charles, Mo.; Jake Chiarelli, Francis Howell North High School, St. Charles, Mo.; Sriya Ravi, Carmel (Ind.) High School, and Michael Hong, Conestoga High School, Berwyn, Pa.*  
**Noon Saturday, Park Tower Suite 8222, Lobby Level (40)**

## ADVISER EVENT

### ★ Adviser awards luncheon

JEA and NSPA will present awards at this special event. New and renewing Certified Journalism Educators and Master Journalism Educators will be recognized. Mark Murray, the JEA Carl Towley Award winner and Chris Waugaman, Dow Jones News Fund Journalism Teacher of the Year will speak.

Preregistration was required. Please bring your ticket. Herff Jones has underwritten this event.

**Noon Saturday, Thurgood Marshall Northeast, Mezzanine Level (450)**

## PHOTOJOURNALISM

### Great photography without a great camera

You can take amazing, print-worthy photos with your smartphone or small point-and-shoot camera. Don't listen to anyone who says

News matters. 21st-century skills.  
**School Journalism.org**

YOUR GO-TO SITE FOR SCHOLASTIC JOURNALISM RESOURCES

NEWS AND MEDIA LITERACY

JOURNALISM AND NONFICTION WRITING

ONLINE TOOLS AND APPS

CITIZEN RIGHTS AND RESPONSIBILITIES

LESSON PLANS

TRAINING OPPORTUNITIES

MCT CAMPUS WIRE NEWS SERVICE

 Donald W. Reynolds Foundation

 ASNE  
AMERICAN SOCIETY OF NEWS AND MEDIA EDUCATORS

 Knight Foundation  
Informed & Engaged Communities

# SATURDAY ★ NOON-1 PM

differently. It's all about knowing what your camera can do and how to do it. Don't be scared by the big cameras.

EVALUATION CODE: 4117

*Whitney Leonard, CJE, Little Rock (Ark.) Central High School*

**Noon Saturday, Thurgood Marshall West, Mezzanine Level (225)**

## LEADERSHIP AND TEAM BUILDING

### What to expect when you're expecting

Ever heard that making a yearbook is like having a baby? Well it is. It requires a lot of time, planning and dedication. Yearbook editors-in-chief are invited to share success stories and challenges they encounter on their own staffs.

EVALUATION CODE: 4115

*Rachel Cole, Mouley Patel and Harrison Geosits, Allen (Texas) High School*

**Noon Saturday, Virginia A, Lobby Level (110)**

## MULTIMEDIA BROADCAST, SPORTS STRAND

### TV production and sports

Focus on sports on the television and video side of journalism. Topics will include working in sports TV, writing for broadcast, and basic shooting and editing techniques for sports packages. Whether interested in broadcast or print journalism, knowing how to create multimedia packages can enhance your sports coverage.

EVALUATION CODE: 4114

*Bethany Lowe, La Salle University, Philadelphia*

**Noon Saturday, Virginia B, Lobby Level (110)**

## DESIGN

### InDesign for beginners (2 hours)

This hands-on session will introduce basic concepts, including setting up a workflow, incorporating content and preparing documents for publication. You'll also learn a few ways to make your publication pop, such as using paths and 3D effects. (Sign up and get ticket for this session in the registration area. Limit 36.)

EVALUATION CODE: 3912

*Hal Schmidt, Balfour Yearbooks, Houston, and Andrea Negri, CJE, Alief Hastings High School, Houston*

**Noon Saturday, Virginia C, Lobby Level (36)**

## PHOTOJOURNALISM

### Something out of nothing: feature photography

Ever wonder how photographers make great images in public places? Want to boost your confidence when taking photos of people you don't know? Check out this session on feature photography.

EVALUATION CODE: 4177

*David Foster, Kent (Ohio) State University*

**Noon Saturday, Washington 1, Exhibition Level (240)**

## PHOTOJOURNALISM

### The right angle — use it

The speaker will enlighten and engage participants on breaking news and events that he has covered over the years and the technological changes involved. In addition, he will provide tips for students through a question and answer session afterward.

EVALUATION CODE: 3881

*Ken McCoy, Ken McCoy Entertainment, Beverly Hills, Calif.*

**Noon Saturday, Washington 2, Exhibition Level (240)**

## ENTREPRENEURSHIP

### Creativity in advertising

The ad space is sold. The deadline is looming. Do you have time to do more than place a logo and company address inside a box? Absolutely! We will examine several creative ads and discuss seven design principles to make your advertising attractive and readable.

EVALUATION CODE: 4200

*Daniel M. Haygood, Elon (N.C.) University*

**Noon Saturday, Washington 5, Exhibition Level (190)**

## MULTIMEDIA BROADCAST

### Add video to your traditional print practices

With ideas from other broadcast sessions, join me and let's collaborate ways to add video to your traditional print program. Walk away with basic beginner resources and a plan for how videography can fit or be initiated into your particular journalism program. Time to make a game plan.

EVALUATION CODE: 4039

*Michelle Harmon, MJE, Borah High School, Boise, Idaho*

**Noon Saturday, Washington 6, Exhibition Level (110)**

## LAW AND ETHICS

### Censor-proofing your publication

When censorship arises, sometimes the smartest legal mind in the room will probably be yours. Learn how to educate your school about the federal (and sometimes state) laws protecting student press freedom, and some simple steps you can take to give yourself the best chance of preventing — or surviving — a censorship controversy.

EVALUATION CODE: 4093

*Adam Goldstein, Student Press Law Center, Arlington, Va.*

**Noon Saturday, Wilson A, Mezzanine Level (100)**

## PHOTOJOURNALISM

### Only human

Ten years and 9 million followers strong, "Humans of New York" epitomizes why we all want to be journalists — a strong belief everyone has a story. We will discuss HONY's ability to build rapport with strangers and how this will adapt to your own storytelling.

EVALUATION CODE: 4164

*Margie Raper, CJE, Wakeland High School, Frisco, Texas*

**Noon Saturday, Wilson B, Mezzanine Level (100)**

## EDITING

### A to Z of AP

Great stories are ruined by insufficient editing. Learn the most commonly used principles of the AP Stylebook and how to edit for them in your publication.

EVALUATION CODE: 4184

*Sarah Lockwood, Balfour Yearbooks, Richmond, Va.*

**Noon Saturday, Wilson C, Mezzanine Level (90)**

## 1 PM

## PHOTOJOURNALISM

### Automatic doesn't mean automatically correct

This is a basic workshop to explain the relationship of ISO, shutter speed and apertures and why it is important for student photographers to be able to control their camera rather than having the camera control them. Suggestions and examples included.

EVALUATION CODE: 4162

*Toni Marsh, Frisco High School, Frisco, Texas*

**1 p.m. Saturday, Coolidge, Mezzanine Level (100)**

## NEWS GATHERING

### Giving all your sports full-court press

It's easy to cover football and basketball but are you giving all sports equal coverage? This session will give you ideas on how to balance coverage, work with all publications at your school, and turn your staff into the go-to source for sports information.

EVALUATION CODE: 3945

*Melissa Warner and Casey Tedrow, Center Grove High School, Greenwood, Ind.*

**1 p.m. Saturday, Delaware A, Lobby Level (150)**

## WRITING

### Editorial writing

Learn the basics of solid editorial writing as well as things to avoid.

EVALUATION CODE: 4137

*Cathy Wall, MJE, Harrisburg (Ill.) High School*

**1 p.m. Saturday, Delaware B, Lobby Level (150)**

## LEADERSHIP AND TEAM BUILDING

### Time to chill out

Is stress in the publications room outweighing the fun? Take some time to break the ice and get to know each other. Learn how to use icebreakers to relax, have fun and build a strong, productive staff.

EVALUATION CODE: 3965

*Cheryl Franzmann, CJE, Walsworth Yearbooks, Pittsburgh*

**1 p.m. Saturday, Harding, Mezzanine Level (100)**

## MULTIMEDIA BROADCAST

**Who left their video in my Photoshop? (2.5 hours)**

Working with video in Photoshop is a feature introduced a few versions ago; however, many users are still unaware of how they can take advantage of this feature. This session will introduce Photoshop users to some of the tools for video available to them.

EVALUATION CODE: 4181

*Tom Hallaq, Kansas State University, Manhattan, Kan.*

**1 p.m. Saturday, Hoover, Mezzanine Level (100)**

## ADVISING/TEACHING

**Teaching 'All the President's Men'**

The Washington Post's coverage of the Watergate scandal is an essential part of a journalism curriculum. Explore some of the approaches and resources you can use when you share "All the President's Men" — the book, the film or both — with your students.

EVALUATION CODE: 4019

*Maureen Freeman, The News Literacy Project, Bethesda, Md.*

**1 p.m. Saturday, Jackson, Mezzanine Level (40)**

## MULTIMEDIA BROADCAST

**Philadelphia student filmmakers find their story**

In summer 2014, a group of Philadelphia students worked with the Scribe Video Center, the Pulitzer Center on Crisis Reporting and two international photojournalists, Carlos Javier Ortiz and Dominic Bracco, to produce a documentary film. At this session the filmmakers and Bracco discuss that process.

EVALUATION CODE: 4140

*Dominic Bracco II, Pulitzer Center on Crisis Reporting, Washington, D.C.*

**1 p.m. Saturday, Lincoln 2, Exhibition Level (200)**

## MULTIMEDIA BROADCAST

**Less is more: 10 broadcast tips**

It's not about a big budget, staff size or technology. To be a success, sometimes less is indeed more. Follow these 10 steps to help you and your staff tell the story well and advance your television program despite the odds.

EVALUATION CODE: 3662

*Michelle Turner, Washington (Mo.) High School*

**1 p.m. Saturday, Lincoln 3, Exhibition Level (200)**

## PHOTOJOURNALISM

**Mobile media on the cheap**

Newspapers are outfitting their journalists with smartphones with the expectation that they can transmit images/video from the scene to be published right away on the Web. Learn how to use mobile devices, apps and equipment with a minimal amount of cost.

EVALUATION CODE: 4087

*Greg Cooper, Brooks Institute, Ventura, Calif.*

**1 p.m. Saturday, Lincoln 4, Exhibition Level (200)**

## LEADERSHIP AND TEAM BUILDING

**After school, not afterthought**

Just because you don't have a class, doesn't mean you can't be on the winners list. Learn the tips and tricks to organizing an after-school program from the adviser and editor of an award-winning publication.

EVALUATION CODE: 4107

*Dmitri Conom, San Jose, Calif., and Ryan Demo, Johns Hopkins University, Baltimore*

**1 p.m. Saturday, Lincoln 5, Exhibition Level (300)**

## NEWS GATHERING

**Dealing with difficult sources**

How do you deal — both in person and through various media — with a difficult source? This workshop will focus on positive interactions with sources, professionalism and how to recover from negative experiences with sources (yelling, cursing, etc.).

EVALUATION CODE: 4088

*Meredith Cummings, University of Alabama, Tuscaloosa, Ala.*

**1 p.m. Saturday, Lincoln 6, Exhibition Level (300)**

## WEB

**Combining social media and reporting**

This seminar shows, from a student perspective, how social media can be used for on-the-ground reporting. Students will learn tools for social media reporting, and how to find a way to use social media to become a crafty Web journalist.

EVALUATION CODE: 4206

*Jacob Freedman, University of Southern California, Los Angeles*

**1 p.m. Saturday, Madison A, Mezzanine Level (75)**

## ENTREPRENEURSHIP

**Making it write**

Students from The LakeView and Legacy staffs discuss strategies they've used to take their program from in debt to in the black in less than a year.

EVALUATION CODE: 4020

*Sara Gonzales, Cypress Lakes High School, Katy, Texas, and students*

**1 p.m. Saturday, Madison B, Mezzanine Level (75)**

## WEB

**Going from zero to online Pacemaker**

How did one journalism program go from no website to winning a Pacemaker in three years? This session will be led by their experienced Pacemaker-winning staff and will discuss how to quickly improve your website, prevent basic leadership mistakes, and lead your peers to success.

EVALUATION CODE: 4225

*Shira Stein, Ayesha Abbasi and Justine Phipps, Carlmont High School, Belmont, Calif.*

**1 p.m. Saturday, Marriott Balcony A, Mezzanine Level (120)**

## GENERAL AUDIENCE

**Journalism provides career opportunities**

Since his high school journalism days, he has worked for an Italian startup, Germany's international broadcaster and a community newspaper in New York City. Annandale's Shant Shahrigian shares the ups and downs (with an emphasis on the ups) of this nonlinear path to encourage students to go into journalism.

EVALUATION CODE: 4050

*Shant Shahrigian, The Riverdale Press, New York*

**1 p.m. Saturday, Marriott Balcony B, Mezzanine Level (120)**

## NEWS GATHERING

**One big happy family**

Clichés aside, are your newspaper and yearbook staffs working together to make everyone's life easier? See how Allen High School's yearbook and newspaper intermingle to get the best for each publication. Specific focus will be on beats and photography, but a big group discussion is planned too.

EVALUATION CODE: 4121

*Kelly Juntunen, CJE, Rachel Cole, Mouley Patel, Harrison Geosits and Laura Hallas, Allen (Texas) High School*

**1 p.m. Saturday, Maryland B, Lobby Level (115)**

## WEB

**More than a story**

Learn to present information on the story page — beyond just the story text. See best practices for headlines, captions, graphics, images, audio and video. Discover new ways to deliver information to your online audience through embedded information and context.

EVALUATION CODE: 3968

*Kari Koshiol, Benilde-St Margarets School, St. Louis Park, Minn.*

**1 p.m. Saturday, Maryland C, Lobby Level (115)**

## ENTREPRENEURSHIP

**Building a social media plan**

Get a social media presence started at your school. Students and advisers will learn how to create a strong mission statement that will get accepted by reluctant administrators. Examples will be shown and handouts will be provided.

EVALUATION CODE: 3963

*Brian Heyman, CJE, Pattonville High School, Maryland Heights, Mo.*

**1 p.m. Saturday, Park Tower Suite 8219, Lobby Level (40)**

## LEADERSHIP AND TEAM BUILDING

**You want me to do what?**

In this session, an adviser and editor will discuss how they navigated their way through teaching Intro to Journalism in the same class period as Advanced Newspaper Production.

EVALUATION CODE: 3979

*Christy Briggs, MJE, and Tyler Arden, Reno (Nev.) High School*

**1 p.m. Saturday, Park Tower Suite 8222, Lobby Level (40)**

# SATURDAY ★ 1-2:30 PM

## NEWS GATHERING

### The magic of the interview

Here are 10 tried-and-true tips for a meaningful interview. Whether it's for a story or for a job/ internship, the Magic 10 make all the difference in leaving a lasting impression and getting the real story.

EVALUATION CODE: 4167

*Marcia Meskiel-Macy, MyMediaSeminars, Melbourne Beach, Fla.*

**1 p.m. Saturday, Thurgood Marshall South, Mezzanine Level (225)**

## DESIGN

### Graphic design lies you believed

Maybe Comic Sans isn't as horrible as we all think it is? Maybe Apple isn't defined by incredible graphic design. Graphic design isn't always black and white.

EVALUATION CODE: 4116

*Whitney Leonard, CJE, Little Rock (Ark.) Central High School*

**1 p.m. Saturday, Thurgood Marshall West, Mezzanine Level (225)**

## GENERAL AUDIENCE, SPORTS STRAND

### Journalism outside the classroom: school newspapers and beyond

While classes are a central part of a journalism education, some of the most valuable learning comes away from the academic setting. The speakers at this session will focus on important experiences covering sports at a school newspaper and at other internships.

EVALUATION CODE: 3895

*Daniel Gallen, University of Maryland, College Park, Md.; Rhiannon Walker, Fort Washington, Md.; and Bethany Lowe, La Salle University, Philadelphia*

**1 p.m. Saturday, Virginia A, Lobby Level (110)**

## MULTIMEDIA BROADCAST

### Diversify your newscast

Is your news coverage repetitive? Do you keep hearing from the same people? Find out how you can challenge your staff to expand its coverage to unknown and underrepresented topics, and hear from stakeholders of diverse backgrounds and experiences.

EVALUATION CODE: 3993

*Michael Hernandez, Mira Costa High School, Manhattan Beach, Calif.*

**1 p.m. Saturday, Virginia B, Lobby Level (110)**

## PHOTOJOURNALISM

### What makes a good photo

Everyone has an opinion on what makes a good photo, but almost everyone can agree on some basic principles. After this session, your images will never be the same.

EVALUATION CODE: 3874

*Tim Morley, CJE, Inland Lakes High School, Indian River, Mich.*

**1 p.m. Saturday, Washington 1, Exhibition Level (240)**

## PHOTOJOURNALISM

### Photographic awesomeness

Creating exciting and compelling images for your publication means having a plan. This session will show you 10 Must Have Images that every photojournalist should seek on every assignment. Tons of photos will be shown as examples of how to make your photo coverage unique.

EVALUATION CODE: 4012

*Eric Thomas, MJE, Kansas Scholastic Press Association, Lawrence, Kan.*

**1 p.m. Saturday, Washington 2, Exhibition Level (240)**

## NEWS GATHERING

### Localizing national and international news

When big stories break on the national news, more often than not there is an angle that applies directly to your readers. Find out how to cover big stories in a way only your publication can, and leave the big picture to Time and CNN.

EVALUATION CODE: 4154

*Kathleen Neumeyer, Harvard-Westlake School, Studio City, Calif.*

**1 p.m. Saturday, Washington 3, Exhibition Level (240)**

## MULTIMEDIA BROADCAST

### Getting started with live streaming

Adding live streaming to your broadcast program can seem like a daunting task. Learn some tips and tricks to make the transition easier regardless of your budget. We'll cover equipment, techniques and streaming options. Bring any specific questions you may have.

EVALUATION CODE: 4041

*Adam Dawkins, CJE, Regis Jesuit High School, Aurora, Colo., and Cory Morlock, Academy District 20, Colorado Springs, Colo.*

**1 p.m. Saturday, Washington 6, Exhibition Level (110)**

## LAW AND ETHICS

### 'I found this great photo on Google Images, and ...'

Is it really always legal to replay 30 seconds of a song? Can you use movie posters to illustrate your reviews? Is there ever a time when it's OK to publish Disney or Marvel characters? You may be surprised at what copyright law does (and doesn't) allow.

EVALUATION CODE: 4092

*Adam Goldstein, Student Press Law Center, Arlington, Va.*

**1 p.m., Saturday, Wilson A, Mezzanine Level (100)**

## LAW AND ETHICS, FIRST AMENDMENT STRAND

### Issue seminar: student media rights (2 hours)

Matters dealing with the freedom of expression demand that advisers and editors know what is within students' rights and what isn't. Panelists will discuss the implications of the First Amendment in today's student press. How much control can a principal exert in

states governed by *Hazelwood*, and how much freedom does the student press have in the *Tinker* states? From crafting staff editorial policies and providing guidelines for principals to changing local and state laws, students will learn how to be advocates for their rights.

EVALUATION CODE: 3859

*Frank LoMonte, Student Press Law Center, Arlington, Va.; Gene Policinski, CJE, Newseum Institute, Washington, D.C.; and Laurin Grubb, Broadneck High School, Annapolis, Md.*

**1 p.m. Saturday, Wilson B, Mezzanine Level (100)**

## WRITING, LITERARY MAGAZINE STRAND

### Retire the old reliables

So much depends upon/the literary magazine/poem/it can be invention/original/not always angst/hooray! In this interactive session, you'll encounter different genres of poetry — some you may never have seen before. By the end of the session, you'll have starts on a handful of your own original poems.

EVALUATION CODE: 4090

*David Ragsdale, CJE, Louise Platter and Ethan Crane, Clarke Central High School, Athens, Ga.*

**1 p.m. Saturday, Wilson C, Mezzanine Level (90)**

2:30 PM

## DESIGN

### Fontastic obsession

We will obsess over ascenders and descenders as well as serifs and sans serifs in this session about typography. Learn how to use type effectively in your design.

EVALUATION CODE: 4185

*John Cutsinger, CJE, Jostens, Ocoee, Fla., and Deborah Grund, Dr. Phillips High School, Orlando, Fla.*

**2:30 p.m. Saturday, Coolidge, Mezzanine Level (100)**

## WEB

### Building digital bridges

Pinning. Tweeting. Posting. With the currents of journalism changing by the minute, it's hard to stay ahead of the technological wave. By adding a few digital tools to their repertoire, students can connect within their schools, throughout their communities and across the globe.

EVALUATION CODE: 3853

*Rachel Rauch, CJE, Homestead High School, Mequon, Wis.*

**2:30 p.m. Saturday, Delaware A, Lobby Level (150)**

## WEB

### Engage viewers you have never met

Learn how your online site can engage your audience. See how you can apply the audience engagement techniques our student staff uses in their online news site for their international Web-based K-12 school. The student site can get 2,400 views on a good day.

EVALUATION CODE: 4142

*Kim McCarthy, CJE, Mother of Divine Grace School, Ojai, Calif.***2:30 p.m. Saturday, Delaware B, Lobby Level (150)**

ENTREPRENEURSHIP

**Casting a wider net**

Are you using Facebook, Twitter or Instagram as a way to engage your readers? Time to embrace the trends because they aren't going anywhere. This session will help you form an execution plan to implement social media in your coverage, and extend your storytelling.

EVALUATION CODE: 4163

*Rebecca Pollard, CJE, Heritage High School, Frisco, Texas***2:30 p.m. Saturday, Harding, Mezzanine Level (100)**

ADVISING/TEACHING

**Understanding standards-based grading**

Many school districts are forcing all teachers to use the standards-based grading system. Learn about SBG and how you can apply it to your introduction- and production-level classes.

EVALUATION CODE: 4169

*Brad Lewis, MJE, St. Teresa's Academy, Kansas City, Mo.***2:30 p.m. Saturday, Jackson, Mezzanine Level (40)**

ADVISING/TEACHING

**High school-university collaboration**

College journalism programs depend on high school programs to generate interest and develop skills. High school programs can benefit from the expertise and resources in journalism schools. Let's explore how we can work together to our mutual benefit.

EVALUATION CODE: 4005

*Tim Regan-Porter, Center for Collaborative Journalism, Macon, Ga.***2:30 p.m. Saturday, Jefferson, Mezzanine Level (40)**

WRITING

**Standing up while sitting down**

Learn about humor columns and what makes them funny. Speaker will cover topic selection and development, plus how to enhance a humor columnist presence via social media.

EVALUATION CODE: 3930

*Greg Gagliardi, CJE, Cherry Hill (N.J.) High School East***2:30 p.m. Saturday, Lincoln 2, Exhibition Level (200)**

ENTREPRENEURSHIP

**Finding your first sports journalism job**

Your career may be a few years away, but you may begin planning for a job in sports journalism now. This session will explore some strategies that have worked for some folks who have made the leap into the professional sportscasting ranks.

EVALUATION CODE: 3991

*Max Negin, Elon (N.C.) University***2:30 p.m. Saturday, Lincoln 3, Exhibition Level (200)**

NEWS GATHERING

**Taking play-by-play seriously**

Sports has been called the sandbox of journalism. Yet it could be your future; it is the one area of journalism that is growing. Take tips on how to do sports journalism live from a man who has been there for 40 years.

EVALUATION CODE: 4099

*Mike Gange, Fredericton High School, Fredericton, New Brunswick, Canada***2:30 p.m. Saturday, Lincoln 4, Exhibition Level (200)**

ENTREPRENEURSHIP

**The rest of the story: multimedia in yearbook**

The print story just isn't good enough anymore. Bring your yearbook into 2015 by expanding your coverage both in print and online. With social and multimedia you can take your reader beyond the printed page.

EVALUATION CODE: 4108

*Dmitri Conom, San Jose, Calif., and Ryan Demo, Johns Hopkins University, Baltimore***2:30 p.m. Saturday, Lincoln 5, Exhibition Level (300)**

DESIGN

**The same, but different**

Coming up with a different way to tell the same old story is what the session is all about. Find fresh presentation and coverage ideas plus learn to adapt ideas you see elsewhere to your publication. An open mind and creativity are musts.

EVALUATION CODE: 3733

*Linda Puntney, MJE, Manhattan, Kan.***2:30 p.m. Saturday, Lincoln 6, Exhibition Level (300)**

LEADERSHIP AND TEAM BUILDING

**Becoming a contemplative student leader**

How might students mold themselves into successful leaders? One trend emerging in workplaces is that of contemplation; purposefully planning and envisioning success. In this session, students will participate in exercises they can use to manifest success by making personal mission statements, vision boards and journals.

EVALUATION CODE: 3932

*Naeemah Clark, Elon (N.C.) University***2:30 p.m. Saturday, Madison A, Mezzanine Level (75)**

ENTREPRENEURSHIP

**Get money: business and advertising**

How do you pay for your publications? Learn more about fundraising ideas that don't take a lot of time or energy, advertising designs that customers want to see and pertinent sales techniques.

EVALUATION CODE: 3966

*Amie King, CJE, Cape Henlopen High School, Lewes, Del.***2:30 p.m. Saturday, Madison B, Mezzanine Level (75)**

DESIGN

**Candy, gum and dental floss: journalistic cover design**

Your cover is your best chance to convince your audience to read your publication. Whether it's a newspaper, yearbook or magazine, the goal is the same: Convince someone to pick up and look at your work. We'll offer different approaches to creating compelling covers, while offering you candy, gum and dental floss.

EVALUATION CODE: 4208

*Susan Massy, Shawnee Mission Northwest*

# JEA/NSPA Spring National High School Journalism Convention

April 16–19, 2015 | Sheraton Denver Downtown Hotel





# SATURDAY ★ 2:30 PM

*High School, Shawnee, Kan., and Wes Mikel, WesMikeldotcom, Kansas City, Mo.*

**2:30 p.m. Saturday, Marriott Balcony A, Mezzanine (120)**

WRITING, LITERARY MAGAZINE STRAND

## More than poems and short stories

Fifty or more ideas for adding nonfiction to your literary magazine's content — and ways to get submissions. Features can be as varied in subject and stimulating in style as poetry and short stories.

EVALUATION CODE: 4069

*Carol Lange, CJE, Reston, Va.*

**2:30 p.m. Saturday, Marriott Balcony B, Mezzanine (120)**

ENTREPRENEURSHIP

## Abundant advertising

You will be introduced to a comprehensive advertising unit. It will cover how to design ads, how to sell ads and how to manage your budget. While the class focuses on newspaper, the concepts also apply to yearbook.

EVALUATION CODE: 3960

*Christy Briggs, MJE, Reno (Nev.) High School*

**2:30 p.m. Saturday, Maryland B, Lobby Level (115)**

WRITING

## Short writes: everybody reads, everybody writes

A short-write system allows for a number of quick reads for students. The system also makes for better writers, easy grading and (almost) everyone getting published. Experience how easy it our system is.

EVALUATION CODE: 4066

*Janet Levin, MJE, John Hersey High School, Arlington Heights, Ill.*

**2:30 p.m. Saturday, Maryland C, Lobby Level (115)**

WRITING

## Funny speech, free speech, good citizenship

From the Founding Fathers to the Supreme Court, our country's philosophical leaders have asserted that critiquing authority is part of the American birthright. Knowledgeable journalists play an important role in society in their editorial voice and leadership.

EVALUATION CODE: 3478

*Tom Sivertsen, Redwood High School, Larkspur, Calif.*

**2:30 p.m. Saturday, McKinley, Mezzanine Level (70)**

ADVISING/TEACHING

## What they never told you

Advising is a tough but rewarding job that gets a lot easier when you know a few secrets. In this session, two veteran advisers discuss everything they wish they had known when they first started advising yearbook, and the secrets to success they've learned since.

EVALUATION CODE: 3872

*Meghan Percival, CJE, McLean (Va.) High School and Erinn Harris, CJE, TJ Media, Alexandria, Va.*

**2:30 p.m. Saturday, Park Tower Suite 8222, Lobby Level (40)**

LEADERSHIP AND TEAM BUILDING

## Playing nicely with Time

If you tell yourself that you just need more Time or there's never enough Time or ... well, you get the picture. Bring your watch, your smartphone and your old-school calendar. Let's see what's what with how you have said "yes."

EVALUATION CODE: 4166

*Marcia Meskiel-Macy, MyMediaSeminars, Melbourne Beach, Fla.*

**2:30 p.m. Saturday, Thurgood Marshall South, Mezzanine Level (225)**

WRITING

## Editorial writing: using your collective voice

Columns are great, but an editorial is even more powerful because it represents not just the speaker, but the collective voice of the publication. We'll look at effective professional and scholastic editorials and work through the process of planning and writing editorials.

EVALUATION CODE: 4139

*Joe Humphrey, MJE, Hillsborough High School, Tampa, Fla.*

**2:30 p.m. Saturday, Thurgood Marshall West, Mezzanine Level (225)**

MEETING

## Mentor Program informational meeting

This meeting is for state scholastic press association representatives to ask questions and get updated about changes in the JEA Mentor Program. If you want to bring the program to your state, this meeting is also for you.

*Linda Barrington, MJE, Mount Mary University, Milwaukee, and Bill Flechtner, MJE, Milwaukie, Ore.*

**2:30 p.m. Saturday, Tyler, Mezzanine Level (40)**

LEADERSHIP AND TEAM BUILDING

## Teenage Mutant Ninja editors

Using the movie characters, the speaker will explore good and bad ways to lead a yearbook staff. This humorous presentation provides insight into common mistakes students make while in a leadership position. Learn what it takes to be a hero, not a villain, as an editor.

EVALUATION CODE: 4132

*Carole Babineaux, CJE, Liberty High School, Frisco, Texas*

**2:30 p.m. Saturday, Virginia A, Lobby Level (110)**

PHOTOJOURNALISM

## Photography crash course

This session condenses a semester's worth of digital photography into 45 minutes. By the end of this session, you will understand how shutter, aperture, ISO and focal length affect your images. And, you will feel confident enough to manipulate these settings on the go.

EVALUATION CODE: 4207

*Sarah Tricano, Holy Trinity Episcopal Academy, Melbourne, Fla.*

**2:30 p.m. Saturday, Virginia B, Lobby Level (110)**

WEB

## Telling stories with data and graphs

This session will focus on using Plotly to make, embed and share interactive, online graphs as part of articles and presentations. (Sign up at registration and get ticket. Limit 36.)

EVALUATION CODE: 3876

*Matthew Sundquist, Plotly, San Francisco*

**2:30 p.m. Saturday, Virginia C, Lobby Level (36)**

PHOTOJOURNALISM

## Light it up!

Good lighting is fundamental to great photography. From ambient to mods on the cheap to accessory strobes and a live photo shoot, we'll explore what you can do to bring light to the party and improve your photography.

EVALUATION CODE: 4097

*Mike Simons, CJE, Corning-Painted Post High School, Corning, N.Y.*

**2:30 p.m. Saturday, Washington 1, Exhibition Level (240)**

PHOTOJOURNALISM

## Gray areas: photo ethics case studies

Unfortunately, journalists have provided tons of examples of photojournalism ethics gone wrong. During this session we will review some of the pitfalls of ethical decision making and provide a strong ethical foundation for the next time you have a tough decision to make.

EVALUATION CODE: 4016

*Eric Thomas, MJE, Kansas Scholastic Press Association, Lawrence, Kan.*

**2:30 p.m. Saturday, Washington 2, Exhibition Level (240)**

NEWS GATHERING, SPORTS STRAND

## What's so hard about covering high school sports?

With more online publications, now is the time to get back to writing hard-news-style sports stories. This session will provide a plan to cover a sports event prior, during and after a game. Emphasis will be given to beat writing, use of social media and news-gathering techniques.

EVALUATION CODE: 4113

*Phil Dignan, Gainesville, Fla.*

**2:30 p.m. Saturday, Washington 3, Exhibition Level (240)**

DESIGN, CARTOON STRAND

## Editorial cartoon creation and syndication

Clay Jones will discuss creating a cartoon from idea to submission to editors, from drawing to completing with color. He'll also discuss the differences between working on a newspaper staff and freelancing to sell his work to national

# 2:30-3:30 PM ★ SATURDAY/8:30 AM SUNDAY

newspapers such as The New York Times, Newsweek and The Washington Post.  
EVALUATION CODE: 4053

*Clay Jones, Fredericksburg, Va.*

**2:30 p.m. Saturday, Washington 5, Exhibition Level (190)**

DESIGN

## Baby market

If you are selling seniors in the yearbook ad section (or just paying tribute to them) you've come to the right place. Tips on promoting "baby ads" and how to design them to fit the look of your book will be shared.

EVALUATION CODE: 4202

*Crystal Kazmierski, Arrowhead Christian Academy, Redlands, Calif.*

**2:30 p.m. Saturday, Wilson A, Mezzanine Level (100)**

LEADERSHIP AND TEAM BUILDING

## Diversity and adversity: covering a diverse readership

As student journalists, we strive to provide coverage that pertains to our readership. This

session explores methods of publishing stories while considering all racial, religious, cultural and economic demographics in our schools. We will examine and share ways to effectively build a connection between student publications and a diverse student body.

EVALUATION CODE: 4089

*David Ragsdale, CJE, Aaron Holmes, and Chad Rhym, Clarke Central High School, Athens, Ga.*

**2:30 p.m. Saturday, Wilson C, Mezzanine Level (90)**

MULTIMEDIA BROADCAST

## Advanced broadcast writing

Broadcasting is all about telling stories well. In this session, you'll learn to craft beautiful scripts that grab the audience's attention. We'll also give you some tips that will help you write better scripts, faster.

EVALUATION CODE: 4040

*Adam Dawkins, CJE, Regis Jesuit High School, Aurora, Colo., and Cory Morlock, Academy District 20, Colorado Springs, Colo.*

**2:30 p.m. Saturday, Washington 6, Exhibition Level (110)**

**3:30 PM**

EVENT

## ★ NSPA awards ceremony

Winners of the NSPA Best of Show, NSPA Pacemakers and national individual awards will be honored at this ceremony. JEA and NSPA encourage everyone to celebrate all winners.

**3:30 p.m. Saturday, Marriott Ballroom, Lobby Level (2,800)**

**8:30 AM SUNDAY**

EVENT

## ★ JEA awards ceremony

Winners of JEA Write-off contests will be recognized during the closing ceremony. You also will see a slide show of convention highlights. You may pick up Write-off entries after the ceremony. If you receive entries from other schools, please contact JEA at [staff@jea.org](mailto:staff@jea.org) to find out where it needs to go.

**8:30 a.m. Sunday, Marriott Ballroom, Lobby Level (2,800)**

# SCHOLASTIC JOURNALISM

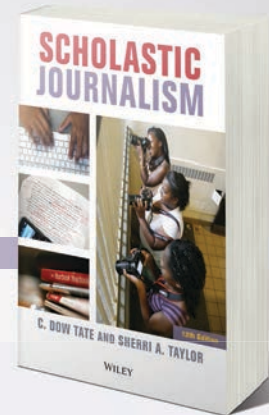
12<sup>TH</sup> EDITION

C. DOW TATE AND SHERRI A. TAYLOR

This fully revised 12<sup>th</sup> edition features extensive updates and expanded features to guide and instruct students through the exciting world of modern student journalism

- Incorporates cross platform writing and design into each chapter to bring this classic high school journalism text into the digital age
- Delves into the collaborative and multimedia/new media opportunities and changes that are redefining journalism education as traditional media converges with new technologies
- Continues to educate students on the basic journalistic skills of collecting, interviewing, reporting, and writing
- Includes a variety of new user-friendly features for students and instructors
- Features an updated instructor manual and supporting online resources available at

[www.wiley.com/go/scholasticjournalism](http://www.wiley.com/go/scholasticjournalism)



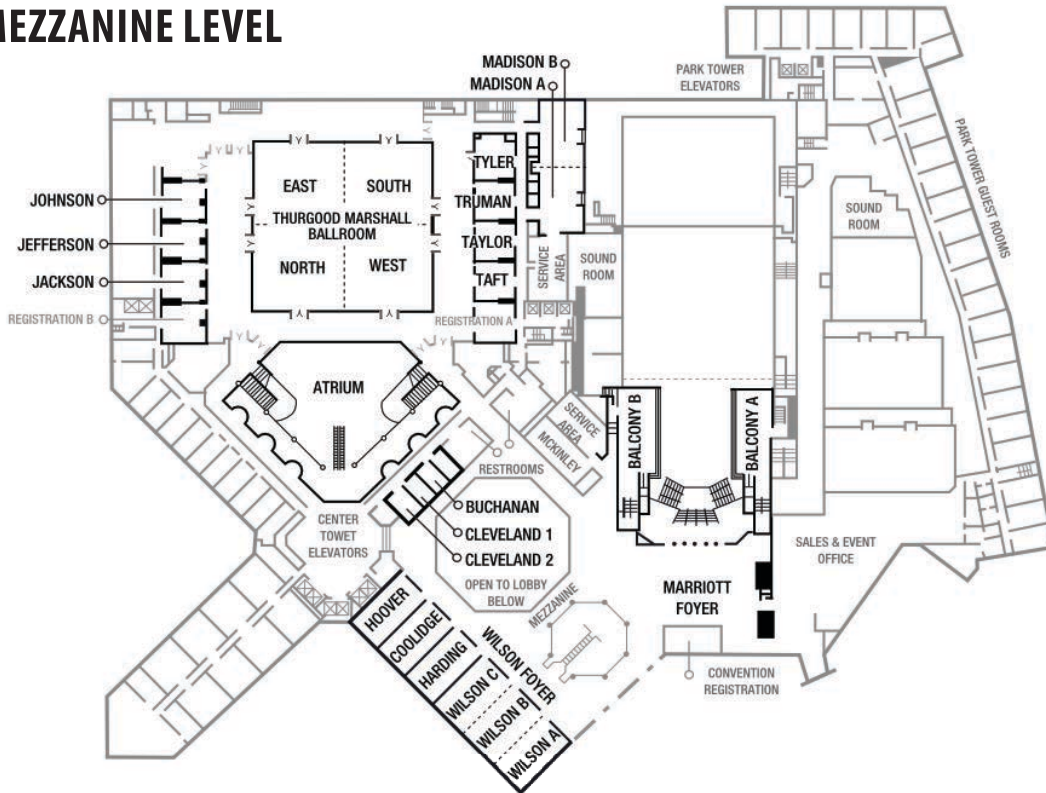
## REQUEST AN EVALUATION COPY

If you or your school are considering adopting *Scholastic Journalism*, please contact our sales representatives at [WileyHSAP@Wiley.com](mailto:WileyHSAP@Wiley.com) to request an evaluation copy.

**Also available as an Wiley eTextbook.**

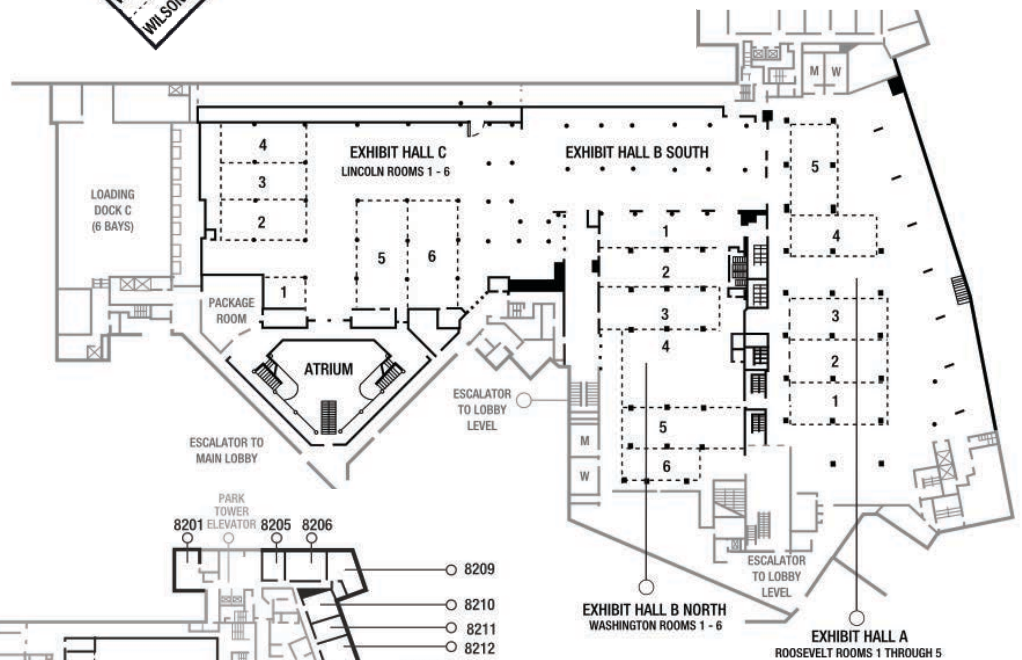
WILEY

# MEZZANINE LEVEL



# MARRIOTT WARDMAN PARK

# EXHIBITION LEVEL



# LOBBY LEVEL

