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  Journalism & Environmental Studies

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ithaca.edu/parkscholars
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CONVENTION OFFICIALS

JOURNALISM EDUCATION ASSOCIATION

HEADQUARTERS STAFF
Linda S. Puntney, MJE, interim executive director
Connie Fulkerson, CJE, administrative assistant
Pam Boller, office manager/advertising director
Kate Dubiel, web/database developer
Lisa Terhaar, bookkeeper

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Vice President: Sarah Nichols, MJE, Whitney High School, Rocklin, Calif.
Past President: Candace Perkins Bowen, MJE, Kent (Ohio) State University

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Scholastic Press Rights: John Bowen, MJE, Kent (Ohio) State University
Director at Large: Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.

STANDING COMMITTEE CHAIRS
Awards: Casey Nichols, CJE, Rocklin (Calif.) High School
Certification: Kim Green, MJE, Ball State University, Muncie, Ind.
Contests: Nancy Y. Smith, MJE, Lafayette High School, Wildwood, Mo.
Digital Media: Aaron Manfull, MJE, Francis Howell North High School, St. Charles, Mo.
Nominations: Candace Perkins Bowen, MJE, Kent (Ohio) State University
Professional Outreach: Jonathan Rogers, MJE, Iowa City (Iowa) High School
Publications/Public Relations: Evelyn Lauer, CJE, Niles West High School, Skokie, Ill.

NATIONAL SCHOLASTIC PRESS ASSOCIATION

HEADQUARTERS STAFF
Laura Widmer, executive director
Amber Billings, digital and design coordinator
Ashley Tilley, administrative assistant
Mariah Keith, contest and critique coordinator

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Sara Quinn, Kansas State University, Manhattan, Kan.
Ann Visser, MJE, Pella, Iowa

Visit jea.org/eval to evaluate sessions
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Betsy Ahlersmeyer, Ball State University, Muncie
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Robin Bilinski, NorthWood High School, Nappanee
Kris Brown, MJE, Fishers High School, Fishers
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Jeff Gabbard, CJE, Richmond High School, Richmond
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Adam Maks, CJE, Indiana University Southeast, New Albany
Rachel McCarver, MJE, Columbus North High School, Columbus
Janet McKinney, retired, Carmel
Denise Roberts, MJE, Greenwood Community High School, Greenwood
Sarah Verpooten, MJE, Lake Central High School, St. John
Carrie Wadycki, MJE, Lake Central High School, St. John
Marilyn Weaver, Ball State University, Muncie
Teresa White, Indiana University, Bloomington

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

1. Download the free Guidebook app.

2. Search “JEA/NSPA Fall 2016” and download the guide.

Sponsored by Picaboo Yearbooks

The JW Marriott Indianapolis, where events for the JEA/NSPA National High School Journalism Convention will be held, offers 104,000 square feet of meeting space, 1,005 guest rooms and 50 meeting rooms. The hotel is the largest JW Marriott in the world and boasts a 40,500-square-foot Grand Ballroom (the largest in the state). Photo courtesy of White Lodging.
WHAT DOES IT MEAN?

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

Beginner badge: Session is suitable for beginners
Special activity or event

CONVENTION GUIDELINES

These guidelines are established to ensure that all convention participants have a safe and enjoyable stay in Indianapolis.

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 disruptions. 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 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.
EXHIBITORS AND ADVERTISERS

Ashland University, Booth 406
Balfour Publishing, Booths 301, 303, 305, 400; Pages 48, back cover
Ball State University College of Communication, Information and Media, Booths 201, 203, 205; Pages 21, 61
Business Professionals of America, Booth 214
Drake University’s School of Journalism and Mass Communication, Booth 302
Elon University School of Communications, Booth 312P; Page 39
Friesens Corp., Booth 313P, 412P; Page 35
George Mason University, The Washington Journalism and Media Conference, Booth 414
Goodheart-Wilcox Publisher, Booth 309P
Harding University, Booth 124
Herff Jones, Booths 116-121, 216, 218, 220; Page 16
Ithaca College Park Scholar Program, Booth 402; Page 66, inside front cover
Jostens, Booths 208P, 206, 204, 202, 200P, 109P, 107, 105, 103, 101P; Pages 32, 55
Kansas State University, A.Q Miller School of Journalism and Mass Communications, Booth 112
Kent State University College of Communication & Information, Booth 114; Page 45
Lifetouch, Booths 110, 108
Lindenwood University, Booth 504
Louisiana State University Manship School of Mass Communication, Booth 404
Loyola University New Orleans, Booth 315
Missouri School of Journalism, Booth 501
National Federation of Press Women, Page 56
New England Center for Investigative Reporting, Booth 308P; Page 59
Newseum Institute, Booth 100P; Page 36
Newsmen by the Bay, see Guidebook app
North Carolina Scholastic Media Association, Page 70
Northwestern University, Medill School of Journalism, Media, Integrated Marketing Communications, Booths 416, 418, 420, 422P; Page 69
National Scholastic Press Association, Booth 502
Phillip Merrill College of Journalism, Booth 106
Picaboo Yearbooks, Booths 213P, 215; Page 40
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SNO Sites, Booth 209P
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The Media School of Indiana University, Booths 113P, 212P, 115; Page 30
UNC-Chapel Hill School of Media and Journalism, Booth 217
University of Iowa School and Journalism and Mass Communication, Booth 207; Page 62
University of Kansas, William Allen White School of Journalism and Mass Communications, Booth 122
University of Mississippi, Meek School of Journalism and New Media, Booth 500
University of Oregon, School of Journalism and Communication, Booth 221P; Page 73
USC Annenberg School for Communication and Journalism, Booth 314
Walsworth, Booth 316-323; Page 24
Wisconsin Indian Education Association, Booths 304, 306

GRiffIN EXHIBIT HALL
Trade show/registration
Larry Buchanan
Larry Buchanan is a graphics editor at The New York Times. Before that he worked as a freelancer for The New Yorker, The Onion, ESPN and others. Before that, he went to Indiana University, adopted a dog and lived in a log cabin.

Visuals are better than words, 11 a.m. Saturday, JW Grand 7-10, 3rd Floor

Galen Clavio
Galen Clavio, Ph.D., is an associate professor of sports media at Indiana University, and also the director of the National Sports Journalism Center. A former play-by-play broadcaster, Clavio teaches classes in sports broadcasting, social media, and emerging technologies in sports media. Clavio has helped mentor many students who have gone on to professional careers in sports media.

Technology in sports media, Noon Friday, JW Grand 5, 3rd Floor

Kelley French
Kelley French teaches reporting and writing in the Indiana University Media School. Formerly a writer and editor at the Tampa Bay Times, she was a finalist for the 2013 Pulitzer Prize and is the editor of three other Pulitzer finalists. She and her husband, Thomas French, also a journalism professor at IU, have just finished "Juniper," a nonfiction book on the life-and-death struggle for their micro-preemie daughter.

Getting sources to talk about things that matter, 10-11:50 a.m. Friday, JW Grand 9-10, 3rd Floor

Thomas French
Thomas French, a Pulitzer prize-winning journalist and New York Times bestselling author, teaches reporting at Indiana University's Media School. Under his guidance, Indiana's journalism students have won four national writing championships at the prestigious Hearst contest. He and his wife, Kelley French, also a journalism professor at IU, have just finished "Juniper," a nonfiction book on the life-and-death struggle for their micro-preemie daughter.

Ledes and nut grafs: New tools, noon Friday, JW Grand 8, 3rd Floor

Gerry Lanosga
Gerry Lanosga is an assistant professor at Indiana University's Media School, where he teaches and researches journalism as a professional practice. His 18-year journalism career included work as a columnist, a city hall reporter and an investigative producer. Recognition of his work included a Peabody Award and IRE's Freedom of Information Medal. Lanosga also serves as president of the Indiana Coalition for Open Government.

Using public records for hard-hitting investigations, 11 a.m. Friday, JW Grand 6, 3rd Floor

Margot Lester
Margot Lester's career began on her high school and hometown newspapers. A journalism major, she has reported for local, state and national news and feature outlets, including Forbes, Los Angeles Business Journal and Monster.com. She's also been a managing editor and writing coach. Her accolades include a scholastic journalism award for editorial writing and an Independent Publisher Book Award gold medal for nonfiction.

Ledes and nut grafs: New tools, noon Friday, JW Grand 8, 3rd Floor

Editing and revising: 5 big questions, 1 p.m. Friday, JW Grand 8, 3rd Floor

Editorials: The power of your ideas, 2 p.m. Friday, JW Grand 8, 3rd Floor

Sarah Neal-Estes
Sarah Neal-Estes advises young journalists seeking experience in audio journalism, a growing field. She is the statewide managing editor for Indiana Public Broadcasting.

Before leading IPB News, Neal-Estes founded two audio journalism courses at Indiana University and reported and produced at KUAC in Alaska, where she also freelanced nationally. She earned her master's degree at the University of California at Berkeley Graduate School of Journalism.

Experience in audio journalism, 1 p.m. Saturday, White River D, 1st Floor

Larra Overton
Larra Overton works as the traffic reporter for FOX59 Morning News, but that's just how she starts her day. She is also a sideline reporter and track and field analyst for Fox Sports, plus the in-game host and reporter for the Indiana Pacers at Pacers.com. Overton also co-hosts the weekly "Colts Up Close" show and works as a sports reporter for Fox59 and CBS4.

Being female in the sports media industry, 9 a.m. Friday, JW Grand 6, 3rd Floor
Steve Peha


Ledes and nut grafts: New tools, noon Friday, JW Grand 8, 3rd Floor
Editing and revising: 5 big questions, 1 p.m. Friday, JW Grand 8, 3rd Floor

Naomi Pescovitz

Naomi Pescovitz is an Emmy Award-winning journalist serving as a weekend anchor and weekday reporter for WTHR Channel 13. Pescovitz graduated from the Medill School of Journalism at Northwestern University with majors in journalism and international studies. In high school, she was yearbook editor and several attended JEA/NSPA conventions.

From yearbook editor to TV anchor and reporter, 11 a.m. Saturday, White River A, 1st Floor

Lauren Reichart Smith

Lauren Reichart Smith, Ph.D., is a faculty member in The Media School at Indiana University. Previously, she was the associate director for public relations at Auburn University. As a former television producer, she has worked in both the Atlanta and Birmingham television markets and received an Emmy nomination in 2005 for her work. Her main research area lies in media sport — the intersection between sports and mass media.

Technology in sports media, Noon Friday, JW Grand 5, 3rd Floor

Robert Scheer

Robert Scheer has been a visual journalist at the Indianapolis Star and indystar.com for the past 18 years. Well-trained in video and multimedia in addition to still photography, Scheer has covered three Super Bowls, many Final Fours, the 2004 Olympics in Greece, and the war in Iraq. He has a bachelor's degree in biology from Humboldt State University and is a graduate of the 2007 Platypus Video Workshop.

Being inclusive without being biased, 2 p.m. Friday, JW Grand 9-10, 3rd Floor

Amy Wimmer Schwarb

Amy Wimmer Schwarb is the editor of Champion, a college sports magazine published quarterly by the NCAA. Schwarb took her first newspaper job at age 12 and began her post-college career at the St. Petersburg Times in Florida. She has taught college journalism at the University of Indianapolis and the University of Florida. Schwarb is a graduate of the Indiana University School of Journalism.

(Net)work it, baby, 10 a.m. Friday, JW Grand 6, 3rd Floor

John Schwarb

John Schwarb is senior communications manager of the Indianapolis Motor Speedway, home of the Indianapolis 500. A graduate of Indiana University and former sports editor of the Indiana Daily Student, he also has worked as a web editor at the PGA Tour, a motorsports writer for ESPN.com and a sports writer for Florida’s St. Petersburg Times, now known as the Tampa Bay Times.

(Net)work it, baby, 10 a.m. Friday, JW Grand 6, 3rd Floor

Stephanie Wang

Stephanie Wang covers issues of inequality for the Indianapolis Star. Her work has included reporting on the legal and political battles around same-sex marriages; religious freedom laws; LGBT rights; abortion laws; and education inequities. She is from Boston, graduated from Northwestern University and previously worked for the Tampa Bay Times (formerly known as the St. Petersburg Times).

Fairness in reporting on controversial topics, noon Friday, JW Grand 6, 3rd Floor

How to land any job, internship, 1 p.m. Friday, JW Grand 6, 3rd Floor

Gene Policinski

Gene Policinski is chief operating officer of the Newseum Institute, the programs and thought leadership partner of the Newseum, in Washington, D.C. A veteran journalist and a founding editors of USA Today, he is a nationally recognized expert on First Amendment issues.

The First Amendment in the digital age, 2 p.m. Friday, JW Grand 7, 3rd Floor
**SPECIAL ACTIVITIES**

**REGISTRATION AND TRADE SHOW**

**Media tour check-in**
The media tour check-in table is located in the White River Lobby near Room 105. Please check in at the designated media-tour time listed on the website and in the registration booklet. 7:30 a.m.-1:30 p.m. Thursday, White River Foyer near Room 105, 1st Floor

**Conventional check-in and registration**
In addition to the trade show and convention registration/check-in, turn in your Best of Show entries here. Speakers may pick up their name badges at a nearby table. Also in the exhibit hall is the lost and found, Write-off contest and on-site critique check-in and convention shirt distribution.

1-7 p.m. Thursday and 8 a.m.-4 p.m. Friday, Griffin Exhibit Hall, 2nd Floor; 8 a.m.-1 p.m. Saturday, Grand Registration Desk, 3rd 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, Griffin Exhibit Hall, 2nd Floor

**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 pre-order. Quantities are limited. Shirts must be picked up no later than noon Friday. 1-7 p.m. Thursday and 8 a.m.-4 p.m. Friday, Griffin Exhibit Hall, 2nd Floor

**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 production, website or yearbook at the Best of Show desk. Winners will be announced at the award ceremony Saturday. Desk open: 1-7 p.m. Thursday and 8 a.m.-4 p.m. Friday, Griffin Exhibit Hall, 2nd Floor

**Write-off contest check-in**
If both your Write-off registration and JEA membership fees have been paid, your school’s Write-off contest table 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. After noon Friday, come to Room 312, 3rd Floor, for ticket replacement.

All broadcast contest entrants who meet Friday morning must pick up their contest ID labels before their contest begins.

Desks open: 1-7 p.m. Thursday and 8 a.m.-noon Friday, Griffin Exhibit Hall, 2nd Floor; noon-3 p.m. Friday, Room 312, 3rd Floor

**On-site critiques**
Schools scheduled for critiques should bring up to three different issues of newspapers/magazines, or the most recent literary magazine or yearbook. Some staffs also choose to bring mockups of the current yearbook. For broadcast critiques, bring a thumb drive, DVD or upload to YouTube. For online critiques, exchange a URL. Since critiques are 30 minutes, it is important to be on time. Check at the NSPA desk to confirm your time and room assignment.

Noon-3:30 p.m. Friday, White River E, 3rd Floor; and 9 a.m.-1 p.m. Saturday, Room 202, 2nd Floor

**JE Bookstore**
Check out the new books, as well as popular best-sellers, at the JE 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, flash drives 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.-1 p.m. Saturday, Room 103/104, 1st Floor

**Continuing Education Unit**
Attendance certificates signed by both organizations leaders are available in the JE Bookstore at no charge. These certificates are for advisers only and do not have an affiliation with a university.

1-7 p.m. Thursday, 7:30 a.m.-5 p.m. Friday and 7:30 a.m.-1 p.m. Saturday, Room 103/104, 1st Floor

**Publication exchange**
Interested in seeing what kind of work other high schools around the nation are producing? Stop by the publication exchange tables to see the latest editions of high school news from coast to coast. Feel free to drop off a few copies of your publication and pick up some you like.

1 p.m. Thursday through 7 p.m. Saturday, Foyer near JW Grand 5/6, 3rd Floor

**ADVISER EVENTS**

**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, White River I, 1st Floor

**Advisor 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. Sponsors for this event are Ball State University College of Communication, Information and Media; Elon University School of Communications; and Newseum Institute.

9-10:30 p.m. Thursday, White River F, 1st Floor

**Advisor reception and SPLC fundraiser**
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, Indianapolis-related food and gifts, art and other interesting items. Credit/debit cards, check or cash will be accepted as payment for auction items. Those who are judging Write-off contests are especially encouraged to attend after they finish judging. Sponsored by Jostens.

8:30-11 p.m. Friday, White River G-J, 1st Floor

**Advisor 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 underwritten by Friesens Corp. and Savannah College of Art and Design (SCAD). Saturday refreshments are underwritten by SchoolPrintin.com.

7:30 a.m.-5 p.m. Friday and 7:30 a.m.-1 p.m. Saturday, Room 103/104, 1st Floor

Visit jea.org/eval to evaluate sessions
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 will be recognized. Speakers will include Lori Keekley, MJE, the Dow Jones Teacher of the Year, and Butch Keller, JEA Administrator of the Year. Preregistration was required. Please bring your ticket. Herff Jones and Northwestern University Medill School of Journalism have underwritten this event.

Noon-2:20 p.m. Saturday, White River F, 1st Floor

SPECIAL ACTIVITIES

Break with a Pro
If you preregistered for this career-exploration event with media 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, White River E, 1st Floor

Lunch with the JEA president
Ten students who have been selected for this event will meet with Mark Newton for lunch and a press conference in the JEA suite. Participants will have the president’s attention for ideas and suggestions related to student and adviser needs in scholastic journalism. Students are encouraged to produce some kind of piece based on the interview for publication at home in their student media. JEA will promote the finished pieces on the organization’s website and social media accounts.

Noon-1:50 p.m. Friday, JEA Suite

Pajama Party: Choose your own ethics adventure
Can you make the right ethical decisions in this adventure? Join some of your closest friends in a pajama-style party where you’ll cruise through a real-life scenario packed with judgment choices that are tough for even the most seasoned journalists. Ethics adventure = fun. Sponsored by the Society of Professional Journalists.

7-9 p.m. Saturday, White River A-D, 1st Floor

Escape Room 1 JW Marriott
Designed exclusively for Journalism 360, Escape Room INDY is bringing two mobile escape rooms to the hotel. Team members will have 30 minutes to solve the mystery of a zombie virus at a national convention. The adventure involves confidential top secret military sources, suspicious activities and a possible evacuation. “This may be a situation where you may not only get the big story, but also you may BE the big story!” You have only 30 minutes to keep everyone safe. Preregistration was required.

6-11:30 p.m. Saturday, Rooms 309 and 310, 3rd Floor

STUDENT ACTIVITIES

Meet and greet with Josh Kaufman
Student who were selected to participate in this event will meet with singer-song writer Josh Kaufman, winner of the sixth season of “The Voice” and an Indianapolis native.

6:30 p.m. Thursday, Room 314, 3rd Floor

National 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 at the Write-off desk in Griffin Hall, 2nd Floor, at the JEA Bookstore in Room 103/104, 1st Floor, and on Facebook and Twitter.

Test: 8 a.m. Friday, JW Grand 1-2, 3rd Floor;
Buzzer Rounds: 8-9:50 a.m. Saturday, White River J, 1st Floor

Twitter: @nhsjc/#nhsjc

Twitter: @nhsjc/#nhsjc
NSPA congratulates the finalists and winners in its annual Pacemaker competitions.
2016 NEWSPAPER PACEMAKER FINALISTS

2016 ONLINE PACEMAKERS

PACEMAKERS
- M-A Chronicle
  - Menlo-Atherton (California) HS
- Scot Scoop News
  - Carlmont HS
- The Hub
  - Davis (California) Senior HS
- The Feather Online
  - Fresno (California) Christian HS
- Harvard-Westlake Chronicle
  - Harvard-Westlake School
- The Octagon
  - Sacramento (California) Country Day School
- Harker Aquila
  - The Harker School
- CCNN Live
  - Christopher Columbus HS

FHNtoday.com
- Francis Howell North HS
- St. Charles, Missouri
- Southwest Shadow
- Southwest Career and Technical Academy
- Las Vegas
- Eastside Online
- Cherry Hill (New Jersey) HS
- East
- Spoke.news
- Conestoga Westfall, Pennsylvania
- The Eye
- Singapore American School
- The Eagle’s Tale
- Canyons (Texas) HS
- Wingspan
- Liberty HS
- Frisco, Texas
- The Rider Online
- Legacy HS
- Mansfield, Texas
- The Lion’s Tale
- Oviedo (Florida) HS
- J. Hop Times
- John Hopkins MS
- St. Petersburg, Florida
- Odyssey
- Clarke Central HS
- Athens, Georgia
- The Blade
- Woodward Academy College Park, Georgia
- Carpe Diem
- Decatur (Georgia) HS
- The HiLite
- Carmel (Indiana) HS
- The Triangle
- Columbus (Indiana) North HS
- Inklings
- Crown Point (Indiana) HS
- Crier
- Munster (Indiana) HS
- The Little Hawk
- Iowa City (Iowa) HS

Black & White
- Johnston (Iowa) HS
- The Express
- Blue Valley Northwest HS
- Overland Park, Kansas
- The Standard
- Blue Valley Southwest HS
- Overland Park, Kansas
- The Harbinger
- Shawnee Mission East HS
- Prairie Village, Kansas
- The JagWire
- Mill Valley HS
- Shawnee, Kansas
- The Northwest Passage
- Shawnee (Kansas) Mission Northwest HS
- Paladin
- Kapaun Mt. Carmel Catholic HS
- Wichita, Kansas
- On the Record
- duPont Manual HS
- Louisville, Kentucky

Communicator
- Community HS
- Ann Arbor, Michigan
- Uncaged
- Stockbridge (Michigan) HS
- Echo
- St. Louis Park (Minnesota) HS
- Messenger
- Marquette HS
- Chesterfield, Missouri
- The Globe
- Clayton (Missouri) HS
- The Kirkwood Call
- Kirkwood (Missouri) HS
- The View
- Park Hill South HS
- Riverside, Missouri
- North Star
- Francis Howell North HS
- Saint Charles, Missouri
- Image
- Lafayette HS
- Wildwood, Missouri
- The Exonian
- Phillips Exeter Academy
- Exeter, New Hampshire
- Pilot’s Log
- Hasbrouck Heights (New Jersey) HS
- Nighthawk NewsMagazine
- First Flight HS
- Kill Devil Hills, North Carolina
- Spark
- Lakota East HS
- Liberty Township, Ohio
- The Eagle Angle
- Allen (Texas) HS
- Digit
- Gorzycki Middle School
- Austin, Texas
- The Featherduster
- Westlake HS
- Austin, Texas
- The ReMarker
- St. Mark’s School of Texas
- Dallas

2016 ONLINE PACEMAKERS

- presented on Saturday, April 16, 2016

FHNtoday.com
- Francis Howell Central
- St. Charles, Missouri
- The Kirkwood Call
- Kirkwood (Missouri) HS
- FHCToday.com
- Francis Howell Central
- St. Charles, Missouri
- Rhodesday
- Robinson HS
- Tampa, Florida
- ODYSSEY Online
- Clarke Central HS
- Athens, Georgia
- The Tom Tom
- Antioch (Illinois) Community HS
- Prospctor
- Prospect HS
- Mount Prospect, Illinois
- The Little Hawk
- Iowa City (Iowa) HS
- Mill Valley News Online
- Mill Valley HS
- Shawnee, Kansas
- The Rubicon
- St. Paul Academy (Minnesota) and Summit School
- The Kirkwood Call
- Kirkwood (Missouri) HS
- Cutlass
- Palatine (Illinois) HS

FINALS
- Highlights
- Beverly Hills (California) HS
- The Broadview
- Convent of the Sacred Heart HS
- San Francisco
- The Carillon
- Bellarmine College Prep
- San Jose, California
- The Pearl Post
- Daniel Pearl Magnet HS
- Van Nuys, California
- Foothill Dragon Press
- Foothill Technology HS
- Ventura, California
- The Stampede
- Metea Valley HS
- Aurora, Illinois
- The Phoenix Chronicle
- Phoenix Military Academy
- Chicago
- The Blade
- Rockville, Maryland
- The Red Ledger
- Lovejoy HS
- Lucas, Texas
- Tiger Times Online
- Texas HS
- Texarkana, Texas

Twitter: @nhsjc/#nhsjc

JEANSPA Fall 2016 • INDIANAPOLIS — 11
2016 NSPA PIONEER AWARD RECIPIENTS

Eight educators who have championed scholastic journalism through years of service have been selected to receive the National Scholastic Press Association’s Pioneer Award.

The Pioneer is NSPAs top honor to journalism educators. Pioneers are individuals who make substantial contributions to high school publications and journalism programs outside of their primary employment.

Dan Austin, Casa Roble High School, Orangevale, California
Ellen Austin, The Harker School, San Jose, California
Charla Harris, Pleasant Grove High School, Texarkana, Texas
Jim McCrossen, Blue Valley Northwest High School, Overland Park, Kansas
Jim McDonnell, retired, New Smyrna Beach, Florida
Lori Oglesbee, McKinney (Texas) High School
Marci Pieper, Clayton (Missouri) High School
Nancy Smith, Lafayette High School, Wildwood, Missouri

2016 NSPA CARTOONING AWARD FINALISTS

EDITORIAL CARTOON
Skuyer Meikson, The Hub, Davis Senior High
Tim Howard, Lowell High
Mary Johnson, Cedar Post, Sandpoint High
Alvus Benedict, The Booster
Redux, Pittsburg High
Daniel Stewart, Harbinger, Hereford High
Anna Nguyen, Panther Prints, Piano East Senior High
Isabella Solis, Prowler, Stony Point High
Netania Rivera, HawkEye, Mountlake Terrace High
Jamie Grossarth, The Apple Leaf, Wenaschi High

COMIC PANEL/TRIPRO
Halie Nam, DeSiree Cervantes, The Wildcat, Brea Olinda High
Sae Takeuchi, Knight Times, Gyesonggi Sowon International School
Lulu Duerkop, Southwords, Maine South High

Twitter: @nhsjc/#nhsjc

JEA/NSPA Fall 2016 • INDIANAPOLIS — 13
FALL 2016
AWARD WINNERS

CARL TOWLEY AWARD
Nick Ferentinos
(posthumously awarded)

ADMINISTRATOR OF THE YEAR
Samuel “Butch” Keller Jr.,
The Harker School,
San Jose, Calif.

MEDAL OF MERIT
Susan Gregory, MJE, Conestoga High School, Berwin, Pa.
Jim McGonnell, New Smyrna Beach, Fla.
Sue Skalicky, MJE, Legacy High School, Bismarck, N.D.
Nancy Y. Smith, MJE, Lafayette High School, Wildwood, Mo.
Stan Zoller, MJE, Lake Forest (Ill.) College

FRIEND OF SCHOLASTIC JOURNALISM
Steve Listopad, Valley City (N.D.) State University
Rebecca Snyder, Maryland-Delaware-DC Press Association, Baltimore

LIFETIME ACHIEVEMENT AWARD
Gil Chesterton, San Jose, Calif.
Adrienne Hollifield, CJE, Black Mountain, N.C.
Bob Kay, Libertyville, Ill.
Beth Lail, Statesville, N.C.
Rhonda Moore, Austin, Texas
Susan Newell, MJE, Tuscaloosa, Ala.
Mary Patrick, CJE, Goddard, Kan.
Robin Sawyer, Manteo, N.C.
George Taylor, Tamaqua, Pa.
Stephen Wahlfeldt, Fort Collins, Colo.

The individuals on these two pages will be honored at the adviser recognition luncheon at noon Saturday, in White River, 1st Floor, at the JW Marriott Hotel.

*Photo by Varun Baldwa, The Harker School

CERTIFIED JOURNALISM EDUCATORS
Marisa Campbell Atkinson, Lafayette High School, Oxford, Miss.
Kristy Blackburn, Henry M. Gunn High School, Palo Alto, Calif.
Evan Blackwell, Walsworth Yearbooks, Olathe, Kan.
Dean Bradshaw, Adlai E. Stevenson High School, Lincolnshire, Ill.
Kyle Carter, Richland Jr./Sr. High School, Essex, Mo.
Stephanie V. Casso-Perluss, West Covina (Calif.) High School
April Marie Catuogno, Emerson (N.J.) Jr./Sr. High School
Lanie Catuogno, Westwood High School, Austin, Texas
Ashley Clark, East Bay High School, Gibsonton, Fla.
Brianne Kaylee Clark, Lincoln (Neb.) Southeast High School
Jessica Cordonier, Liberty (Mo.) High School
Donn Cottom, South East High School, South Gate, Calif.
Samantha Deane, Noblesville (Ind.) High School
Pauline Dierkens, Streetsboro (Ohio) High School
Kevin J. Farrell, Grayslake (Ill.) Central High School
Aaron Fitzpatrick, Freedom (Pa.) Area Senior High School
Samantha M. Gerwe-Perkins, Walnut Hills High School, Cincinnati, Ohio
Jen Ghastin, North Salinas High School, Salinas, Calif.
Deborah Glenn, Blue Valley West High School, Overland Park, Kan.
Heather E. Hunkele, Bernards High School, Bernardsville, N.J.
Audra Kingery, Ste. Genevieve (Mo.) High School
Jordyn Klackner Kiel, Francis Howell North High School, St. Charles, Mo.
Shannon Kuehmichel, Berlin (Wis.) High School
Sarah Lerner, M. Stoneman Douglas High School, Parkland, Fla.
Michael Malcom-Bjorklund, River City Science Academy, Jacksonville, Fla.
Laurie McGowan, Maine West High School, Des Plaines, Ill.
Katie Merritt, George M. Steinbrenner High School, Lutz, Fla.
Jim V. Mielly, Yearbook Advisers Inc., Trumansburg, N.Y.
Rhonda S. O’Dea, Walsworth Yearbooks, Rancho Cucamonga, Calif.
Andrew Arthur Oakley, Warren Hills Regional High School, Washington, N.J.

Visit jea.org/eval to evaluate sessions
JEA CERTIFICATION RECIPIENTS

Karen Anne Hott, Broadneck High School, Annapolis, Md.
Laurie Oksanen, Westwood Christian School, Miami, Fla.
Stephanie Orth, Lake Orion (Mich.) High School
Jayme L. Quick, Carthage (Texas) High School
Michael Reeves, James Bowie High School, Austin, Texas
Robi Rege, Covenant Day School, Matthews, N.C.
Alana Rome, Pascack Hills High School, Montvale, N.J.
Stephanie Russo, Suncoast High School, Riviera Beach, Fla.
Jeremy Sands, Lake Forest (Ill.) Academy
Sarah Scherer, Boylan Catholic High School, Rockford, Ill.
Kathleen Schuckel, Perry Meridian High School, Indianapolis
Kelly Sereikas, Coral Shores High School, Tavernier, Fla.
Jacqueline Smilack, Abraham Lincoln High School, Denver
Alexander Stathakis, Maine South High School, Park Ridge, Ill.
Leslie Stevens, Turner Ashby High School, Bridgewater, Va.
Kristin Taylor, The Archer School for Girls, Los Angeles
Mike Taylor, Walsworth Yearbooks, Mansfield, Texas
Sarah Tricano, Holy Trinity Episcopal Academy, Melbourne, Fla.
Patrick C. Tuohy Jr., North Jersey Media Group, Woodland Park, N.J.
Michelle Vescio Evenson, Francis W. Parker Middle/Upper School, San Diego
John M. Walter, Junction City (Kan.) High School
Joanne Wyant, Stow-Monroe Falls High School, Stow, Ohio

CJE RENEWALS

Ronald Bonadonna, Mays Landing, N.J.
John W. Carlisle, Granger High School, West Valley City, Utah
Rachel Doriering, Mansfield (Texas) Legacy High School
Brian J. Eriksen, South Salem High School, Salem, Ore.
Mary E. Gillis, Rolla (Mo.) High School
Carol Hemmerly, Upper Arlington High School, Columbus, Ohio
Ramonda W. Holenquest, Troy, Mich.
Karen Anne Hott, Broadneck High School, Annapolis, Md.

Christine Kaldahl, Millard South High School, Omaha, Neb.
Lisa C. Lacy, Tualatin (Ore.) High School
Kelli J. Lipe, Charlotte High School, Punta Gorda, Fla.
W. Kay Locety, Puyallup, Wash.
Tamra McCarthy, James C. Enochs High School, Modesto, Calif.
Julieanne McClain, Rutherford B. Hayes High School, Delaware, Ohio
Janet McKinney, Carmel, Ind.
Benjamin J. Merithew, Fort Osage High School, Independence, Mo.
Carol L. Mertl, Millard South High School, Omaha, Neb.
James H. Miller, duPont Manual High School, Louisville, Ky.
Lisa Beth Miller, Liberty High School, Bealeton, Va.
Mary E. Prichard, North Kansas City (Mo.) High School
Christina L. Semple, Commack (N.Y.) High School
Jo Ellen Sholl, Stone Bridge High School, Ashburn, Va.
Anita Stafford, Camden Fairview High School, Camden, Ark.
Peter F. Tittl, Liberty High School, Bakersfield, Calif.
Kris J. Vasilio II, La Grange, Ill.
Julie Davis Weeks, Walsworth Yearbooks, Bishop, Ga.
Laura Williams, Winnetonka High School, Kansas City, Mo.
Katie L. Wright, North Bend (Neb.) Central Jr./Sr. High School

MASTER JOURNALISM EDUCATORS

Brian Baron, Newton South High School, Newton Centre, Mass.
Peter J. Billman-Golemme, South Hadley (Mass.) High School
Kristine C. Brown, Fishers (Ind.) High School
Claire E. Burke, Lawrence Central High School, Indianapolis
Stephenie L. Conley, Bellevue (Neb.) East High School
Meredith Cummings, Alabama Scholastic Press Association, Tuscaloosa, Ala.
Kelly Huddleston, Franklin Road Academy, Nashville, Tenn.
Patrick R. Johnson, Antioch (Ill.) Community High School
Kate Klonowski, Independence, Ohio

MJE RENEWALS

John Bowen, Kent (Ohio) State University
Candace Perkins Bowen, Kent (Ohio) State University
Jill E. Chittum, Walsworth Yearbooks, Overland Park, Kan.
Kristy Dekat, Emporia (Kan.) State University
Amy J. DeVault, Wichita (Kan.) State University
Linda Drake, Chase County Jr./Sr. High School, Cottonwood Falls, Kan.
C. Mitch Eden, Kirkwood (Mo.) High School
Bill Flechtner, Milwaukee, Ore.
Deborah J. Gascon, Dutch Fork High School, Irmo, S.C.
Tom Gayda, North Central High School, Indianapolis
Kimberly Green, Ball State University, Muncie, Ind.
Brian D. Hayes, Ball State University, Muncie, Ind.
Mary Larson, Elk Grove High School, Elk Grove Village, Ill.
Janet Levin, John Hersey High School, Arlington Heights, Ill.
Deb Buttleman Malcolm, Moline, Ill.
Aaron Manful, Francis Howell North High School, Saint Charles, Mo.
Stella McCombs, Stratford High School, Goose Creek, S.C.
Amy R. Medlock-Greene, Dutch Fork High School, Irmo, S.C.
Lynne Brusco Moore, Nativity Catholic School, Hollywood, Fla.
Judith L. Murray, Parkview Magnet High School, Little Rock, Ark.
Sarah J. Nichols, Whitney High School, Rocklin, Calif.
Kay D. Phillips-Redding, Henderson, N.C.
Linda S. Punteny, Kansas State University, Manhattan, Kan.
Jonathan Rogers, Iowa City (Iowa) High School
Robin Stover, Rock Bridge High School, Columbia, Mo.
Darla M. Jones Tresner, Bartlesville (Okla.) High School
Ann Visser, Pella, Iowa
Cathy A. Wall, Harrisburg (Ill.) High School
Lizbeth A. Walsh, Reno ( Nev.) High School
Carmen S. Wendt, Scottsdale, Ariz.

For more information about JEA certification and awards:

www.jea.org
Herff Jones celebrates all you do — providing resources and inspiration to make the books of your dreams become reality. We love the process, the product and the people. It's who we are.

Staffs brainstorm, interview, photograph, design and write. Editors dream big, strategize, lead and revise repeatedly. Advisers train, support, encourage and motivate staffs to do amazing work.
Herff Jones celebrates all you do — providing resources and inspiration to make the books of your dreams become reality. We love the process, the product and the people. It’s who we are.
**THURSDAY AT A GLANCE**  
See hotel floor plan on Page 97

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<tr>
<th>ROOM</th>
<th>8 a.m.</th>
<th>Noon</th>
<th>1 p.m.</th>
<th>3 p.m.</th>
<th>5 p.m.</th>
<th>Evening</th>
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<tbody>
<tr>
<td>Room 101, 1st Floor</td>
<td></td>
<td>Mobile video journalism boot camp (8:30 a.m.-5 p.m.)</td>
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<tr>
<td>Room 102, 1st Floor</td>
<td></td>
<td>Broadcast and video boot camp (8:30 a.m.-5 p.m.)</td>
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<tr>
<td>Room 103/104, 1st Floor</td>
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<td></td>
<td>JEA Bookstore (1-7 p.m.)</td>
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<tr>
<td>White River Foyer near Room 105</td>
<td></td>
<td>Media tour check-in (7:30 a.m.-1:30 p.m.)</td>
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<tr>
<td>White River A-B, 1st Floor</td>
<td></td>
<td>Writers’ workshop (8:30 a.m.-4 p.m.)</td>
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<tr>
<td>White River C-D, 1st Floor</td>
<td>IJW workshop (9 a.m.-noon)</td>
<td>Fast and Furious: SND QuickCourse (1-5 p.m.)</td>
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<td>Adviser kickoff reception (9 p.m.)</td>
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<td>White River F, 1st Floor</td>
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<tr>
<td>White River G-H, 1st Floor</td>
<td></td>
<td>Redesign seminar (8:30 a.m.-5 p.m.)</td>
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<tr>
<td>White River I, 1st Floor</td>
<td>Leadership seminar for students (9 a.m.-noon)</td>
<td>Leadership seminar for advisers (1-4 p.m.)</td>
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<td>Adviser convention orientation (6:45 p.m.)</td>
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<tr>
<td>White River J, 1st Floor</td>
<td></td>
<td>Creative coaching (8:30 a.m.-4 p.m.)</td>
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<tr>
<td>Griffin Exhibit Hall, 2nd Floor</td>
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<td>Conventiition registration/check-in, trade show, Write-off check-in, lost and found shirt distribution, Best of Show registration (1-7 p.m.)</td>
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<tr>
<td>Room 201, 2nd Floor</td>
<td></td>
<td>Digital photography workshop (8:30 a.m.-4:30 p.m.)</td>
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<tr>
<td>Room 202, 2nd Floor</td>
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<td>Online boot camp (8:30 a.m.-4 p.m.)</td>
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<tr>
<td>Room 203, 2nd Floor</td>
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<td>Mentor forum (8:30 a.m.-5 p.m.)</td>
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<tr>
<td>Room 204, 2nd Floor</td>
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<td>JEA Outreach Academy (8:30 a.m.-4:30 p.m.)</td>
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<tr>
<td>JW Grand Ballroom, 3rd Fl.</td>
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<td>Opening ceremony (7:30 p.m.)</td>
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<tr>
<td>JW Grand 5/6 Foyer, 3rd Floor</td>
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<td>Publication exchange (1-11:30 p.m.)</td>
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<td>Room 304/306, 3rd Floor</td>
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<td>JEA board meeting (8:30 a.m.-3:30 p.m.)</td>
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<tr>
<td>Room 307, 3rd Floor</td>
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<td>In-depth legal training (9 a.m.-3 p.m.)</td>
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<tr>
<td>Room 309/310, 3rd Floor</td>
<td>Photoshop workflow (8:30 a.m.-noon)</td>
<td>Advanced InDesign (1-5 p.m.)</td>
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<tr>
<td>Room 312, 3rd Floor</td>
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<td>Write-off headquarters</td>
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<tr>
<td>Room 314, 3rd Floor</td>
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<td>Meet and greet with Josh Kaufman (6:30 p.m.)</td>
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- ADVISING/TEACHING
- CONTEST
- DESIGN
- EDITING
- ENTREPRENEURSHIP
- KEYNOTE
- GENERAL AUDIENCE
- LAW/ETHICS
- LEADERSHIP/TEAM BUILDING
- MEETING
- MULTIMEDIA BROADCAST
- NEWS GATHERING
- NEWS LITERACY
- PHOTOJOURNALISM
- WEB
- WRITING
7:30 a.m.

- Media tour check-in

The media tour check-in table is located in the White River Lobby near Room 105. Please check in at the designated media-tour time listed on the website and in the registration booklet. 7:30 a.m. - 1:30 p.m. Thursday, White River Foyer near Room 105, 1st Floor

8:30 a.m.

MULTIMEDIA BROADCAST

Mobile video journalism boot camp

Become a citizen journalist using iOS to report on the world around you. Students will learn how to unleash the power of their iOS device to develop high-quality news packages. This workshop will teach students how to plan, develop, shoot and edit a story. An iOS device (iPhone or iPad) is required, and you will want to bring your charger as well. While microphones and tripods are ideal, they aren't necessary. We'll be using the apps iMovie and Paper by FiftyThree, as well as collaborative apps such as Google Drive, Docs and Google Photos. Having Airdrop enabled on devices is recommended.

Preregistration was required.

EVALUATION CODE: 4565

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

8:30 a.m. - 5 p.m. Thursday, Room 101, 1st Floor (30)

MULTIMEDIA BROADCAST

Broadcast and video boot camp

In this hands-on workshop, 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 bring their own video cameras, tripods, microphones and laptops with editing software.

Please test and become familiar with your equipment before attending the session, as the presenter may not be familiar with your equipment before attending the session, as the presenter may not be familiar with your equipment before attending the session, as the presenter may not be familiar with your equipment before attending the session.

Preregistration was required.

EVALUATION CODE: 4566

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

8:30 a.m. - 5 p.m. Thursday, Room 102, 1st Floor (30)

8:30 a.m. - 5 p.m. Thursday, Room 102, 1st Floor (30)

Let us know how we're doing. Visit jea.org/eval and tells us what you think.

We want to know how helpful the sessions are during the JEA/NSPA Fall National High School Journalism Convention. For each session listed in this program, you'll find an evaluation code listed under the description. Please visit jea.org/eval on your computer or web-enabled mobile device, enter that code and provide some feedback for each of the sessions you attend.

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 instructors. Following the photo shoot, instructors 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: 5336

Mike Simons, MJE, Corning-Painted Post High School, Corning, N.Y., and Jed Palmer, CJE, Sierra Middle School, Parker, Colo.

8:30 a.m. - 4:30 p.m. Thursday, Room 201, 2nd Floor (40)

WEB

Online boot camp

Whether launching your website or just looking for ideas to revive your existing site, this seminar will provide a look at best practices and provide you with easy tools to make your online publication shine. This workshop will cover everything from third-party multimedia tools and live coverage platforms to best practices in social media and interactivity. Participants may want to have login and password data available to use from their own site. All participants must bring a laptop. Preregistration was required.

EVALUATION CODE: 5333

Chris Waugaman, MJE, Prince George (Va.) High School

8:30 a.m. - 4 p.m. Thursday, Room 202, 2nd Floor (45)

MEETING

Mentor forum

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

EVALUATION CODE: 2056

Gary Lindsay, MJE, Cedar Rapids, Iowa; Bill Flechtner, MJE, Milwaukee, Ore.; Peggy Gregory, CJE, Phoenix; and Mary Anne McCleod, Newton, Kan.

8:30 a.m. - 5 p.m. Thursday, Room 203, 2nd Floor (40)

ADVISING/TEACHING

JEA Outreach Academy

Outreach Academy is a Journalism Education Association initiative to promote diversity in the journalism teaching profession. The Outreach Academy is a free, intensive seminar for publication advisers who need help teaching and advising students in journalism while dealing with issues surrounding diversity. The program is hands-on and focuses on practical information advisers need. It includes discussions on teaching journalism to diverse populations, diversifying school coverage, engaging your staff and school community and understanding the resources and organizations ready to help advisers. Preregistration was required.

EVALUATION CODE: 4567

Anthony Whitten, CJE, University of Oregon, Eugene, Ore.

8:30 a.m. - 4:30 p.m. Thursday, Room 204, 2nd Floor (25)

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.

8:30 a.m. - 3:30 p.m. Thursday, Room 304/306, 3rd Floor (40)

PHOTOJOURNALISM

Photoshop workflow

Participants will learn to use Adobe Photoshop. The workshop will emphasize a basic workflow for preparing photographs for publication. Participants must bring their own laptops with Adobe Photoshop CS4 or later installed. Two attendees may share one laptop. Preregistration was required.

EVALUATION CODE: 4554

Mark Murray, Arlington (Texas) Independent School District

8:30 a.m. - noon Thursday, Room 309/310, 3rd Floor (50)
8:30 a.m. THURSDAY

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. This seminar will entertain and inspire 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 literary devices to tighten and strengthen your writing.

EVALUATION CODE: 4553
8:30 a.m.-4 p.m. Thursday, White River A-B, 1st Floor (125)

DESIGN

Redesign seminar
Students in this intensive, hands-on design seminar will study advanced packaging techniques including modular design, typography, marriage of elements, negative space and photo packaging. Most of your time will be spent working on actual publication redesign. Laptop computers with InDesign are mandatory. Students who do not have a laptop may still sign up — though the experience may be limited — and will need to be prepared to bring supplies to work on manual designs. Students should bring some of their favorite magazines and supplies such as scissors, pencils and glue sticks. Students also are encouraged to bring their own publications for sharing and critique. Preregistration was required.

EVALUATION CODE: 4558
Petie LeBlanc, Antelope (Calif.) High School
8:30 a.m.-5 p.m. Thursday, White River G-H, 1st Floor (75)

EDITING

Creative coaching
The key to a successful magazine, newspaper or yearbook is empowering your staff members to improve with every piece of work they turn in. This interactive session will go through the coaching process for designers, photographers and writers. You will need to bring three samples of your work. Preregistration was required.

EVALUATION CODE: 5334
Lori Keeley, MJE, St. Louis Park (Minn.) High School
8:30 a.m.-4 p.m. Thursday, White River J, 1st Floor (72)

9 a.m.

LAW AND ETHICS

In-depth legal training
The Student Press Law Center wants you to go into your newsroom equipped to understand your rights, protect them — and, if possible, make them even better. This day-long workshop will cover free-speech and free-press rights in schools, what the law does and doesn’t protect, and how students can organize and campaign for better policies protecting their rights. You’ll learn to make the case for a free and uncensored press, with lessons from the successful recent campaign in North Dakota that led to The New Voices Act, one of the strongest student press-rights laws in the country. Preregistration was required.

EVALUATION CODE: 4557
Frank LoMonte, Student Press Law Center, Washington, D.C.
9 a.m.-3 p.m. Thursday, Room 307, 3rd Floor (25)

ADVISING/TEACHING

Intensive Journalistic Writing workshop
Since 1988, the Intensive Journalistic Writing Institute (IJWI) has trained hundreds of English and journalism teachers around the country in new approaches to teaching writing and using real examples of contemporary and classic journalistic models. The advisers-only institute comes to JEA/NSPA for a special half-day preconvention workshop. Teachers will read journalistic models, explore journalistic writing modes, learn teaching techniques and explore new unit plans to incorporate journalistic writing in your English curriculum. Preregistration was required.

EVALUATION CODE: 5335
Valerie Kibler, CJE, Harrisonburg (Va.) High School
9 a.m.-noon Thursday, White River C-D, 1st Floor (50)

1 p.m.

● Convention check-in/registration
In addition to the trade show and convention registration/check-in, turn in your Best of Show entries here. Speakers may pick up their name badges at a nearby table. Also in the exhibit hall is the lost and found, Write-off contest and on-site critique check-in, and convention shirt distribution. Shirts not picked up by noon Friday will be resold.

1-7 p.m. Thursday, Griffin Exhibit Hall, 2nd Floor

● Publication exchange
Interested in seeing what kind of work other high schools around the nation are producing? Stop by the publication exchange tables to see the latest editions of high school news from coast to coast. Feel free to drop off a few copies of your publication and pick up some you like.

1-11:30 p.m. Thursday, Foyer near JW Grand 5/6, 3rd Floor

● 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.

1-7 p.m. Thursday, Griffin Exhibit Hall, 2nd Floor

● 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 start times must have their contest ticket before the contest begins.

1-7 p.m. Thursday, Griffin Exhibit Hall, 2nd Floor

● Best of Show desk
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, newsletter, literary arts magazine, broadcast, website or yearbook

Visit jea.org/eval to evaluate sessions
MAJORS IN:
Journalism Graphics
Magazine Media
News
Photojournalism
Journalism Education
Advertising
Public Relations

OPPORTUNITIES:
Immersive learning
Student media

Have you ever read a news article, press release, or magazine and imagined yourself as the author, telling stories and the truth in a way that engaged your audience? Maybe you would like to tell your story through data and images, creating interesting infographics that inform, entertain and educate audiences all over the world.

Perhaps you would rather be behind the scenes, managing events or the reputation of organizations. Or maybe you would love to create or manage ad campaigns, even those that show up during the Super Bowl.

Our students have done all of the above and more.

YOU can, too.
at the Best of Show desk. Winners will be announced at the NSPA awards ceremony Saturday.

1-7 p.m. Thursday, Griffin Exhibit Hall, 2nd Floor

● Lost and found
The convention check-in/registration desk will house the lost and found. If what you lost is not there, check to see whether someone turned it in to the hotel security staff. Items not picked up by 1 p.m. Saturday will be turned in to the hotel's security department.

1-7 p.m. Thursday, Griffin Exhibit Hall, 2nd Floor

● 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 pre-order. Quantities are limited. Shirts must be picked up no later than noon Friday.

1-7 p.m. Thursday, Griffin Exhibit Hall, 2nd Floor

● 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.

1-7 p.m. Thursday, Room 103/104, 1st Floor

DESIGN

Advanced InDesign
Take your design skills to the next level with this seminar that will show you how to use the power of InDesign to streamline your publication production. The speaker will cover libraries, styles and other InDesign tricks. Participants must bring their own laptops with Adobe Photoshop CS6 or later installed. Two students may share one laptop. Preregistration was required.

EVALUATION CODE: 4555
Bradley Wilson, MJE, Midwestern State University, Wichita Falls, Texas
1-5 p.m. Thursday, Room 309/310, 3rd Floor (36)

DESIGN

Fast and Furious: The Society for News Design QuickCourse
This long-running, preconvention workshop is chock full of fresh ideas. We'll tackle the fundamentals of print presentations — story forms, strong visuals, tasteful typography and smart packaging. Then we’ll move into the trends in news design, with dozens of ideas for photos, graphics and stories from publications around the world. Bring copies of your publication, in print or PDF, for the best part of the QuickCourse — our group critiques. Preregistration was required.

EVALUATION CODE: 5182

1 p.m. THURSDAY

Ron Johnson, Indiana University, Bloomington, Ind.
1-5 p.m. Thursday, White River C-D, 1st Floor (60)

LEADERSHIP AND TEAM BUILDING

Leadership seminar for advisers
We’re all different people, which makes us different types of leaders. Sometimes, you’ll fall right in line with the team, other times, not so much. This session will help you figure out how you lead and, more important, how others think you lead. This half-day workshop will make you a better, stronger, more effective leader and how to work with people who aren’t anything like you. Preregistration was required.

EVALUATION CODE: 5340
Tara Puckey, Society of Professional Journalists, Indianapolis
1-4 p.m. Thursday, White River I, 1st Floor (50)

6:30 p.m.

● Meet and greet with Josh Kaufman
Students who were selected to participate in this event will meet with singer-songwriter Josh Kaufman, winner of the sixth season of “The Voice” and an Indianapolis native.

6:30 p.m. Thursday, Room 314, 3rd Floor (30)

6:45 p.m.

ADVISING/TEACHING

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., and Stan Zoller, MJE, Lake Forest (Ill.) College
6:45 p.m. Thursday, White River I, 1st Floor (125)

7:30 p.m.

● Opening ceremony and keynote address
JEA, NSPA and the local convention team welcome you to the Circle City — Indianapolis — for Journalism 360. Kevin Rader and Steve Rhodes, award-winning journalists from WTHR-TV Channel 13, will present the keynote address. Josh Kaufman will perform.

7:30-9 p.m. Thursday, JW Grand Ballroom, 3rd Floor (4,000)

9 p.m.

● Adviser kickoff reception
After the keynote speech, all advisers are welcome to attend this reception to socialize with new colleagues and relax with longtime 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. Sponsors for this event are Ball State University College of Communication, Information and Media; Elon University School of Communications; and Newseum Institute.

9:10-10:30 p.m. Thursday, White River F, 1st Floor
Kevin Rader

Multiple Emmy Award-winning reporter Kevin Rader joined WTHR-TV Channel 13 Eyewitness News in July 1990. In 2015, he was awarded a national Sigma Delta Chi award from the Society of Professional Journalists. That same year he also won a National Edward R. Murrow award for reporting. It is Rader’s second National Murrow award and seventh Regional Edward R. Murrow award.

He also was nominated for Reporter of the Year in 2015 by the National Press Photographers Association. That brings his total number of Regional Murrow Awards to seven, including a prestigious Edward R. Murrow Award for writing in 2003.

Rader has covered many memorable stories for Channel 13, including the Sept. 11 terrorist attacks in New York City, the Oklahoma City bombing, the Kosovo refugee camps in Macedonia and the Mike Tyson and Orville Lynn Majors trials. He spends much of his time covering politics on Eyewitness News, but expanded his responsibilities to include traveling the state to tell stories found “Only In Indiana.”

A native of Lexington, Nebraska, Rader received his B.S. in history from the University of Nebraska at Kearney with minors in social science and broadcasting. He was named Distinguished Alumni from UNK for 2007.

Steve Rhodes

Steve Rhodes works as a television photographer, editor and field producer at WTHR-TV, the NBC affiliate in Indianapolis.

During his 19 years at WTHR, Rhodes has not only covered local news, but has followed assignments around the nation and the world. He was in Northern Ireland when the Good Friday Agreement was signed, and at Ground Zero for the first anniversary of the September 11th attacks on the World Trade Center. Additionally, he has been part of WTHR’s coverage of the Olympic games in Salt Lake City, as well as Australia, Greece, Italy, China, Canada, England, Russia and Brazil.

He has spent the last several years producing long-form news segments as part of WTHR’s Special Projects Unit, while still making contributions to daily newscasts.

Rhodes was the 2015 National Press Photographers Association Editor of the Year. He has been named Region 4 Photographer of the Year by the NPPA five times, and is a nine-time Indiana Photographer of the Year. His work has been recognized with a Peabody Award, a national Sigma Delta Chi Award, multiple national Edward R. Murrow Awards, more than 60 national NPPA Best of Photojournalism Awards and several National Headliner Awards, including the Grand Prize in 2010. Rhodes has also won more than 90 regional Emmy Awards.

Prior to arriving at WTHR, he worked at WNDU-TV in South Bend, Indiana, and KHQA-TV in Quincy, Illinois.

Rhodes is a 1993 graduate of Northwest Missouri State University.
“Your yearbook staff, your school and your community are like a family. And every school year, your yearbook captures the life and memorable moments of that family.

Representing the third generation of a family-owned business, I understand the importance of family.

Come see the difference printing your yearbook with family makes.”

— Don Walsworth
President
WALSWORTH UNDERSTANDS FAMILIES. WE ARE ONE.

“Your yearbook staff, your school and your community are like a family. And every school year, your yearbook captures the life and memorable moments of that family. Representing the third generation of a family-owned business, I understand the importance of family.

Come see the difference printing your yearbook with family makes.”

— Don Walsworth
President

Stop by our booth to experience the Walsworth difference, Ask Mike Taylor your yearbook questions and enter for a chance to win an iPad Pro!

800-972-4968
walsworryearbooks.com
## FRIDAY AT A GLANCE

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<thead>
<tr>
<th>ROOM</th>
<th>8 a.m.</th>
<th>9 a.m.</th>
<th>10 a.m.</th>
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<tbody>
<tr>
<td>Room 101, 1st Floor</td>
<td>Write now! Introduction to journalistic writing</td>
<td>Survival of the fittest</td>
<td>Data storytelling crash course</td>
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<td>Room 102, 1st Floor</td>
<td>Mobile advertising for student publications</td>
<td>Is your home page dead?</td>
<td>What is ‘code’?</td>
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<td>Room 103/104, 1st Floor</td>
<td>JEA Bookstore and Adviser Hospitality (7:30 a.m.-5 p.m.)</td>
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<td>Foyer near Room 105, 1st Floor</td>
<td>Photo walk at Victory Field (meet here first)</td>
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<td>White River A, 1st Floor</td>
<td>The power of light</td>
<td>The person, the place, the stuff</td>
<td>Staff reunions enrich media freedom</td>
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<td>White River B, 1st Floor</td>
<td>AP style: Learn the basics</td>
<td>Humans of your school</td>
<td>Show your style</td>
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<td>White River D, 1st Floor</td>
<td>7 things you should be doing on Snapchat now</td>
<td>10 must-have images of photojournalism</td>
<td>7 principles of developing creative advertising</td>
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<td>White River E, 1st Floor</td>
<td>Break with a Pro (9 and 10 a.m.)</td>
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<td>White River F, 1st Floor</td>
<td>Shock talk</td>
<td>Spider powers</td>
<td>Quit lying to us, liars</td>
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<td>White River G, 1st Floor</td>
<td>Coverage with character</td>
<td>Writing like a storyteller</td>
<td>The most challenging human task: Consensus</td>
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<td>White River H, 1st Floor</td>
<td>JEA general membership meeting</td>
<td>JEA state directors meeting</td>
<td>How to be a better storyteller</td>
<td>Feature writing: Telling the real stories</td>
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<td>White River I, 1st Floor</td>
<td>Dancing on the edge of the cliff</td>
<td>Write it right; write it tight</td>
<td>May the Force be with you</td>
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<td>White River J, 1st Floor</td>
<td>Great editor = effective leader</td>
<td>Staff motivation: Work hard, play hard</td>
<td>Play well with others</td>
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<tr>
<td>Room 201, 2nd Floor</td>
<td>Strengthen your journalistic foundation (Part 1)</td>
<td>Ask the principals: Q&amp;A with high school administrators</td>
<td>More than just surviving: The Urban Media Project</td>
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<td>Room 202, 2nd Floor</td>
<td>Gaining skills/concepts through competition</td>
<td>Ready ... set ... lede</td>
<td>State laws protecting student press freedom</td>
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<td>Room 203, 2nd Floor</td>
<td>I’ve been censored: Now what?</td>
<td>BPA 101: Starting a student chapter</td>
<td>Student leadership panel</td>
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<td>Room 204, 2nd Floor</td>
<td>Making sense of sales</td>
<td>Journalism’s deadly sins</td>
<td>Lede writing: From drab to fab</td>
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<td>Room 205, 2nd Floor</td>
<td>10 leadership tips for staff engagement</td>
<td>‘Soft skills’ for success</td>
<td>Managing the beast through online tools</td>
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<td>Room 206, 2nd Floor</td>
<td>Pinterest: A creative resource for design, photo ...</td>
<td>Borrowing online photos: What’s safe, what’s not?</td>
<td>Meet and share with the NSPA</td>
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<td>Room 208, 2nd Floor</td>
<td>Broadcast writing: Anatomy of a reader, VO and VOSOT</td>
<td>Open forum on press rights</td>
<td>Unmasking school discipline</td>
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<td>Room 209, 2nd Floor</td>
<td>How about us? Gaining access to events</td>
<td>Collaborative journalism across diverse communities</td>
<td>Stunning lit mag design</td>
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<td>Griffin Exhibit Hall, 2nd Floor</td>
<td>Convention check-in/registration, trade show, Best of Show registration, lost and found, shirt distribution (8 a.m.-4 p.m.)</td>
<td>Write-off check-in (8 a.m.-noon)</td>
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<td>Go with the flow</td>
<td>The 3 C's of creative caption writing</td>
<td>Reporting from Ferguson</td>
<td>Write-off contest: 09 newspaper layout</td>
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<td>What do you look like online to a stranger?</td>
<td>Maximize your yearbook potential with live videos</td>
<td>Google News Lab research tools</td>
<td>Write-off contest: 10 news magazine layout</td>
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<td>JEA Bookstore and Adviser Hospitality (7:30 a.m.-5 p.m.)</td>
<td>A conversation about scholastic media</td>
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<td>Who’s in charge of that?</td>
<td>Our images are our legacy</td>
<td>Eye-popping design</td>
<td>Write-off contest: 38 broadcast feature story</td>
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<td>For immediate delivery</td>
<td>Learn to handle the complainers</td>
<td>Preparing to cover tragedy</td>
<td>Write-off contest: 25 graphic design: advertising</td>
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<td>Indiana High School Press Association luncheon</td>
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<td>Write-off contest: 08 news editing/headline writing</td>
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<td>Branding your publication or online news site</td>
<td>This thing called advertising</td>
<td>Creating advertising campaigns</td>
<td>3 p.m. - 41 documentary 4 p.m. - 42 video package</td>
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<td>On-site critiques (noon-3:30 p.m.)</td>
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<td>Media Swap Shops 8 and 9 p.m.</td>
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<td>Yearbook opening matters</td>
<td>Photo packaging in the 21st century</td>
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<td>Write-off dinner and judging (6 p.m.)</td>
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<tr>
<td>Lids: 5 hats you must wear in sports writing</td>
<td>Op/ed writing</td>
<td>Move like a videographer</td>
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<td>Adviser reception and SPLC benefit auction 8-11:30 p.m.</td>
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<td>Get them talking: Interview lessons from the pros</td>
<td>Run your publication like a startup</td>
<td>Broadcasting set design on a dime</td>
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<td>Photography: From ordinary to extraordinary</td>
<td>Daily dig: The investigative edge</td>
<td>Interviewing: Having the risky conversation</td>
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<td>Get obsessed</td>
<td>Multimedia storytelling</td>
<td>Not more pictures, more people pictured</td>
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<td>3-ring circus: A convergence story</td>
<td>Surviving yearbook: Small staff, big school</td>
<td>Online and legal: What should we know?</td>
<td>Best of Show judging (4:30-8 p.m.)</td>
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<td>Dropping the journalistic F-bomb</td>
<td>More than marshmallow: Dig for stronger stories</td>
<td>Working in sports journalism</td>
<td>3 p.m. - 37 broadcast sports 4:30 p.m. - 39 commercial</td>
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<td>Head this way</td>
<td>Teaching self-reflection to enhance collaboration</td>
<td>Staff manuals made easy with Google Drive</td>
<td>Write-off: 20 lit mag poetry 21 lit mag illustration</td>
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<td>Ease your Illustrator anxiety</td>
<td>Putting the ‘new’ in online news</td>
<td>Why short writing works</td>
<td>Write-off contest: 36 broadcast news story</td>
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<td>21st century coaching</td>
<td>Review writing: Getting it all</td>
<td>Captions tell the rest of the story</td>
<td>Write-off contest: 40 social media reporting</td>
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<td>‘This isn’t a threat, but ...’</td>
<td>Copy coaching</td>
<td>All together now</td>
<td>Write-off contest: 16 yearbook layout: theme</td>
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<td>Using audio and video with the Chromebook</td>
<td>Freedom of tweet</td>
<td>Build staff morale through team-building activities</td>
<td>Write-off contest: 18 yearbook layout: cover</td>
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<td>Stress management for the staffer</td>
<td>Speech communications for the journalism student</td>
<td>Staff organization and motivation</td>
<td>Write-off contest: 17 ybk. layout: inside pages</td>
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<tr>
<td>JW Grand 1-2, 3rd Floor</td>
<td>Quiz Bowl qualifying test</td>
<td>It’s not them; it’s you</td>
<td>Beyond the interviewing basics</td>
<td>Finders keepers</td>
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<td>JW Grand 3, 3rd Floor</td>
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<td>Video journalism with your device</td>
<td>Video news package chalk talk</td>
<td>Humans of your school: The video</td>
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<td>JW Grand 4, 3rd Floor</td>
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<td>13 amazing design trends</td>
<td>Bare essentials of design</td>
<td>For your info(graphic)</td>
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<tr>
<td>JW Grand 5, 3rd Floor</td>
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<td>Covering the Olympics: 17 days in Rio</td>
<td>Sports reporting Q&amp;A</td>
<td>Sports column writing</td>
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<td>JW Grand 6, 3rd Floor</td>
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<td>Being female in the sports media industry</td>
<td>(Net)work it, baby</td>
<td>Using public records for hard-hitting investigations</td>
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<td>JW Grand 7, 3rd Floor</td>
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<td>Writing reviews you can use</td>
<td>100 ideas in 50 minutes</td>
<td>Making school events work</td>
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<tr>
<td>JW Grand 8, 3rd Floor</td>
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<td>Just your type</td>
<td>Trends in yearbook</td>
<td>Ideas from professionals</td>
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<td>JW Grand 9/10, 3rd Floor</td>
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<td>Strangers on the street</td>
<td>Getting sources to talk about things that matter (2 hours)</td>
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<td>Foyer near JW Grand 5/6, 3rd Floor</td>
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<td>Publication exchange tables</td>
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<td>JW Grand Foyer East near escalators, 3rd Floor</td>
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<td>Scholastic press training for administrators</td>
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<tr>
<td>Room 301, 3rd Floor</td>
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<td>The mystery of it all</td>
<td>Get certified: Design</td>
<td>Fiction: The clean jersey that refuses to stay on sidelines</td>
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<td>Room 302, 3rd Floor</td>
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<td>The next level: Niche publications</td>
<td>The debt crisis</td>
<td>Organize yourself with a bullet journal</td>
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<td>Room 303, 3rd Floor</td>
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<td>Roundtable for lit mag advisers</td>
<td>Newspaper adviser roundtable</td>
<td>Yearbook adviser roundtable</td>
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<td>Room 304, 3rd Floor</td>
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<td>Photojournalism basics for advisers</td>
<td>Legal and ethical issues for advisers</td>
<td>Managing student media</td>
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<td>Room 305, 3rd Floor</td>
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<td>Room 306, 3rd Floor</td>
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<td>Write-off contest: 47 videography</td>
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<tr>
<td>Room 307, 3rd Floor</td>
<td>Write-off contest: 44 broadcast news package (8-11:30 a.m.); turn in videography entry here by 10:30 a.m.</td>
<td>Adding novelty to beginning journalism instruction</td>
<td>Taming the grading monster</td>
<td>Publication pride in the private school</td>
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<td>Room 308, 3rd Floor</td>
<td></td>
<td>Photoshop color correction techniques</td>
<td>Beginning InDesign</td>
<td>Advanced InDesign</td>
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<td>Room 312, 3rd Floor</td>
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<td>Write-off headquarters</td>
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<td>Room 313, 3rd Floor</td>
<td></td>
<td>Editing video stories in Premiere</td>
<td>Press conference essentials</td>
<td>The principal will see you now</td>
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<tr>
<td>Room 314, 3rd Floor</td>
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<td>Write-off contest: 43 online news package (8 a.m.-12:30 p.m.)</td>
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Visit jea.org/eval to evaluate sessions
<table>
<thead>
<tr>
<th>Noon</th>
<th>1 p.m.</th>
<th>2 p.m.</th>
<th>4 p.m.</th>
<th>Evening</th>
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<tbody>
<tr>
<td>f/8 and be there</td>
<td>Scoring great sports photos</td>
<td>Ending race-based Indian mascotry (90 min.)</td>
<td>Write-off contests: 01 news writing; 02 editorial writing</td>
<td>Set room for evening event</td>
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<tr>
<td>Covering controversy: Video journalism ... responsibility</td>
<td>The hidden language of video production</td>
<td>Storytelling: The complete picture</td>
<td>Write-off contest: 07 commentary writing</td>
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<td>4 design principles 4 U</td>
<td>The best of newspaper design</td>
<td>A designer’s guide to what works 2016</td>
<td>Write-off contest: 05 review writing</td>
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<td>Technology in sports media</td>
<td>Social media in sports reporting</td>
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<td>Fairness in reporting on controversial topics</td>
<td>How to land any job, internship</td>
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<td>Stalking the feature story, HONY style</td>
<td>Write copy that readers care about</td>
<td>The First Amendment in the digital age</td>
<td>Write-off contest: 03 feature writing</td>
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<tr>
<td>Ledes and nut graf: New tools</td>
<td>Editing and revising: 5 big questions</td>
<td>Editorials: The power of your ideas</td>
<td>Write-off contest: 04 sports writing</td>
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<tr>
<td>What makes a good photo?</td>
<td>Hot topics in photography</td>
<td>Being inclusive without being biased</td>
<td>Write-off contests: 27-35 photography (all)</td>
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<td>Publication exchange tables</td>
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<tr>
<td>The great social media debate</td>
<td>Calling all Illinois advisers!</td>
<td>Write-off contest: 22 lit mag photography</td>
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<tr>
<td>I’m the new adviser ... HELP!</td>
<td>Build bridges, not fences</td>
<td>Follow the rubric road</td>
<td>Write-off contest: 3 p.m. On-air reporter</td>
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<tr>
<td>The impact of social media on journalistic practice</td>
<td>Local media: Your new BFFs</td>
<td>Make a new plan, Stan</td>
<td>Write-off contest: 19 lit mag layout</td>
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<tr>
<td>Roundtable for broadcast advisers</td>
<td>Advising multiple publications roundtable</td>
<td>Write-off contest: 45 broadcast newswriting</td>
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<td>AP analysis: Improve your students’ writing</td>
<td>Coverage, content and reporting for advisers</td>
<td>CJE/MJE certification study session</td>
<td>3 p.m. - Write-off contest: 48 broadcast commentary</td>
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<td>Broadcast contest judging (1-6 p.m.)</td>
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<td>Avoiding prior review: Strategies for editors, adv.</td>
<td>Accentuate the positive</td>
<td>No repeat staff? No problem</td>
<td>Write-off contest: 24 infographics</td>
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<tr>
<td>Can’t we all just get along?</td>
<td>Sports center(ed)</td>
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<td>Write-off contest: 06 editorial cartooning</td>
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<tr>
<td>InDesign tricks and tips</td>
<td>What's the WordPress? (2 hours)</td>
<td>CJE/MJE testing (3:30-6 p.m.)</td>
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<td>Redesigning student media</td>
<td>Happy anniversary</td>
<td>Innovation nation</td>
<td>Write-off contest: 23 graphic design: logo</td>
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<tr>
<td>Turn in contest 43 entry by 12:30 p.m.</td>
<td>Broadcast contest judging (12:30-3:45 p.m.)</td>
<td>Write-off contest: 11 press law and ethics</td>
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<tr>
<td>Lunch with the president (2 hours)</td>
<td>Preregistration was required</td>
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Twitter: @nhsjc/#nhsjc
THE POWER to TELL YOUR STORY

As a student at The Media School, you’ll have access to some of the most modern facilities in the nation. And with hundreds of software titles available at no cost, thousands of tech tools at your fingertips, and expert faculty mentors to guide you, your story is just beginning.

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WRITE-OFF ROOM ASSIGNMENTS

Advisers: Check in at the Write-off desk in the Griffin Exhibit Hall, 2nd Floor, to pick up students’ contest ID labels. Make sure students have their contest ID labels before their contests are scheduled to meet. Note the contests that begin early Friday. Students will need to pick up their tickets by 7 p.m. Thursday in order to enter their 8 a.m. contests. The Write-off desk is open 1-7 p.m. Thursday and 8 a.m.-noon Friday. Name substitutions must be made by noon Friday. Between noon and 3 p.m. Friday, tickets may be picked up in Room 312, 3rd Floor. If a ticket is lost, replacement fee is $5.

Students: Please note the assigned time and room for your contest. While most contests begin at 4 p.m. Friday, some broadcast contests will meet earlier in the day. Bring required equipment and supplies, as explained in rules at jea.org, and contest ID label to the assigned room. Most contests/critiques will last two hours.

Lead judges: Pick up material for contests 1-26 between 1 and 3:30 p.m. in Room 312, 3rd Floor.

Photography Judges: 8 a.m.-noon, Room 306, 3rd Floor

Broadcast Judges: 10:30 a.m., Room 312; 1 p.m. Room 306; 12:30 p.m. Room 314, 3rd Floor (check schedule for assigned room/time)

Write-off Judges’ Dinner/Judging: 6 p.m., White River F, 1st Floor

Verify rooms: Check the Convention Update flier in case there is a room change.

01 Newswriting ........................................................................... 4 p.m., JW Grand 1-2, 3rd Floor
02 Editorial Writing ........................................................................ 4 p.m., JW Grand 1-2, 3rd Floor
03 Feature Writing ........................................................................ 4 p.m., JW Grand 7, 3rd Floor
04 Sports Writing .......................................................................... 4 p.m., JW Grand 8, 3rd Floor
05 Review Writing .......................................................................... 4 p.m., JW Grand 4, 3rd Floor
06 Editorial Cartooning ................................................................. 4 p.m., Room 308, 3rd Floor
07 Commentary Writing .................................................................... 4 p.m., JW Grand 3, 3rd Floor
08 News Editing/Headline Writing ................................................... 4 p.m., White River C, 1st Floor
09 Newspaper Layout (online) .......................................................... 4 p.m., Room 101, 1st Floor, stay for critique
10 News Magazine Layout (online) .................................................... 4 p.m., Room 102, 1st Floor, stay for critique
11 Press Law & Ethics ..................................................................... 4 p.m., Room 314, 3rd Floor
12 Yearbook Copy/Caption: Sports .................................................... 4 p.m., White River E, 1st Floor
13 Yearbook Copy/Caption: Academics ............................................. 4 p.m., White River E, 1st Floor
14 Yearbook Copy/Caption: Clubs .................................................... 4 p.m., White River E, 1st Floor
15 Yearbook Copy/Caption: Student Life ........................................... 4 p.m., White River E, 1st Floor
16 Yearbook Layout: Theme (online) .................................................. 4 p.m., Room 206, 2nd Floor, stay for critique
17 Yearbook Layout: Inside Pages (online) ......................................... 4 p.m., Room 209, 2nd Floor, stay for critique
18 Yearbook Cover/End Sheets (online) ............................................. 4 p.m., Room 208, 2nd Floor, stay for critique
19 Literary Magazine Layout (online) ................................................ 4 p.m., Room 303, 3rd Floor, stay for critique
20 Literary Magazine Poetry ............................................................. 4 p.m., Room 203, 2nd Floor
21 Literary Magazine Illustration ...................................................... 4 p.m., Room 203, 2nd Floor
22 Literary Magazine Photography .................................................. 4 p.m., JW Grand Foyer East, 3rd Floor, by escalators
23 Graphic Design: Logo (online) ..................................................... 4 p.m., Room 313, 3rd Floor, stay for critique
24 Graphic Design: Infographics (online) ............................................ 4 p.m., Room 307, 3rd Floor, stay for critique
25 Graphic Design: Advertising (online) ............................................ 4 p.m., White River B, 1st Floor, stay for critique
26 Graphic Design: Photo Illustration (online) ................................... 4 p.m., Room 302, 3rd Floor, stay for critique
27 Themed Photo (online) ................................................................. 4 p.m., JW Grand 9-10, 3rd Floor, stay for critique
28 Sports Action Photography (online) .............................................. 4 p.m., JW Grand 9-10, 3rd Floor, stay for critique
29 Sports Feature Photography (online) .......................................... 4 p.m., JW Grand 9-10, 3rd Floor, stay for critique
30 Feature Photography (online) ...................................................... 4 p.m., JW Grand 9-10, 3rd Floor, stay for critique
31 General or Spot News Photography (online) .................................. 4 p.m., JW Grand 9-10, 3rd Floor, stay for critique
32 Photo Story (online) .................................................................... 4 p.m., JW Grand 9-10, 3rd Floor, stay for critique
33 Portfolio (online) ........................................................................ 4 p.m., JW Grand 9-10, 3rd Floor, stay for critique
34 Photo Portrait (online) ................................................................. 4 p.m., JW Grand 9-10, 3rd Floor, stay for critique
35 First-year Photo (online) .............................................................. 4 p.m., JW Grand 9-10, 3rd Floor, stay for critique
36 Broadcast News Story (online) ...................................................... 4 p.m., Room 204, 2nd Floor, stay for critique
37 Broadcast Sports Story (online) .................................................... 3 p.m., Room 202, 2nd Floor, stay for critique
38 Broadcast Feature Story (online) .................................................. 4 p.m., White River A, 1st Floor, stay for critique
39 Broadcast Commercial/PSA (online) ............................................. 4:30 p.m., Room 202, 2nd Floor, stay for critique
40 Social Media Reporting (online) ................................................... 4 p.m., Room 205, 2nd Floor, stay for critique
41 Short Documentary (online) ........................................................ 3 p.m., White River D, 1st Floor, stay for critique
42 Video Package Editing (online) ..................................................... 4 p.m., White River D, 1st Floor, stay for critique
43 Online News Package (on-site) ..................................................... 8 a.m., Room 314, 3rd Floor, Turn in entry by 12:30 p.m.
44 On-Air Reporter (on-site) ............................................................ 3 p.m., Room 301, 3rd Floor
45 Broadcast Newswriting (on-site) ................................................... 4 a.m., Room 304, 3rd Floor
46 Broadcast Package (on-site) .......................................................... 8 a.m., Room 308, 3rd Floor, Turn in entry by 11:30 a.m.
47 Videography (on-site) ................................................................. 8 a.m., Room 307, 3rd Floor, Turn in entry by 10:30 a.m. to Room 308
48 Broadcast Commentary (on-site) ................................................ 3 p.m., Room 305, 3rd Floor
USE WHAT THE AWARD-WINNERS USE.

Monarch provides full versions of Adobe InDesign, Photoshop and Bridge, wherever you go. Yearbook staffs are using it to create Pacemaker and Crown winners. And now, the magic of Monarch allows users to create newspaper and literary content.

For more on how Monarch can make your projects take flight, float on over to our booth, or visit jostens.com/monarch.
7:30 a.m. FRIDAY

- **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 recent editions of high school news from coast to coast. Feel free to drop off a few copies of your publication and take some you like.
  7:30 a.m.-11:30 p.m. Friday, Foyer near JW Grand 5/6, 3rd Floor

- **JEAn Bookstore**
  Check out the new books, as well as popular best-sellers, at the JEAn Bookstore. More than 200 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 dictionaries, thesauruses, stylebooks, paper, pens, pencils, rulers and erasers. Supplies are limited, so shop early.
  7:30 a.m.-5 p.m. Friday, Room 103/104, 1st Floor

- **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 underwritten by Friesens Corp. and Savannah College of Art and Design.
  7:30 a.m.-5 p.m. Friday, Room 103/104, 1st Floor

8 a.m.

- **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, Griffin Exhibit Hall, 2nd Floor

- **Convention check-in and registration, trade show**
  Check-in to pick up name badges, programs and school packets containing Swap Shop, Break with a Pro and luncheon tickets. Turn in your Best of Show entries. Lost and found is here.
  8 a.m.-4 p.m. Friday, Griffin Exhibit Hall, 2nd Floor

- **Write-off contest check-in**
  If both your Write-off registration and JEAn 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. At noon, Write-off personnel will move to Room 312.
  8 a.m.-noon Friday, Griffin Exhibit Hall, 2nd Floor; noon-3 p.m., Room 312, 3rd Floor

- **Best of Show desk**
  Enter your newspaper, newsmagazine, literary arts magazine, broadcast, website or yearbook at the Best of Show desk. Winners will be announced at the NSPA award ceremony Saturday.
  8 a.m.-4 p.m. Friday, Griffin Exhibit Hall, 2nd Floor

- **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 pre-order. Quantities are limited. Shirts not picked up by noon Friday will be resold.
  8 a.m.-4 p.m. Friday, Griffin Exhibit Hall, 2nd Floor

- **Journalism Quiz Bowl qualifying test**
  Registered four-person teams will take a written qualifying test with questions related to culture, journalism and civics. 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 Write-off desk in Griffin Hall, 2nd Floor, and in the JEAn Bookstore in Room 103/104, 1st Floor.
  EVALUATION CODE: 2704
  April van Buren, MJE, LaFollette High School, Madison, Wis.
  8 a.m. Friday, JW Grand 1-2, 3rd Floor (450)

CONTEST

- **Photography contest judging**
  Those who agreed to judge photography entries for the JEAn Write-off will meet at this time.
  Bradley Wilson, MJE, Midwestern State University, Wichita Falls, Texas
  8 a.m. Friday, Room 306, 3rd Floor (50)

MEETING

- **JEAn general membership meeting**
  JEAn members and others interested in the organization are invited to attend this meeting. You’ll learn about recent JEAn board action, hear concerns and discuss plans and goals. The slate of candidates for the 2017 board election will be announced.
  EVALUATION CODE: 3200
  Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.
  8 a.m. Friday, White River H, 1st Floor (125)

9 a.m.

- **It’s not them; it’s you**
  Discover why your interviews might be coming up short ... even when you have tried your best. This session will show you five of the most common mistakes in interviewing and how to correct these errors.
  EVALUATION CODE: 5329
  Chris Waugaman, MJE, Prince George (Va.) High School
  9 a.m. Friday, JW Grand 1-2, 3rd Floor (450)

MULTIMEDIA BROADCAST

- **Video journalism with your device**
  A full video production studio resides within an iOS device. Learn ways advisers and students can leverage the power of mobile video for your publication. Simple and free apps, along with student and professional examples, will guide learning.
  EVALUATION CODE: 4843
  Don Goble, Ladue Horton Watkins High School, St. Louis
  9 a.m. Friday, JW Grand 3, 3rd Floor (225)

DESIGN

- **13 amazing design trends**
  You’re in luck! After you leave our session, you’ll have 13 amazing design trends as inspiration for your yearbook or newspaper.
  EVALUATION CODE: 5269
  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, JW Grand 4, 3rd Floor (225)
NEWS GATHERING, SPORTS STRAND

Covering the Olympics: 17 Days in Rio
Covering the Olympic Games can be difficult for a veteran journalist. How did two IUPUI students take on the challenge?
EVALUATION CODE: 5398
Malcolm Moran, Indiana University–Purdue University, Indianapolis
9 a.m. Friday, JW Grand 5, 3rd Floor (1,250)

FEATURED SPEAKER, GENERAL AUDIENCE

Being female in the sports media industry
Learn what it’s like to work the sideline of an NFL or NBA game or to host a sports talk show from a woman with first-hand experience. Larra Overton will share her experiences and advice on how to overcome stereotypes and challenges in a man’s world.
EVALUATION CODE: 5189
Larra Overton, WXIN, Indianapolis
9 a.m. Friday, JW Grand 6, 3rd Floor (1,250)

WRITING

Write now! Introduction to journalistic writing
Learn how to write a lead, get interviews and create copy for news publications or yearbooks. The session will be a hands-on workshop with writing and interviewing.
EVALUATION CODE: 5384
Charlotte Peyton, CJE, Balfour Yearbooks, Gainesville, Va.
9 a.m. Friday, Room 101, 1st Floor (80)

WEB

Mobile advertising for student publications
Mobile advertising is the fastest growing form of advertising in the U.S. Students and advisers should understand the options available to student media with mobile advertising. This session will introduce the basics of mobile advertising and how it can be used by student media.
EVALUATION CODE: 5228
Michael Hanley, Ball State University, Muncie, Ind.
9 a.m. Friday, Room 102, 1st Floor (80)

LEADERSHIP AND TEAMBUILDING

10 leadership tips for staff engagement
Staff getting stressed out? Things getting tough? Come learn 10 great tips to keep the year going smoothly. Don’t let stress get you down!
EVALUATION CODE: 5303
Tom Gayda, MJE, North Central High School, Indianapolis, and Jim McCrossen, Blue Valley Northwest High School, Overland Park, Kan.
9 a.m. Friday, Room 205, 2nd Floor (80)

NEWS GATHERING

Strangers on the street
Learning how to approach a subject and getting them to open up is not all that hard. It just takes practice. The speakers will give you some good examples and practices that will work for you.
EVALUATION CODE: 5241
Mike Taylor, CJE, Walsworth Yearbooks, Mansfield, Texas, and Sabrina Schmitz, CJE, Walsworth Yearbooks, Tampa, Fla.
9 a.m. Friday, JW Grand 9-10, 3rd Floor (450)

Gaining skills/concepts through competition
We will focus on gaining the necessary skills and concepts of journalism/design education through Career Technical Student Organization competitions. While learning to produce better work through applying the correct concepts and techniques to your design/piece, the more likely you will be to advance in various competitions.
EVALUATION CODE: 5436
Brian Wolfe, Lost River Career Cooperative, Paoli, Ind.
9 a.m. Friday, Room 202, 2nd Floor (80)

LAW AND ETHICS

I’ve been censored: Now what?
In this session, we will review legislation that has defined student expression and promoted censorship of the scholastic press. The presenter will share censorship research as well as tips for how to combat censorship of your publication.
EVALUATION CODE: 5124
Audrey Wagstaff, MJE, Wilmington (Ohio) College
9 a.m. Friday, Room 204, 2nd Floor (80)

MULTIMEDIA BROADCAST

Broadcast writing: The anatomy of a reader, VO and VOSOT
A former network producer will show you strategies for pounding out copy for a reader, voice-over or voice-over to sound on tape. Learn how basic broadcast stories are constructed so you can get over writers block quickly, figure out a punchy lede and write efficiently.
EVALUATION CODE: 5455
Linda Drake, MJE, Chase County Junior-Senior High School, Cottonwood Falls, Kan.
9 a.m. Friday, Room 206, 2nd Floor (60)
YEARBOOK ADVISORS: Visit our booth for a chance to WIN A TRIP for 2 to CANADA! & GET A FREE MONOPOD

YEARBOOKS.FRIESSENS.COM

*Some restrictions may apply.
PHOTOJOURNALISM
Photoshop color correction techniques
Learn several tried-and-true methods to color correct photos. From yellow gym photos to fixing color cast in play photos, discover step-by-step techniques you can use so these photos are suitable for your publication.
EVALUATION CODE: 5188
Regina Murray, Jostens, Glendale Heights, Ill.
9 a.m. Friday, Room 309/310, 3rd Floor (110)

MULTIMEDIA BROADCAST
Editing video stories in Premiere
This session will demonstrate a Premiere Pro workflow that presents effective strategies for selecting effective footage, organizing sequence patterns and packaging effective video stories.
EVALUATION CODE: 5304
Jim McCarthy, Joseph Gregori High School, Modesto, Calif.
9 a.m. Friday, Room 313, 3rd Floor (70)

PHOTOJOURNALISM
The power of light
Understanding the characteristics of light and the impact this has on your photograph is the key to becoming an artist with a camera. Explore ways to use light to become a better photographer.
EVALUATION CODE: 5251
Mark Murray, Arlington (Texas) Independent School District
9 a.m. Friday, White River A, 1st Floor (125)

AP style: Learn the basics
The Associated Press Stylebook is a journalist’s bible. It is the key style guide/usage manual for the news industry in the United States. This session will provide an overview of the most common rules and help writers add an important skill: copy editing for style.
EVALUATION CODE: 4867
Beth Concepción, Savannah (Ga.) College of Art and Design
9 a.m. Friday, White River B, 1st Floor (125)

7 things you should be doing on Snapchat now
Snapchat has a highly engaged audience with a demographic that is your target audience. This session will show you how professional and college organizations are using it and will give you some practical ideas on using it with your staff to tell stories.
EVALUATION CODE: 5323
Aaron Manfull, MJE, Francis Howell North High School, St. Charles, Mo.
9 a.m. Friday, White River D, 1st Floor (125)

LAW AND ETHICS
Shock talk
Sex. Drugs. And rock ‘n’ roll. It’s every administrator’s nightmare, and every high school student’s dream story. Yes, you should cover these issues and other sensitive topics, but you need to do it in an ethical, responsible manner.
EVALUATION CODE: 4792
Jeanne Acton, University Interscholastic League, Austin, Texas
9 a.m. Friday, White River F, 1st Floor (625)

Al Neuharth Free Spirit and Journalism Conference at the Newseum
JUNE 17-22, 2017
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.
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. Pre-registration was required. Please check your ticket for your assigned time and table number.

9 a.m. Friday, White River E, 1st Floor

WRITING
Coverage with character
It’s all about people. Readers want fresh, real coverage and a focus on the human aspect. Learn how publications of all types are bringing the human element through creative ways to interact with readers and highlight real lives and real people.

EVALUATION CODE: 5296
9 a.m. Friday, White River G, 1st Floor (125)

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.

9 a.m. Friday, White River H, 1st Floor (125)

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. Friday, White River I, 1st Floor (125)

LEADERSHIP AND TEAM BUILDING
Great editor = effective leader
Great publication editors must be effective 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 strong student leaders.

EVALUATION CODE: 3332
Dan Mueller, CJE, Herff Jones Yearbooks, St. Louis
9 a.m. Friday, White River J, 1st Floor (125)

10 a.m.

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
10 a.m. Friday, JW Grand 1-2, 3rd Floor (450)

MULTIMEDIA BROADCAST
Video news package chalk talk
What are the key elements that make video news packages interesting and engaging? In this session, we will cover sound bites, b-roll, natural sound, finding those “golden nuggets,” and the basics of telling a great video story.

EVALUATION CODE: 4845
Don Goble, Ladue Horton Watkins High School, St. Louis
10 a.m. Friday, JW Grand 3, 3rd Floor (225)

DESIGN
Bare essentials of design
When your design seems more like “Old Mother Hubbard,” it’s time to get creative and start collaborating. We’ll discuss ways on how to get from Point A to Point B with a limited pallet through tips, tricks and techniques that will fill your cupboard.

EVALUATION CODE: 4929
Michael Malcolm-Bjorklund, CJE, River City Science Academy Innovation, Jacksonville, Fla.
10 a.m. Friday, JW Grand 4, 3rd Floor (225)

NEWS GATHERING, SPORTS STRAND
Sports reporting Q&A
Have a question about covering sports? This panel of professionals has the answers. Panel includes award-winning journalists from print and broadcast media.

EVALUATION CODE: 5357
Gregg Doyel and Jenny Green, Indianapolis Star; Rich Nye, WTHR, Indianapolis; and Malcolm Moran, Indiana University–Purdue University, Indianapolis
10 a.m. Friday, JW Grand 5, 3rd Floor (1,250)

FEATURED SPEAKERS, GENERAL AUDIENCE
(Net)work it, baby
You’ve heard it before: network, network, network. But what does a network look like? And how do you make it work for you? We’ll use real-world examples and demonstrate that you already have a network — you just have to work it.

EVALUATION CODE: 5350
John Schwab, Indianapolis Motor Speedway, Indianapolis, and Amy Wimmer Schwab, NCAA, Indianapolis
10 a.m. Friday, JW Grand 6, 3rd Floor (1,250)

ENTREPRENEURSHIP
100 ideas in 50 minutes
The title says it all. Pick up 100 great yearbook marketing ideas in 50 minutes. Hand cramping and texting fatigue may be a side effect of this session.

EVALUATION CODE: 5272
Matthew LaPorte, CJE, Southwest Career and Technical Academy, Las Vegas
10 a.m. Friday, JW Grand 7, 3rd Floor (225)

DESIGN
Trends in yearbooks
See how yearbook staffs across the country create trendsetting designs to expand their coverage and ultimately sell more books.

EVALUATION CODE: 5041
Laura Schaub, CJE, Lifetouch, Commerce City, Colo.
10 a.m. Friday, JW Grand 8, 3rd Floor (225)

FEATURED SPEAKERS, GENERAL AUDIENCE
Getting sources to talk about things that matter (2 hours)
In the first hour of this session Kelley and Tom French will share principles and strategies they’ve learned during decades of interviewing accused murderers, zookeepers and high school students. During the second hour they will lead attendees in an interviewing activity designed to practice those principles.

EVALUATION CODE: 5364
Kelley French and Thomas French, Indiana University, Bloomington, Ind.
10 a.m. Friday, JW Grand 9-10, 3rd Floor (450)

LEADERSHIP AND TEAM BUILDING
Survival of the fittest
From missing photos to constant deadlines, it’s easy for editors and advisers to feel swamped in the publication cycle. This session will offer tips to help yearbook and newspaper staffs stay organized and on deadline, while advisers maintain their sanity.

EVALUATION CODE: 4421
Nancy Hastings, MJE, Highland, Ind.
10 a.m. Friday, Room 101, 1st Floor (80)

WEB
Is your home page dead?
With the rise of social media traffic there has been a decline on the home pages. Site traffic and social media views are still on the rise. Find out what this means for digital journalism and
how journalists are using social media.
EVALUATION CODE: 4744
Jonathan Rogers, MJE, Iowa City (Iowa) High
School, and Evelyn Lauer, CJE, Niles West High
School, Skokie, Ill.
10 a.m. Friday, Room 102, 1st Floor (80)

GENERAL AUDIENCE
Ask the principals: Q&A with high
school administrators
This is your chance! Have a question you want
to ask a high school administrator? Need
advice? In this session students and advisers
have the opportunity to get feedback from
current high school principals about issues their
staffs might be facing. The principals are excited
to discuss the topics on your mind.
EVALUATION CODE: S193
Evans Branigan III, North Central High School,
Indianapolis, Brian Disney, Mooresville (Ind.)
High School, Mooresville, Ind., and Sandra
Squire, Ben Davis High School, Indianapolis
10 a.m. Friday, Room 201, 2nd Floor (80)

WRITING
Ready ... set ... lede!
Got a good story? Make sure it gets off to
good start. An effective "lede" is essential
in bringing your audience into the story.
This session will examine the lede-writing
fundamentals.
EVALUATION CODE: 3753
Stan Zoller, MJE, Lake Forest (Ill.) College
10 a.m. Friday, Room 202, 2nd Floor (80)

ADVISING/TEACHING
BPA 101: Starting a student chapter
What is BPA? How can it benefit your students?
Business Professionals Association is a co-
curricular organization providing student and
advisers with growth opportunities through
education, competition, community service
and personal development. Join us and learn
about the opportunities that are available for
journalism advisers and students.
EVALUATION CODE: S389
Heather Bunning and Shawna Gfroerer,
Business Professionals of America, Columbus,
Ohio, and Brian Wolfe, Lost River Career
Cooperative, Paoli, Ind.
10 a.m. Friday, Room 203, 2nd Floor (80)

GENERAL AUDIENCE
Journalism's deadly sins
Have we got a journalism treat for you: our list
of the biggest sins you're making in reporting,
editing, photography, design and leadership
and how to fix them. There's something for
everyone to roll their eyes at in this session.
EVALUATION CODE: S268
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, Room 204, 2nd Floor (80)

LEADERSHIP AND TEAM BUILDING
'Soft skills' for success
In our ever-changing media world, we need
leadership and team-building skills more
than ever before. Writing, editing, posting and
tweeting are important, but so are people skills,
social skills and life skills.
EVALUATION CODE: S345
C.A. Tuggle, University of North Carolina,
Chapel Hill, N.C.
10 a.m. Friday, Room 205, 2nd Floor (80)

LAW AND ETHICS
Borrowing online photos: What's safe,
what's not
It's never been easier — or more risky — to
"help yourself" to photos, videos or songs
from other people's websites. Where can you
find truly copyright-free material that's safe to
republish — and what sites should you never,
ever borrow from?
EVALUATION CODE: S418
Frank LoMonte, Student Press Law Center,
Washington, D.C.
10 a.m. Friday, Room 206, 2nd Floor (60)

LAW AND ETHICS
Open forum on press rights
This open forum session will empower
students, advisers and administrators to raise
questions or issues that are important to them
with members of the JEA Scholastic Press Rights
Committee.
EVALUATION CODE: S140
John Bowen, MJE, Kent (Ohio) State
University, and members of the JEA Scholastic
Press Rights Committee
10 a.m. Friday, Room 208, 2nd Floor (65)

GENERAL AUDIENCE
Collaborative journalism across
diverse student communities
Student journalists in two distinctive schools
worked together to create a joint news
publication for the larger community. Student
journalists were asked to collaborate on a series
of self-created assignments of mutual interest
and see if the publication would encourage
inter-community dialogue and increase
audience.
EVALUATION CODE: S200
Kate Klonowski, MJE, Kent (Ohio) State
University
10 a.m. Friday, Room 209, 2nd Floor (75)

ADVISING/TEACHING
Get certified: Design
Trends come and go, but the foundations of
good design remain the same. This session will
discuss how design principles, elements, color,
type and grids influence audience engagement
and understanding.
EVALUATION CODE: S291
Brian Hayes, MJE, Ball State University,
Muncie, Ind.
10 a.m. Friday, Room 302, 3rd Floor (50)

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: S3908
Abrianna Nelson, CJ, Washington-Lee High
School, Arlington, Va.
10 a.m. Friday, Room 303, 3rd Floor (50)

ADVISING/TEACHING
Newspaper adviser roundtable
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: S4219
Linda Barrington, MJE, Mount Mary
University, Milwaukee, and Peggy Gregory,
CJE, Phoenix
10 a.m. Friday, Room 304, 3rd Floor (50)

ADVISING/TEACHING
Legal and ethical issues for advisers
Do you plan to take the CJE or MJE test or just
want to be more familiar with legal and ethical
student media issues? If you want to know
landmark cases or understand the importance
of your publication being a forum, find what is
essential here.
EVALUATION CODE: S2164
Candace Perkins Bowen, MJE, Kent (Ohio)
State University
10 a.m. Friday, Room 305, 3rd Floor (50)

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: S2054
Max Garland ’16 (center) was one of just 31 top journalism students in the nation to participate in the 2016 Carnegie-Knight News21 national multimedia investigative reporting initiative. This year’s project examined voting access and participation in a presidential election year.
10 a.m. FRIDAY

WRITING

Writing like a storyteller
Everyone enjoys listening to a great storyteller. Learn how to make the stories you write just as engaging as the ones you like to hear by using techniques from oral storytelling in your writing.
EVALUATION CODE: 5352
Carolyn Henderson, CJE, Walsworth Yearbooks, Matthews, N.C.
10 a.m. Friday, White River G, 1st Floor (125)

EDITING

Write it tight, write it right
This session will help make the writing in your publications snappier and stronger. How? By encouraging you to focus on a few copy editing guidelines that will help kill the clutter and confusion in your stories.
EVALUATION CODE: 2543
Karl Grubaugh, CJE, Granite Bay (Calif.) High School
10 a.m. Friday, White River I, 1st Floor (125)

MULTIMEDIA BROADCAST

How to be a better storyteller
This session will explore some ideas about how to improve their storytelling. What makes a compelling story, and where can you go to find good examples to emulate? In addition, what role does playing and learning from mistakes help make you a better storyteller?
EVALUATION CODE: 5353
Max Negin, Elon (N.C.) University
10 a.m. Friday, White River H, 1st Floor (125)

LEADERSHIP AND TEAM BUILDING

Staff motivation: Work hard, play hard
Kick-start your yearbook program right. Get your students vested in being a part of a highly productive, fun and motivated team.
EVALUATION CODE: 5125
Jill Chittum, MJE, Walsworth Yearbooks, Overland Park, Kan., and Jim Straub, Walsworth Yearbooks, Galesburg, Ill.
10 a.m. Friday, White River J, 1st Floor (125)

11 a.m.

DESIGN

Finders keepers
Design inspiration is everywhere. If you’re looking for ideas, this session is for you. You’ll learn where yearbook designers found their inspiration and how they adapted it to their publications.
EVALUATION CODE: 5299
Tina Cleavelin, CJE, Jostens, Parker, Colo., and Cindy Todd, Austin, Texas
11 a.m. Friday, JW Grand 1-2, 3rd Floor (450)

MULTIMEDIA BROADCAST

Humans of your school: The video
The staff and adviser of Pacemaker-winning Mustang Morning News will discuss how you can produce a video version of “The Humans of New York”. We’ll show examples and discuss the production process, including story and technical elements, and tips for producing creative, high quality interviews.
EVALUATION CODE: 4896
Michael Hernandez and Omar Ahmed, Mira Costa High School, Manhattan Beach, Calif.
11 a.m. Friday, JW Grand 3, 3rd Floor (225)

Say goodbye to costly stacks of unsold books.

Yearbooks & Literary Mags
Order any amount at any time with no upfront commitments.
Learn more at picabooyearbooks.com.
For your info(graphic)
In our visual society, it’s no longer enough to write a really good 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 “nonreaders.”
EVALUATION CODE: 3626
Megan Palmer, CJE, Park Hill South High School, Riverside, Mo.
11 a.m. Friday, JW Grand 4, 3rd Floor (225)

Sports column writing
Column ideas are everywhere. Learn how to find the nuggets that will make your readers laugh, cry and think. Discover how to write so your readers will keep coming back.
EVALUATION CODE: 5399
Gregg Doyel, Indianapolis Star, Indianapolis
11 a.m. Friday, JW Grand 5, 3rd Floor (1,250)

Using public records for hard-hitting investigations
Investigative reporters have been called “the elite special forces” of journalism. In this session, learn how to get started on your own investigations by tapping into public records that can help shine a spotlight on your school or community.
EVALUATION CODE: 5355
Gerry Lanosga, Indiana University, Bloomington, Ind.
11 a.m. Friday, JW Grand 6, 3rd Floor (1,250)

Making school events work for you
How can you make your life easier, improve student coverage, increase yearbook sales and brand your publication program? It’s easy. Come to this session for ideas for making whole-school events such as registration and back-to-school night beneficial for all your school journalism programs.
EVALUATION CODE: 4776
Melissa Warner and Casey Tedrow, Center Grove High School, Greenwood, Ind.
11 a.m. Friday, JW Grand 7, 3rd Floor (225)

Ideas from the professionals
See how yearbook staffs use college viewbooks, magazines, television graphics and the web as inspirations for their books.
EVALUATION CODE: 5042
Laura Schaub, CJE, Lifetouch, Commerce City, Colo.
11 a.m. Friday, JW Grand 8, 3rd Floor (225)

Data storytelling crash course
Hear from two advisers about how (and why) data journalism can make a difference. With a few examples, strategies and suggested tools, this session will expose participants to basic data acquisition, cleaning and presentation as well as offer resources for where to learn more.
EVALUATION CODE: 5319
Sarah Nichols, MJE, Whitney High School, Rocklin, Calif., and Megan Fromm, CJE, Colorado Mesa University, Grand Junction, Colo.
11 a.m. Friday, Room 101, 1st Floor (80)

What is ‘code’?
Coding is useful, beautiful and easy to learn. The hard part is figuring out what “code” is and where to start. Learn how Python, JavaScript and HTML can help significantly improve online storytelling and design.
EVALUATION CODE: 5184
Tyson Bird, Ball State University, Muncie, Ind.
11 a.m. Friday, Room 102, 1st Floor (80)

More than just surviving: The Urban Media Project
The Cannon multimedia staff will show you how to produce relevant high school multimedia projects with no budget, restricted access and limited equipment, but with a lot of ideas, energy and passion through the Urban Media Project.
EVALUATION CODE: 5393
Donna Griffin, Arsenal Technical High School, Indianapolis
11 a.m. Friday, Room 201, 2nd Floor (80)

State laws protecting student press freedom
Ten state legislatures have enacted laws that protect the rights of student journalists. Lawmakers are discussing ways to protect your expression each year. Learn how existing state laws work, where this effort is heading and how you could support legislation in your own state.
EVALUATION CODE: 3379
Mark Goodman, Kent (Ohio) State University
11 a.m. Friday, Room 202, 2nd Floor (80)

Student leadership panel
What makes a great leader or a quality team member? This panel will be made up of Business Professionals of America members who will discuss several leadership qualities they have learned through competition and how to implement these qualities into their journalism/media programs.
EVALUATION CODE: 5435
Brian Wolfe, Bryce Farmer, Haley Elgin and Maddie Gibson, Lost River Career Cooperative, Paoli, Ind.
11 a.m. Friday, Room 203, 2nd Floor (80)

Lede writing: From drab to fab
Are you looking for a new, fresh approach to lede writing? This session will introduce students to the power of the anecdote and how it can transform the most mundane lede into something readers will want to read.
EVALUATION CODE: 5385
April Moss, CJE, Pike High School, Indianapolis
11 a.m. Friday, Room 204, 2nd Floor (80)

Law and Ethics
State laws protecting student press freedom
Ten state legislatures have enacted laws that protect the rights of student journalists. Lawmakers are discussing ways to protect your expression each year. Learn how existing state laws work, where this effort is heading and how you could support legislation in your own state.
EVALUATION CODE: 3379
Mark Goodman, Kent (Ohio) State University
11 a.m. Friday, Room 202, 2nd Floor (80)

Unmasking school discipline
Unfairness in “zero tolerance” discipline is a huge national story, which you can tell uniquely well in your own school — and sometimes help make positive change. We’ll show you where to get the data and how to get started.
EVALUATION CODE: 5420
Frank LoMonte, Student Press Law Center, Washington, D.C.
11 a.m. Friday, Room 208, 2nd Floor (65)
11 a.m. FRIDAY

DESIGN

**Stunning lit mag design**

Many literary magazines look the same: a semi-obscure cover that opens to words peppered with photos and drawings. Make your lit mag stand out from that crowd with lessons from the former production manager of the national award-winning Oxford American magazine.

EVALUATION CODE: 5266
Jennifer Thompson, CJE, Picaboo Yearbooks, Hanover, N.H.
11 a.m. Friday, Room 209, 2nd Floor (75)

GENERAL AUDIENCE

**Scholastic press training for administrators**

The JEA Principals Outreach Committee has put together resources and training materials for administrators. Come see how JEA can help start the conversation between principals and the student press. Students, advisers and administrators are all welcome.

EVALUATION CODE: 4934
Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.
11 a.m. Friday, Room 301, 3rd Floor (60)

WRITING

**Fiction: The clean jersey that refuses to stay on the sidelines.**

It took a lifetime of writing, but the urge to communicate beyond what is obvious, just would not go away for this 82-year-old author. Do not let it disappear for you either.

EVALUATION CODE: 5278
Ruth Ann Hanley, Indianapolis
11 a.m. Friday, Room 302, 3rd Floor (50)

GENERAL AUDIENCE

**Organize yourself with a bullet journal**

Learn to journal in brief, bullet phrases. This is a method to track your to-do list, record notes, planning projects or events, and more — all in one book! Come for a look and leave with a powerful tool to manage and reflect on yourself.

EVALUATION CODE: 5310
Carmen Wendt, MJE, Scottsdale, Ariz.
11 a.m. Friday, Room 303, 3rd Floor (50)

ADVISING/TEACHING

**Yearbook adviser roundtable**

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: 4447
Bill Flechtner, MJE, Milwaukie, Ore., and Carol Eanes, CJE, Morganton, N.C.
11 a.m. Friday, Room 304, 3rd Floor (50)

ADVISING/TEACHING

**Managing student media**

This session provides advisers seeking CJE certification or wanting to know more about staff management with ideas and resources. The session will also have a short Q&A to support advisers in developing strong staff management strategies and prepare for the CJE exam.

EVALUATION CODE: 2223
Jane Blystone, MJE, Mercyhurst University, Erie, Pa.
11 a.m. Friday, Room 305, 3rd Floor (50)

ADVISING/TEACHING

**Publication pride in the private school**

Advisers please come and share successes and struggles that come with advising in a private or parochial school. Leave armed with new strategies and a new network of colleagues.

EVALUATION CODE: 3273
Marsha Kalkowski, MJE, Marian High School, Omaha, Neb.
11 a.m. Friday, Room 307, 3rd Floor (45)

ADVISING/TEACHING

**7 principles for developing creative 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: 5307
Daniel Haygood, Elon (N.C.) University
11 a.m. Friday, White River D, 1st Floor (125)

NEWS GATHERING

**Quit lying to us, liars**

School publications lie to us all the time because they don’t dig deeply enough to find truth. I can prove it to you. We’ll talk about reporting that matters through meaningful story ideas and reporting. Bring your brains and souls, if you have them.

EVALUATION CODE: 5406
Scott Winter, Bethel University, St. Paul, Minn.
11 a.m. Friday, White River F, 1st Floor (625)

PHOTOJOURNALISM

**Photo walk at Victory Field**

John Scott of Roberts Camera in Indianapolis will lead a photo walk to Victory Field, home of the Indianapolis Indians. Participants will have privileged access and opportunity to photograph behind the scenes of the classically styled ballpark that has been recognized as the “Best Minor League Ballpark in America” by Baseball America and Sports Illustrated.

EVALUATION CODE: 5128
11 a.m. Friday, White River A, 1st Floor (125)

WEBINAR

**Advertising attractive and readable.**

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: 5307
Daniel Haygood, Elon (N.C.) University
11 a.m. Friday, White River D, 1st Floor (125)

GENERAL AUDIENCE

**Show your style**

This refresher on AP style is ideal for candidates preparing to take the CJE exam and copy editors looking to brush up on their skills. Bring your phone or computer to play along with an interactive game.

EVALUATION CODE: 5258
Joe Humphrey, MJE, Hillsborough High School, Tampa, Fla.
11 a.m. Friday, White River B, 1st Floor (125)

GENERAL AUDIENCE

**The principle will see you now**

Do you find talking to your principal almost impossible? Does he or she dodge you? Unfairly scrutinize you? Treat you like a nuisance? This session will focus on developing better, more productive relationships, and some mutual respect, with your administration.

EVALUATION CODE: 5212
R.J. Morgan, CJE, University of Mississippi, University, Miss.
11 a.m. Friday, Room 313, 3rd Floor (70)

GENERAL AUDIENCE

**Staff reunions enrich media freedom**

Experienced innovators share how staff alumni tapped into resourceful alumni to define, clarify and promote the future of high school student media. The result: a purposeful all-years reunion. Discover how they contributed their journalistic know-how and financial support to ensure SPLC’s work continues. Interact about great fun and big dollars!

EVALUATION CODE: 2223
Jane Blystone, MJE, Mercyhurst University, Erie, Pa.
11 a.m. Friday, Room 305, 3rd Floor (50)

Visit jea.org/eval to evaluate sessions
Leadership and Team Building

May the Force be with you
Empower your staff! Sharing responsibility produces better yearbooks and happier people. We will discuss proven ways to delegate, develop confidence and teach others how to lead.

Evaluation Code: 3038
Heather Nagel, CJE, AJ Thomas and Grace Garrett, Christ Presbyterian Academy, Nashville, Tenn.
11 a.m. Friday, White River I, 1st Floor (125)

plays well with others
Whether working with the surly veteran, know-it-all editor, protective reporter or overzealous publisher, knowing how to collaborate in the 21st century is vital to sustaining, maintaining and succeeding in the media marketplace.

Evaluation Code: 4892
Michael Malcom-Bjorklund, CJE, River City Science Academy Innovation, Jacksonville, Fla.
11 a.m. Friday, White River J, 1st Floor (125)

Noon

On-site critiques
Schools scheduled for critiques should bring up to three different issues of newspapers/magazines, or the most recent literary magazine or yearbook. Some staffs also choose to bring mockups of the current yearbook. For broadcast critiques, bring a thumb drive, DVD or upload to YouTube. For online critiques, exchange a URL. Since critiques are just 30 minutes long, it is important to be on time.

Noon-3:30 p.m. Friday, White River E, 1st Floor

Student event

Lunch with the president (2 hours)
JEJ 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.
Noon Friday, JEA Suite

PHOTOJOURNALISM

f/8 and be there
This is an introductory course for students wanting to learn the basics of photography. We will cover the three things photographers can control (f/stop, ISO and shutter speed) and the three major settings they use to control them (manual, aperture priority and shutter priority).
EVALUATION CODE: 4840
Kyle Carter, CJE, Richland R-1 School, Essex, Mo.
Noon Friday, JW Grand 1-2, 3rd Floor (450)

MULTIMEDIA BROADCAST

Covering controversy: Video journalism and social responsibility
Follow Pacemaker-winning Mustang Morning News staff and adviser through case studies of how they’ve succeeded — and sometimes failed — to report on topics people in the community don’t want to see the light of day. We’ll share tips and advice on how your broadcast program can cover controversy.
EVALUATION CODE: 4897
Michael Hernandez, Mira Costa High School, Manhattan Beach, Calif.
Noon Friday, JW Grand 3, 3rd Floor (225)

DESIGN

4 design principles 4 U
If you don’t know what’s wrong, how do you make your pages look better? We will look at four basic concepts to guide your decisions in improving layout. If you can apply these principles, your work will look more professional, organized, unified and interesting. Really.
EVALUATION CODE: 5222
Linda Barrington, MJE, Mount Mary University, Milwaukee
Noon Friday, JW Grand 4, 3rd Floor (225)

FEATURED SPEAKER, GENERAL AUDIENCE

Technology in sports media
This session gives an overview of emerging technology in sports journalism and sports media. The jobs of communication specialists constantly change due to technology, and students must develop technical and creative skills in media technology during their school years to meet the needs of today’s media industry.
EVALUATION CODE: 5256
Galen Clavio and Lauren Reichart Smith, Indiana University, Bloomington, Ind.
Noon Friday, JW Grand 5, 3rd Floor (1,250)

FEATURED SPEAKER, DESIGN

Fairness in reporting on controversial topics
Some of today’s most pressing issues are also the hardest to talk about and even harder to report on: partisan politics, LGBT rights, abortion, equality. How can journalists be fair when they report on these topics?
EVALUATION CODE: 5187
Stephanie Wang, Indianapolis Star, Indianapolis
Noon Friday, JW Grand 6, 3rd Floor (1,250)

NEWS GATHERING

Stalking the feature story, HONY style
This session details how students can use "Humans of New York" as an inspiration and model for generating feature stories. Learn why feature writing requires a unique approach and fearless attitude, and go from impersonal to personal in the span of a single question.
EVALUATION CODE: 4661
Megan Fromm, CJE, Colorado Mesa University, Grand Junction, Colo.
Noon Friday, JW Grand 7, 3rd Floor (225)

FEATURED SPEAKER, WRITING

Ledes and nut grasfs: New tools
Leverage the 5 W’s in new ways to create stronger, more effective beginnings for straight news, features, editorials and columns. In this workshop, explore examples of effective beginnings and develop a few of our own. Bonus: These strategies are great for beating writer’s block.
EVALUATION CODE: 5197
Noon Friday, JW Grand 8, 3rd Floor (225)

PHOTOJOURNALISM

What makes a good photo?
It seems that everyone has an opinion on what makes a good photo, but almost everyone can agree on some basic principles. Check out this session and your images will never be the same. Agree on some basic principles. Check out this workshop, explore examples of effective beginnings and develop a few of our own.
EVALUATION CODE: 3318
Lori Oglesbee, MJE, Brian Kennedy and Lyndsey Hamlin, Prosper (Texas) High School
Noon Friday, Room 201, 1st Floor (20)

LAW AND ETHICS

Dropping the journalistic F-bomb
Your mother says she loves you? Check it out. That can sometimes be a challenge and require a lot of digging. This session examines tools and procedures for accessing public records and freedom of information — including those that begin with F — FOIA.
EVALUATION CODE: 3318
Stan Zoller, MJE, Lake Forest (Ill.) College
Noon Friday, Room 202, 2nd Floor (80)

WRITING

Head this way
Headlines can be frustrating to write, but they don’t have to be. Learn the ins and outs of strong headline writing.
EVALUATION CODE: 5441
Rhonda Moore, Austin, Texas
Noon Friday, Room 203, 2nd Floor (80)

DESIGN

Ease your Illustrator anxiety
Caution: The speaker is not an Illustrator guru. If you want expert Illustrator instruction, this

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LEADERSHIP AND TEAM BUILDING

Stress management for the staffer

Students: Are you 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: 4611
Noon Friday, Room 209, 2nd Floor (75)

ADVISING/TEACHING

I’m the new adviser ... HELP!
Congratulations. You’re the new adviser, but you have no idea what that means. In this session you will find out the top skills needed to become a successful yearbook adviser, which includes being a teacher, manager, bookkeeper, counselor and more.

EVALUATION CODE: 5243
Valerie Tanke, CJE, Walsworth Yearbooks, Niles, Mich.
Noon Friday, Room 302, 3rd Floor (50)

GENERAL AUDIENCE

The impact of social media on journalistic practice
Social media has changed the way people share and receive news, but what this means for journalistic practice is still evolving. Come discuss what’s changed and what to consider before publication.

EVALUATION CODE: 5439
Maggie Cogar, CJE, Ashland University, Ashland, Ohio
Noon Friday, Room 303, 3rd Floor (50)

ADVISING/TEACHING

Advanced Placement analysis: Improve your students’ writing
Need to show student growth and justify your program? Attend this session to see how journalism curriculum improved students’ opinion and feature writing skills. A lot of supplemental materials will be provided.

EVALUATION CODE: 5314
Kathy Smith, MJE, Dowers Grove (III.) High School, and Elizabeth Levin, MJE, Dowers Grove (III) North High School
Noon Friday, Room 305, 3rd Floor (50)

DESIGN

InDesign tricks and tips
Learn how to be more creative and productive with InDesign software. Bring a laptop with InDesign software on it so you can follow along.

EVALUATION CODE: 4550
Linda Drake, MJE, Chase County Junior-Senior High School, Cottonwood Falls, Kan.
Noon Friday, Room 309/310, 3rd Floor (110)

LEADERSHIP AND TEAM BUILDING

Redesigning student media
What started as a simple task of leading a group of students to redesign the student media website became a top to bottom redesign of the student media experience itself. What we learned, what we used and what we left behind from the experience.

EVALUATION CODE: 5433
Ryan Sparrow, Ball State University, Muncie, Ind.
Noon Friday, Room 313, 3rd Floor (70)

LEADERSHIP AND TEAM BUILDING

Who’s in charge of that?
Today, journalism requires everything from graphic arts, online accessibility and outside writers. Who’s in charge of what? A strong staff needs different positions and new leaders to tackle everything from design to Twitter. Learn how to divide and conquer to strengthen your team.

EVALUATION CODE: 5239
Janet Levin, MJE, and The Correspondent Staff, John Hersey High School, Arlington Heights, Ill.
Noon Friday, White River A, 1st Floor (125)

WRITING

For immediate delivery
In this “I want it now” world, yearbook staffs are learning to deliver stories in many compelling forms. The story might work best in all quotes, he said/she said or Q&A formats. Learn how to adapt alternative formats to add coverage.

EVALUATION CODE: 4377
Martha Akers, Loudoun Valley High School, Purcellville, Va., and Mike Taylor, CJE, Walsworth Yearbooks, Mansfield, Texas
Noon Friday, White River B, 1st Floor (125)

EVENT

Indiana High School Press Association luncheon
Indiana advisers who submitted payment for this luncheon and business meeting through their IHSPA dues form may attend this event.

Diana Hadley, Indiana High School Press Association, Franklin, Ind.
Noon Friday, White River C, 1st Floor (125)

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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: 5308
Daniel Haygood, Elon (N.C.) University
Noon Friday, White River D, 1st Floor (125)

GENERAL AUDIENCE

Yearbook: Opening matters
This session will deal exclusively with the all-important opening section of your yearbook. First impressions are important, both visually and verbally. You will leave this session with several tangible tools that will help you write contemporary opening copy and produce an eye-opening — Ahem! — opening section.
EVALUATION CODE: 4798
Pete LeBlanc, Antelope (Calif.) High School
Noon Friday, White River F, 1st Floor (625)

WRITING

Lids: 5 hats you must wear in sports writing
Does your media team have a wealth of sports junkies but still a lack of great coverage? Learn how a great sports section starts with a crew of reporters who know how to approach the topic from a variety of angles.
EVALUATION CODE: 5330
Chris Waugaman, MJE, Prince George (Va.) High School
Noon Friday, White River G, 1st Floor (125)

NEWS GATHERING

Get them talking: Interview lessons from the pros
Interviews don’t have to be awkward exchanges yielding lame answers laced with cliche. Taking direction from the pros, we’ll look at how Brandon Stanton makes his “Humans of New York” subjects comfortable giving intimate answers, how Barbara Walters uses “if you were a tree” questions, and more to make your copy wonderful. Go beyond the rules to thinking like a professional. You can do it!
EVALUATION CODE: 2314
Judy Babb, MJE, West Mesquite High School, Mesquite, Texas
Noon Friday, White River I, 1st Floor (125)

NEWS GATHERING

Get obsessed
The traditional beat system is a thing of the past, and with audiences becoming more specialized it is time to make a shift. In this session find out how to go beyond the traditional to make reporting fun, unique and worth it.
EVALUATION CODE: 5311
Patrick Johnson, CJE, Antioch (Ill.) Community High School
Noon Friday, White River J, 1st Floor (125)

12:30 p.m.

CONTEST

Broadcast contest judging
Those who agreed to judge broadcast contests 44, 46 and 47 for the JEA Write-off will meet.
12:30-3:45 p.m. Friday, Room 314, 3rd Floor (75)

1 p.m.

PHOTOJOURNALISM

Scoring great sports photos
Come hear advice for success in sports photography. Starting with images created in your own backyard, you will learn tips and techniques that will boost your sports photos to the next level.
EVALUATION CODE: 5185
Matt Detrich, Indiana University Health, Indianapolis
1 p.m. Friday, JW Grand 1-2, 3rd Floor (450)

MULTIMEDIA BROADCAST

The hidden language of video production
In almost all video production, you’ll use interviews, narration, music or other forms of audio to drive your storytelling. But it’s important to remember the power of images. The most effective storytellers let audio and video complement each other rather than fight against each other.
EVALUATION CODE: 5346
C.A. Tuggle, University of North Carolina, Chapel Hill, N.C.
1 p.m. Friday, JW Grand 3, 3rd Floor (225)

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 will also get access to the presentation to download for themselves.
EVALUATION CODE: 5220
Linda Barrington, MJE, Mount Mary University, Milwaukee
1 p.m. Friday, JW Grand 4, 3rd Floor (225)

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 High School, Mesquite, Texas
Noon Friday, White River I, 1st Floor (125)

FEATURED SPEAKER, GENERAL AUDIENCE

How to land any job or internship
If you use it correctly, this one simple trick will give you an edge on landing that coveted internship or job. But if you mess this up, you could see opportunities vanish before your eyes.
EVALUATION CODE: 5186
Stephanie Wang, Indianapolis Star, Indianapolis
1 p.m. Friday, JW Grand 6, 3rd Floor (1,250)

FEATURED SPEAKER, EDITING

Writing copy that readers care about
Tired of boring, blah copy? In this session you’ll learn how to write stories your students really want to read. Find out how to take the same-old stories you have to cover every year and make them into something special.
EVALUATION CODE: 2114
Michele Dunaway, MJE, Francis Howell High School, St. Charles, Mo.
1 p.m. Friday, JW Grand 7, 3rd Floor (225)

EDITING

Editing and revising: 5 big questions
 Writers, make stories better before filing. Editors, work with writers more effectively. Advisers, create a common process and shared language for revising and editing for your newsroom team. In this workshop, you’ll learn and use five essential questions that improve your own and others’ writing.
EVALUATION CODE: 5198
1 p.m. Friday, JW Grand 8, 3rd Floor (225)
It's meant to b.

your yearbook & balfour®
We’re good together. Why? You give your time, enthusiasm and commitment to the yearbook. Pair those with our cutting-edge technology, comprehensive educational resources and attentive customer service, and it’s no coincidence. It’s meant to be.

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Yearbook Curriculum
The only comprehensive, integrated curriculum for yearbook.

BAL4.tv
Extend yearbook coverage and transform the way students remember school with links to multimedia.

Stop by and see us Thursday or Friday in the Indigo Ballroom or visit balfour.com/yearbooks for more information.
PHOTOJOURNALISM

Hot topics in photography

Come join in as we explore a variety of current topics in photography from gear and resources to trends in portraiture and lighting with examples from pros and scholastic journalism alike. Bring your own questions for this open discussion.

EVALUATION CODE: 4756
Mike Simons, MJE, Corning-Painted Post HS, Corning, N.Y., and Jed Palmer, CJE, Sierra Middle School, Parker, Colo.
1 p.m. Friday, JW Grand 9-10, 3rd Floor (450)

WRITING

The 3 Cs of creative caption writing

Writing great captions is as easy as A, B, C when you use the 3 C method. This highly interactive session will share the secrets of writing the best two or three sentence captions that your yearbook has ever seen.

EVALUATION CODE: 5437
Alan Swank, Balfour Yearbooks, Athens, Ohio
1 p.m. Friday, Friday, Room 101, 1st Floor (80)

ENTREPRENEURSHIP

Maximize your yearbook potential with live videos

Want to be on the edge of the next great way to market yourself and your yearbook? We will create Facebook live video to connect with your student and parent audiences through your personal Facebook pages and professional ones for your yearbook.

EVALUATION CODE: 5305
Veronica Levine, CJE, Walsworth Yearbooks, Boca Raton, Fla.
1 p.m. Friday, Room 102, 1st Floor (80)

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 or fewer? We have managed to do just that and have never missed a deadline. Come hear our secrets.

EVALUATION CODE: 4597
Shannon Williams, Chicago, and Barbara Bateman, CJE, Murphy High School, Mobile, Ala.
1 p.m. Friday, Room 201, 2nd Floor (80)

NEWS GATHERING

More than marshmallow: Dig for stronger stories

When we talk of students using their voices, we’re not thinking about 10 Ways to Ask Someone to Prom. To make a difference in school or community, students should do real reporting. Learn ideas from previous media, FOIA requests, school board coverage and information-gathering skills.

EVALUATION CODE: 5288
John Bowen, MJE, and Candace Perkins Bowen, MJE, Kent (Ohio) State University, and Lori Keeley, MJE, St. Louis Park (Minn.) High School
1 p.m. Friday, Room 202, 2nd Floor (80)

LEADERSHIP AND TEAM BUILDING

Teaching self-reflection to enhance collaboration

Journalism staffs confront constant change, routinely turning over up to a third of their leaders every year. Come experience a method of reflection and individual counseling that leads to individual student learning and growth as well as enhances collaborative work.

EVALUATION CODE: 4911
Sue Skalicky, MJE, Legacy High School, Bismarck, N.D.
1 p.m. Friday, Room 203, 2nd Floor (80)

WEB

Putting the ‘new’ in online news

Running an online site and keeping it fresh daily can pose challenges. Hear how the award-winning staff of a medium-sized school created and organized a viable system for uploading fresh written and visual content every single day, every week of the school year.

EVALUATION CODE: 5112
Ellen Austin, MJE, The Harker School, San Jose, Calif.
1 p.m. Friday, Room 204, 2nd Floor (80)

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/SCSPA, Columbia, S.C.
1 p.m. Friday, Room 205, 2nd Floor (80)

EDITING

Copy coaching

Learn how to give meaningful feedback to yearbook copy writers. An effective copy coach can suggest ways to improve writing without hurting feelings.

EVALUATION CODE: 5434
Susan Massy, Shawnee Mission Northwest High School, Shawnee, Kan.
1 p.m. Friday, Room 206, 2nd Floor (60)

LAW AND ETHICS

Freedom of tweet?

How much can schools regulate what their students post on social media? Can schools make students turn over their social-media passwords or look inside their smartphones? The answers may surprise you — and may depend on where you live. Get the latest on First Amendment rights in digital media, and how to protect your own free-speech rights online.

EVALUATION CODE: 5421
Frank LoMonte, Student Press Law Center, Washington, D.C.
1 p.m. Friday, Room 208, 2nd Floor (65)

GENERAL AUDIENCE

Speech communications for the journalism student

A quick course in basic communications skills will help you overcome the widespread fear of public speaking, gain confidence, and build presentation skills — all of which can help you, your staff and your publication reach new heights.

EVALUATION CODE: 5280
1 p.m. Friday, Room 209, 2nd Floor (75)

NEWS LITERACY

The great social media debate

Do you get all your news in 140 characters or less? Understanding media literacy will make you a better citizen and a better journalist. Come explore journalism’s love/hate relationship with social media and learn how to add to the conversation, not get lost in it.

EVALUATION CODE: 5450
Lauren Wagner, CJE, Zionsville (Ind.) Community High School
1 p.m. Friday, Room 301, 3rd Floor (60)

ADVISING/TEACHING

Build bridges, not fences

Advisers must balance the responsibility they have to employers with the task of properly equipping student journalists. Too often, this challenge results in conflict and tension with administration. This session will give advisers and administrators practical ideas for building and maintaining a positive working relationship.

EVALUATION CODE: 5192
Julianne McClain, CJE, and Ric Stranges, Rutherford B. Hayes High School, Delaware, Ohio
1 p.m. Friday, Room 302, 3rd Floor (50)
GENERAL AUDIENCE

Local media: Your new BFFs
Local media can be your go-to resource for guest speakers, job shadowing, training, contest judging and more – as well as powerful advocates for student press rights. Learn best practices and tips for cultivating strong, mutually beneficial relationships with the news media in your community.
EVALUATION CODE: 5326
Marina Hendricks, CJE, and Joy Jenkins, University of Missouri, Columbia, Mo.
1 p.m. Friday, Room 303, 3rd Floor (50)

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. (For advisers only.)
EVALUATION CODE: 4793
Jeanne Acton, University Interscholastic League, Austin, Texas
1 p.m. Friday, Room 308, 3rd Floor (70)

WEB

What’s the Word(Press)? (2 hours)
Trying to move online but don’t know how? Want to start your own blog? Need to spruce up your current website? Learn how to make a simple WordPress site from start to finish. Bring your laptop.
EVALUATION CODE: 5277
Maureen Langley and Roth Lovins, Ball State University, Muncie, Ind.
1 p.m. Friday, Room 309/310, 3rd Floor (110)

CONTEST

Write-off lead judges check-in
Lead judges for JEA's Write-off afternoon contests must check in between 1 and 3:30 p.m. to get instructions and supplies.
1-3:30 p.m. Friday, Room 312, 3rd Floor (70)

GENERAL AUDIENCE

Happy anniversary
Creating an anniversary yearbook? Hear and share ideas about completing milestone yearbooks and keeping the community involved while keeping student interest high.
EVALUATION CODE: 5229
Laurie Hansen, CJE, Stillwater (Minn.) Area High School
1 p.m. Friday, Room 313, 3rd Floor (70)

LAW AND ETHICS

Our images are our legacy
Over time the value of a photograph increases. Now, some school administrators have decided to take ownership of the images. Without discussion. Advisers and students can learn about copyright laws and how both sides can benefit from existing laws and policies.
EVALUATION CODE: 5132
Bradley Wilson, MJE, Midwestern State University, Wichita Falls, Texas
1 p.m. Friday, White River A, 1st Floor (125)

GENERAL AUDIENCE

Learn to handle the complainers
A tough part of being journalists is putting up with all the complainers. The worst part is that sometimes those whiners are correct. Learn how to talk to staff members, students, parents, administrators and all the whiners and actually learn from them too.
EVALUATION CODE: 5238
Janet Levin, MJE, John Hersey High School, Arlington Heights, Ill.
1 p.m. Friday, White River B, 1st Floor (125)

ENTREPRENEURSHIP

This thing called advertising
Think about your favorite viral video or print ad. How was this created? Why do you love it so much? This session will explore the components of advertising and how they work together from account planning, analytics, media planning to the final creative product.
EVALUATION CODE: 528
Michelle O’Malley and Johnny Sparks, Ball State University, Muncie, Ind.
1 p.m. Friday, White River D, 1st Floor (125)

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 that you and your audience deserve.
EVALUATION CODE: 3459
Pete LeBlanc, Antelope (Calif.) High School
1 p.m. Friday, White River F, 1st Floor (625)

WRITING

Op/ed writing
Students and advisers will learn the difference between opinion columns and editorials. Several types of op/ed writing will be discussed. A lot of tips for how to find, generate and localize ideas and topics for op/ed pieces will be featured in this lively and interactive session.
EVALUATION CODE: 5218
Pamela O’Reilly, R. Nelson Snider High School, Fort Wayne, Ind.
1 p.m. Friday, White River G, 1st Floor (125)

LEADERSHIP AND TEAM BUILDING

Run your publication like a startup
Use the fast-paced Silicon Valley style to take your staff to the next level. Learn ideas and tactics from a 16-year startup veteran that will transform your approach to staff struggles like time management and deadlines, and turn your publication into the next big thing.
EVALUATION CODE: 4959
Bill Miles, Picaboo Yearbooks, Hanover, N.H.
1 p.m. Friday, White River H, 1st Floor (125)
1 p.m. FRIDAY

NEWS GATHERING

**Daily dig: The investigative edge**
Take your daily story assignment (TV, digital or print) and give it an investigative edge. Learn simple techniques, essential resources and which people to know — to give stories a deeper level of context.
EVALUATION CODE: S194
Cyndee Hebert, WTHR-TV, Indianapolis
1 p.m. Friday, White River I, 1st Floor (125)

**Multimedia storytelling: There's an app for that**
Whether it's for a journalism class or any class across the curriculum, multimedia apps are your best friend for interactive stories or projects. Go home with a Top Ten list of free apps and sites to boost your multimedia game.
EVALUATION CODE: G872
Rachel Rauch, CJE, Homestead High School, Mequon, Wis.
1 p.m. Friday, White River J, 1st Floor (125)

2 p.m.

LAW AND ETHICS

**Ending race-based Indian mascotry 2016 (90 min.)**
This town hall on race-based sports mascots will feature a nationwide panel of students, educators and advocates to discuss the issues involved in challenging stereotypes through journalism. Research on the impact of race-based mascots, personal testimony and effective strategies for change will be discussed.
EVALUATION CODE: S344
Barbara Munson, Wisconsin Indian Education Association Taskforce on Race-based Logos and Mascots, Mosinee, Wis., and Richie Plass, Changing Winds, Green Bay, Wis.
2-3:30 p.m. Friday, JW Grand 1-2, 3rd Floor (450)

DESIGN

**Storytelling: The complete picture**
Your storytelling toolbox doesn't just contain words. Learn how photography and design pair with great reporting to tell the whole story.
EVALUATION CODE: S367
Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.; Erin Harris, Thomas Jefferson High School for Science and Technology, Alexandria, Va.; and Meghan Percival, CJE, McLean (Va.) High School
2 p.m. Friday, JW Grand 3, 3rd Floor (225)

**A designer's guide to what works 2016**
See design trends from 2016 and projections for 2017 from a designer's perspective. Be inspired by what works best in the creative world around you.
EVALUATION CODE: S242
Rick Brooks, CJE, Jostens, Port Matilda, Pa.
2 p.m. Friday, JW Grand 4, 3rd Floor (225)

**The First Amendment in the digital age**
Explore the issues around freedom of expression and the future of a free press in the 21st century.
EVALUATION CODE: S201
Gene Policinski, Newseum Institute, Washington, D.C.
2 p.m. Friday, JW Grand 7, 3rd Floor (225)

**Editorials: The power of your ideas**
You have a voice the world needs to hear. The best opinion writing changes minds, educates the public and influences policy. In this workshop, you'll use a strategy to produce high-impact with the power to inspire and inform your audience.
EVALUATION CODE: S199
2 p.m. Friday, JW Grand 8, 3rd Floor (225)

**Being inclusive without being biased**
From the spectacle of the presidential cycle to locally important daily coverage, journalists show life to readers while dealing with increasing levels of mistrust by the public. Scheer's session will explore how visual journalists have a unique responsibility to educate readers while reflecting the human spirit.
EVALUATION CODE: S365
Robert Scheer, The Indianapolis Star, Indianapolis
2 p.m. Friday, JW Grand 9-10, 3rd Floor (450)

NEWS GATHERING

**Reporting from Ferguson**
How do you respond to history happening in your backyard? Ferguson is located 13 miles from Ritenour High School in St. Louis. This presentation will discuss one staff's approach and student impact on production. These steps can apply to working on any social-justice issues.
EVALUATION CODE: S250
Jane Bannester, Ritenour High School, St. Louis
2 p.m. Friday, Room 101, 1st Floor (80)

**Google News Lab research tools**
EVALUATION CODE: S235
Samaruddin Stewart, Verified Pixel Project, San Francisco
2 p.m. Friday, Room 102, 1st Floor (80)

WEB, LAW AND ETHICS

**Online and legal: What should we know?**
True, much of what web staffs should know about law and ethics is the same as it is with any student media. But online publications have a few more pitfalls and different concerns than their print brothers and sisters. Learn what should concern you when you're on the web.
EVALUATION CODE: S083
John Bowen, MJE, and Candace Perkins Bowen, MJE, Kent (Ohio) State University
2 p.m. Friday, Room 201, 2nd Floor (80)

GENERAL AUDIENCE

**Working in sports journalism**
Hear what it's like to work in team-specific sports journalism, media and public relations and how to be effective in getting coverage within the changing landscape of the industry. Find out what employers look for when hiring in the field.
EVALUATION CODE: S191
Jon Glesing, Indianapolis Indians, Indianapolis
2 p.m. Friday, Room 202, 2nd Floor (80)

**Staff manuals made easy with Google Drive**
Have you put off making a staff manual, thinking it's too hard? This session will focus on how to use Google Drive to streamline the process with your staff and then export it to the printer.
EVALUATION CODE: S425
2 p.m. Friday, Room 203, 2nd Floor (80)
**Writing**

**Why short writing works**
Tightly edited short writing and infographics can keep even reluctant readers involved in your publications, which helps to increase your readership and circulation as well as the strength of your writers and editing staff. Take a look at formats and editing tips to "write short" well.

**Evaluation Code:** 3297  
**Lizbeth Walsh, MJE, Reno (Nev.) High School**  
2 p.m. Friday, Room 204, 2nd Floor (80)

**Photography/Journalism**

**Captions tell the rest of the story**
A picture may paint 1,000 words but a good caption tells far more of the story. Look at great photos and learn how to write a caption that will enhance it and give the reader a feeling of being there.

**Evaluation Code:** 5408  
**Ann Herrman, Richmond, Ind.**  
2 p.m. Friday, Room 205, 2nd Floor (80)

**Advising/Teaching**

**All together now**
Hear how a veteran adviser united separate print and broadcast journalism classes to form a more diverse, energetic and responsive convergence media crew. And it's Career Tech. And IB. Successful? Come be the judge.

**Evaluation Code:** 4966  
**Jon Reese, CJE, Decatur (Ga.) High School**  
2 p.m. Friday, Room 206, 2nd Floor (60)

**Leadership and Team Building**

**Building staff morale through team-building activities**
How do you get your staff to work as a team? How do you create a welcoming environment? How do you build staff morale? This will be a dynamic and engaging experience. Come prepared to learn new ideas and share your own best ideas.

**Evaluation Code:** 5231  
**Cindy Renaud, Harborside Academy, Kenosha, Wis.**  
2 p.m. Friday, Room 208, 2nd Floor (65)

**Leadership and Team Building**

**Staff organization and motivation**
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:** 4610  
**Jessica Bramer, CJE, John Marshall High School, Glen Dale, W.Va.**  
2 p.m. Friday, Room 209, 2nd Floor (75)

**Meeting**

**Calling all Illinois advisers!**
Join your fellow Illinois student media advisers and friends as we honor our Friend of Scholastic Journalism Frank LoMonte, celebrate HB5902 and recognize the hard work you all do. It's a great time to take an afternoon break, visit and enjoy refreshments.

**Evaluation Code:** 5458  
**Sally Renaud, Eastern Illinois University, Charleston, Ill.**  
2 p.m. Friday, Room 301, 3rd Floor (60)

**Advising/Teaching**

**Follow the rubric road**
Advisers, learn how to use rubrics to guide the student writing process from beginning to end. Attendees will receive a Google Drive folder of rubrics that can be adapted for use in their own classrooms.

**Evaluation Code:** 5252  
**Cathy Wall, MJE, Harrisburg (III.) High School**  
2 p.m. Friday, Room 302, 3rd Floor (50)

**Entrepreneurship**

**Make a new plan, Stan**
A business plan, that is. This isn't "50 ways to leave your lover," but specific plans for selling ads to raise money for your publication. Learn the skills you'll need in whatever career you choose: the ability to sell something and to provide customer service.

**Evaluation Code:** 5219  
**Linda Barrington, MJE, Mount Mary University, Milwaukee**  
2 p.m. Friday, Room 303, 3rd Floor (50)

**Advising/Teaching**

**Advising multiple publications roundtable**
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  
**Carmen Wendt, MJE, Scottsdale, Ariz.**  
2 p.m. Friday, Room 304, 3rd Floor (50)

**Design**

**Eye-popping design**
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:** 5274  
**Jim McGonnell, New Smyrna Beach, Fla.**  
2 p.m. Friday, White River A, 1st Floor (60)

**Leadership and Team Building**

**Innovation nation**
From social media to entertainment, our world is changing quickly. Are our yearbooks, newspapers and broadcasts keeping pace or are we basically doing the same thing we did 20 or 30 years ago? Learn how to innovate, invigorate and update your school’s idea of journalism.

**Evaluation Code:** 5405  
**Sara Sausker, CJE, Jostens, Bloomington, Minn.**  
2 p.m. Friday, Room 313, 3rd Floor (70)

**General Audience**

**Preparing to cover tragedy**
This session will help prepare students and staff for the inevitable: Major breaking news events. Attendees will receive an insider’s look into covering breaking news on local and national levels. Learn how to prepare for coverage and how to help the student...
interactive session shares field-tested strategies for getting more people pictured with an emphasis on creatively expanding the academic section of the yearbook and making that section more interesting.

EVALUATION CODE: 5438
Alan Swank, Balfour Yearbooks, Athens, Ohio
2 p.m. Friday, White River J, 1st Floor (125)

3 p.m.

CONTEST
Write-off contests
Students entered in the following contests will meet at this time. Bring necessary supplies. Contest ID label must be shown.
37: Broadcast sports story
44: On-air reporter
48: Broadcast commentary
41: Short documentary
3 p.m. Friday, See Page 31 for room assignments

3:30 p.m.

ADVISING/TEACHING
Certification test for CJE and MJE candidates
Advisers who have applied to take the Certified Journalism Educator or Master Journalism Educator tests will do so at this time. This is a 2 ½-hour test session. Please bring your laptop.
Kim Green, MJE, Ball State University, Muncie, Ind.
3:30 p.m. Friday, Room 309/310, 3rd Floor (110)

4 p.m.

CONTEST
Write-off contests
Students who are entered in the Write-off contests that have not yet met should bring necessary supplies and their contest ID label to the contest room.
4 p.m. Friday, See Page 31 for room assignments

4:30 p.m.

ADMINISTRATORS
A conversation about scholastic media
Journalism Education Association President Mark Newton invites all school administrators to an informal discussion of the ultimate 21st century educational opportunity: journalism and student media. Meet in the Adviser Hospitality area before going to the JEA Suite.
Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.
4 p.m. Friday, Room 103/104, 1st Floor, then to the JEA Suite

Visit jea.org/eval to evaluate sessions
WE’RE ALL IN.

Yearbook innovation is only part of the bigger picture. Working with Jostens is about improving culture and climate in schools, student inclusivity and helping today’s youth develop important 21st century skills. It’s what we’re all about.

WE'RE ALL IN.

THE HARBOR BY JOSTENS

OVER 200 ONLINE LESSON PLANS

TECHNOLOGY LEADERSHIP

PROJECT YEARBOOK

IMPROVING CULTURE AND CLIMATE

YOUR SCHOOL'S PHOTO SHARING APP

A COLORFUL PARTNERSHIP

MOBILE RECOGNITION ADS
# SATURDAY AT A GLANCE

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<tr>
<th>ROOM</th>
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<tbody>
<tr>
<td>Room 101, 1st Floor</td>
<td>Captivate your reader</td>
<td>All the small things</td>
<td>Tweets too good to be true? Simple tips for making your news website amazing</td>
<td></td>
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<tr>
<td>Room 102, 1st Floor</td>
<td>Excitement = Money</td>
<td>Motivation up = Sales up</td>
<td>How to sell more yearbooks Activating girls’ voices</td>
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<tr>
<td>Room 103/104, 1st Floor</td>
<td></td>
<td></td>
<td>JEA Bookstore and Adviser Hospitality (7:30 a.m.-1 p.m.) ‘Most Likely to Succeed’: JEA One Book discussion (10 a.m.)</td>
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<tr>
<td>Room 105, 1st Floor</td>
<td>Computer-assisted reporting, database journ.</td>
<td>21CJ curriculum scope and sequence</td>
<td>Who, what, when, where, why ... web</td>
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<tr>
<td>Room 106, 1st Floor</td>
<td>Meltdown</td>
<td>The video profile project concept</td>
<td>Going beyond the headlines</td>
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<tr>
<td>Room 107, 1st Floor</td>
<td>Bringing diverse voices into your stories and photos</td>
<td>Distinctive story styles to put into practice</td>
<td>Podcasting 101</td>
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<tr>
<td>White River A, 1st Floor</td>
<td>Turn your staff into an editing machine</td>
<td>Conquering group photo day</td>
<td>PSAs: So many feels</td>
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<tr>
<td>White River B, 1st Floor</td>
<td>That’s a good idea</td>
<td>Why we need copy editors</td>
<td>360 degrees of editing</td>
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<tr>
<td>White River C, 1st Floor</td>
<td>10 fingers to videography</td>
<td>Beyond announcements: Video stories for impact</td>
<td>Next level video storytelling</td>
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<tr>
<td>White River D, 1st Floor</td>
<td>Icing the cake: Details complete the book</td>
<td>It’s OK to be funny</td>
<td>Bring your website into 2016</td>
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<tr>
<td>White River E, 1st Floor</td>
<td>Design so cool it will make your eyes bleed</td>
<td>Coverage that counts</td>
<td>Write on</td>
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<tr>
<td>White River F, 1st Floor</td>
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<tr>
<td>White River G, 1st Floor</td>
<td>Today’s musts in journalism skills</td>
<td>Spread visual variety</td>
<td>Lighting techniques for video and photojournalism</td>
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<tr>
<td>White River H, 1st Floor</td>
<td>It’s time to change yearbook organization</td>
<td>Little details, big difference</td>
<td>Better by design</td>
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<tr>
<td>White River I, 1st Floor</td>
<td>Confessions of a fontaholic</td>
<td>Creating coverage that counts</td>
<td>Using infographics to tell a story</td>
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<tr>
<td>White River J, 1st Floor</td>
<td>National Journalism Quiz Bowl buzzer rounds (8-10 a.m.)</td>
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<td>Save the drama for your mama</td>
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<tr>
<td>Room 201, 2nd Floor</td>
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<td>Best of Show judging (7 a.m.-noon)</td>
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<tr>
<td>Room 202, 2nd Floor</td>
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<td>On-site critiques (9 a.m.-1 p.m.)</td>
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<tr>
<td>Room 203, 2nd Floor</td>
<td>Get the pictures you need</td>
<td>20 ways to improve your writing</td>
<td>Sports columns: The most misused, misunderstood ...</td>
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<tr>
<td>Room 204, 2nd Floor</td>
<td>Won’t you be my neighbor?</td>
<td>Immersive storytelling</td>
<td>Seize the story</td>
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<tr>
<td>Room 205, 2nd Floor</td>
<td>StoryCorps: The Great Thanksgiving Listen</td>
<td>How to be awesome</td>
<td>How to get BIG national bylines</td>
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<td>Journalism is about relationships</td>
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<td>Noon</td>
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<tr>
<td>Portrait lighting: Shooting the butterfly</td>
<td>Be a journalist (or don’t)</td>
<td>Telling stories for yearbook</td>
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<td>Transgender 101 (1-2:20 p.m.)</td>
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<td>Less is more: 10 tips for broadcast</td>
<td>Characters: The heart of the broadcast story</td>
<td>Media convergence</td>
<td>Radio is not dead!</td>
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<tr>
<td>Giving all sports the full-court press</td>
<td>Gorilla marketing: More than poster boards</td>
<td>Stripped: Power of black-and-white photography</td>
<td>Balancing act: Building a theme verbally, visually</td>
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<td>Art of the interview</td>
<td>6-word story, 6 unique shots</td>
<td>Mobile video: The big 5</td>
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<tr>
<td>It’s live TV: Let’s get PUMPED!</td>
<td>Experience in audio journalism</td>
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<td>Pajama Party: Choose your own ethics adventure (7-9 p.m.)</td>
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<td>Adviser recognition luncheon (noon-2:20 p.m.)</td>
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<tr>
<td>Advocacy photojournalism</td>
<td>Defensive zone: Shooting sports as a team (1-3:20 p.m.)</td>
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<td>Building your brand through social media</td>
<td>How to implement professional design ...</td>
<td>Practical typography</td>
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<td>Making journalism, like, a big deal</td>
<td>Follow your own footsteps</td>
<td>Heading in the right direction</td>
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<tr>
<td>Using social media to expand coverage</td>
<td>Teen Press: The joy of connecting (1-3:20 p.m.)</td>
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<td>No talent left behind</td>
<td>Great journalism step 1: Be present</td>
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<td>Deadlines decided</td>
<td>What good photographers know</td>
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<tr>
<td>Copyright tipsheet</td>
<td>Plan your social media</td>
<td>Enduring ethics for a new world</td>
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<td>Twitter: @nhsjc/#nhsjc</td>
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JEA/NSPA Fall 2016 • INDIANAPOLIS — 57
## SATURDAY AT A GLANCE

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<tr>
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<tr>
<td>Room 206, 2nd Floor</td>
<td>Advising IS as hard as it looks</td>
<td>No guts, no glory (9-10:50 a.m.)</td>
<td>Building a program with administrators' help</td>
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<tr>
<td>Room 208, 2nd Floor</td>
<td></td>
<td>Why tech companies need journalists</td>
<td>Building a social media plan</td>
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<td>Room 209, 2nd Floor</td>
<td></td>
<td>Forming the tribe</td>
<td>Equitable coverage for K-12 yearbook production</td>
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<tr>
<td>JW Grand 1-4, 3rd Floor</td>
<td>Build an award-winning portfolio</td>
<td>Improving photography in your publication</td>
<td>Shoot sports like the pros</td>
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<tr>
<td>JW Grand 5, 3rd Floor</td>
<td></td>
<td>Sports that matter</td>
<td>It's the little things</td>
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<td>JW Grand 6, 3rd Floor</td>
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<td>Satire in your publication</td>
<td>Steps of revision</td>
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<tr>
<td>JW Grand 7-10, 3rd Floor</td>
<td>LGBTQ journalism: Getting beyond the letters</td>
<td>One Story: 'The Unsettled'</td>
<td>Visuals are better than words</td>
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<td>Grand Registration Desk, 3rd Floor</td>
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<td>Foyer near JW Grand 5/6, 3rd Floor</td>
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<tr>
<td>Room 301, 3rd Floor</td>
<td>Self-publishing your yearbook</td>
<td>Managing student work with Google Apps</td>
<td>Staff manuals: Good to great</td>
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<tr>
<td>Room 302/303, 3rd Floor</td>
<td>Features: Get ideas from the best</td>
<td>Personality profiles: Tell my story</td>
<td>It's your staff's opinion: Get it right!</td>
<td></td>
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<tr>
<td>Room 304, 3rd Floor</td>
<td>JEA Diversity Committee meeting</td>
<td>Doing a lot with a little</td>
<td>Things I learned my first year teaching broadcast</td>
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<tr>
<td>Room 305, 3rd Floor</td>
<td>JEA Digital Media Committee meeting</td>
<td>Make your program worth more</td>
<td>Why consider JEA certification?</td>
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<tr>
<td>Room 306, 3rd Floor</td>
<td>JEA Scholastic Press Rights Committee mtg. (7:30 a.m.)</td>
<td>Scholastic press association roundtable (9-10:50 a.m.)</td>
<td>JEA Awards Committee meeting</td>
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<tr>
<td>Room 307, 3rd Floor</td>
<td>JEA Certification Committee meeting (7:30 a.m.)</td>
<td>Strengthen your journalistic foundation (Part 2)</td>
<td>Creating a sports journalism class</td>
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<tr>
<td>Room 308, 3rd Floor</td>
<td>After censorship: Students fight, win</td>
<td>Essentials for understanding copyright law</td>
<td>Open forum on press rights</td>
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<tr>
<td>Room 309/310, 3rd Floor</td>
<td>Beginning Photoshop</td>
<td>Advanced Photoshop</td>
<td>InDesign and Photoshop: Stump the chumps</td>
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<td>Room 312, 3rd Floor</td>
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<td>Write-off headquarters</td>
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<tr>
<td>Room 313, 3rd Floor</td>
<td>Diversity and cool rigor bring the hype</td>
<td>Aurasma = Pokemon Go for publications and classrooms</td>
<td>Student voices for social change</td>
<td></td>
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<tr>
<td>Room 314, 3rd Floor</td>
<td>Getting administrators to be newsies</td>
<td>Teaching leadership in the media</td>
<td>Turning a profit for your newspaper</td>
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Room 306, 3rd Floor

JEA Scholastic Press Rights Committee mtg. (7:30 a.m.)

Scholastic press association roundtable (9-10:50 a.m.)

JEA Awards Committee meeting

Room 307, 3rd Floor

JEA Certification Committee meeting (7:30 a.m.)

Strengthen your journalistic foundation (Part 2)

Creating a sports journalism class

No paper, no problem

Room 308, 3rd Floor

After censorship: Students fight, win

Essentials for understanding copyright law

Open forum on press rights

Room 309/310, 3rd Floor

Beginning Photoshop

Advanced Photoshop

InDesign and Photoshop: Stump the chumps

Room 312, 3rd Floor

Write-off headquarters

Room 313, 3rd Floor

Diversity and cool rigor bring the hype

Aurasma = Pokemon Go for publications and classrooms

Student voices for social change

Room 314, 3rd Floor

Getting administrators to be newsies

Teaching leadership in the media

Turning a profit for your newspaper
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<th>Evening</th>
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<tbody>
<tr>
<td></td>
<td>Practical public relations pedagogy</td>
<td>Planning for a successful yearbook program</td>
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<tr>
<td>Where’s my staff manual?</td>
<td>Sharpening interviewing skills for story or college</td>
<td>Preparing to be a broadcast news anchor</td>
<td>Boost your ad sales game</td>
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<tr>
<td></td>
<td>NSPA awards ceremony (3:30-5:30 p.m.)</td>
<td>JEA Awards Ceremony (8:30-10:30 a.m.)</td>
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Publication exchange tables (7:30 a.m.–7 p.m.)

- Dugout determination
- Head start
- What’s your story? Crafting effective narratives
- Designating your publication as public forum
- JEA board followup
- Marketing to millennials
  - History, law and Skittles (1-2:20 p.m.)
  - Web design for nondesigners (1-2:20 p.m.)
- Write-off headquarters
  - Write-off Committee meeting
  - Write-off headquarters
- Build leaders, empowerment among yearbook staffers
  - Special programs to boost advertising income

Twitter: @nhsjc/#nhsjc  JEA/NSPA Fall 2016 • INDIANAPOLIS — 59
7:30 a.m. SATURDAY

EVENT

Publication exchange
Interested in seeing what kind of work other high schools around the nation are producing? Stop by the publication exchange tables to gander at the latest editions of high school news from coast to coast. Feel free to drop off a few copies of your publication and pick up those you like.
7:30 a.m.-7 p.m. Saturday, Foyer near JW Grand 5/6, 3rd Floor

EVENT

JEA Bookstore
Check out the new books, as well as popular best-sellers, at the JEA Bookstore. Nearly 200 items relating to journalism are available, including textbooks, curriculum development, yearbook, newspaper, design, photography, writing, desktop publishing, new media, advertising and broadcast.
7:30 a.m.-1 p.m. Saturday, Room 103/104, 1st Floor (160)

ADVISER EVENT

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. Saturday refreshments are underwritten by SchoolPrinting.com.
7:30 a.m.-1 p.m. Saturday, Room 103/104, 1st Floor (160)

MEETING

Scholastic Press Rights Committee meeting
Members of this committee will meet to make plans and goals for the upcoming year. Other advisers who are interested in being part of the committee are invited to attend.
John Bowen, MJE, Kent (Ohio) State University
7:30 a.m. Saturday, Room 306, 3rd Floor (50)

MEETING

JEA Certification Committee meeting
Committee members will meet to discuss JEA certification procedures.
Kim Green, MJE, Ball State University, Muncie, Ind.
7:30 a.m. Saturday, Room 307, 3rd Floor (45)

EVENT

Convention check-in and registration
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.-1 p.m. Saturday, Grand Registration Desk, 3rd Floor

ADVISOR/TEACHING

Entrepreneurship
Excitement = Money
When you excite your staff, school and community you bring home the money. Learn how to generate the excitement for your publications.
EVALUATION CODE: 5348
Amy Selner, Nash Central High School, Rocky Mount, N.C.
8 a.m. Saturday, Room 102, 1st Floor (80)

Leadership and Team Building
Won’t you be my neighbor?
Mister Rogers taught generations lessons of love, friendship, respect, individuality and honesty. His enduring, honest presence created the neighborhood where everyone felt at home. Learn from the lessons of Mister Rogers to build classroom culture and be the best neighbor to your fellow staffers.
EVALUATION CODE: 5313
Margie Raper, MJE, Highland Park High School, Dallas
8 a.m. Saturday, Room 204, 2nd Floor (80)

Writing
Captivate your reader
In a world where everyone gets news almost instantaneously, it’s more important than ever for students to write stories that captivate their readers. This session will cover literary techniques to use in storytelling and several examples of great writing.
EVALUATION CODE: 5465
Julia Satterthwaite, CJE, Monte Vista High School, Cupertino, Calif.
8 a.m. Saturday, Room 101, 1st Floor (80)

Schoolbook
Self-publishing your yearbook
Learn how one yearbook staff self-publishes its yearbook. This has given them more creative freedom, eliminated plant deadlines and allowed them to lower the price of their yearbook and still turn a profit.
EVALUATION CODE: 5247
Amy Sorrell, Antwerp (Ohio) Local School
8 a.m. Saturday, Room 301, 3rd Floor (60)

Writing
Features: Get ideas from the best
Examine the writing of professionals. Use description, in-depth reporting and compelling leads to pull readers in.
EVALUATION CODE: 4730
Susan Newell, MJE, Tuscaloosa, Ala.
8 a.m. Saturday, Room 302/303, 3rd Floor (100)

Meeting
Diversity committee meeting
Members of the committee will discuss goals and projects for the upcoming year.
Stan Zoller, MJE, Lake Forest (Ill.) College
8 a.m. Saturday, Room 304, 3rd Floor (50)

Meeting
Digital Media Committee meeting
This committee will meet to discuss goals and projects for the upcoming academic year.
Evaluation code: 2036
Aaron Manfull, MJE, Francis Howell North High School, St. Charles, Mo.
8 a.m. Saturday, Room 305, 3rd Floor (50)
Turn your staff into an editing machine
Part of a successful production system is teaching how to edit at various levels, from story angle and structure down to word choice and punctuation. This session will explore the components and how to implement them. We’ll discuss style guides, checklists, reads and coaching techniques.
EVALUATION CODE: 5297
8 a.m. Saturday, White River A, 1st Floor (125)

That’s a good idea
This session will focus on discussing best practices for getting story ideas. Brainstorming tips and tricks will be the key topic. Please bring ideas to share and tricks that have or have not worked.
EVALUATION CODE: 5397
Tom Hayes, Ben Davis High School, Indianapolis
8 a.m. Saturday, White River B, 1st Floor (125)

10 fingers to videography
This presentation is for beginning videography students and teachers. It covers the basic videography skills needed to produce effective packages. Teachers will leave with a ready-to-go lesson plan.
EVALUATION CODE: 4011
Bobbi Templet, CJE, Oldham County High School, Buckner, Ky.
8 a.m. Saturday, White River C, 1st Floor (125)

Icing the cake: Details complete the book
Beautiful cover. Unique theme. But that’s not enough. Great staffs pay attention to the smallest details. They consider every aspect from the table of contents and index to consistent writing style. This session will study these details and how they can make or break the finished product.
EVALUATION CODE: 5462
Jeff Moffitt, Jostens, Minneapolis
8 a.m. Saturday, White River D, 1st Floor (125)

Today’s musts in journalism skills
What do you need to be a successful journalist today? A unified media lab prepares students to be comfortable in multiple settings and equipped with a depth of knowledge that can make you an expert. Learn what editors want from today’s journalists.
EVALUATION CODE: 5399
Juli Metzger, Ball State University, Muncie, Ind.
8 a.m. Saturday, White River G, 1st Floor (125)

It’s time to change yearbook organization
If your yearbook has always been organized by section, consider trying a chronological treatment. Your year goes by day-by-day. Why not show your book the way the year goes?
EVALUATION CODE: 5342
Tracy Luke, MJE, Bishop Chatard High School, Indianapolis
8 a.m. Saturday, White River H, 1st Floor (125)

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 type to strengthen your designs while avoiding font faux pas. Check out the seven-step program to cure your font addictions.
EVALUATION CODE: 2397
8 a.m. Saturday, White River I, 1st Floor (125)

National Journalism Quiz Bowl
(2 hours)
Four-person teams will compete in the live buzzer rounds. Come cheer on your school as a member of the audience.
EVALUATION CODE: 2861
April van Buren, MJE, LaFollette High School, Madison, Wis.
8 a.m. Saturday, White River J, 1st Floor (125)

National Journalism Quiz Bowl
9 a.m.
8 a.m. SATURDAY

On-site critiques
Schools scheduled for critiques should bring up to three different issues of newspapers/magazines, or the most recent literary magazine or yearbook. Some staffs also choose to bring mockups of the current yearbook. For broadcast critiques, bring a thumb drive, DVD or upload to YouTube. For online critiques, exchange a URL. Since critiques are 30 minutes, it is important to be on time.
9 a.m.-1 p.m. Saturday, Room 202, 2nd Floor (check schedule for your time/location)

Build an award-winning portfolio
There is much more to creating a portfolio than simply "collecting your 10 best pictures." Know how a portfolio should look while gaining tips to improve your photography. Bridge the gap between high school photography and college photography.
EVALUATION CODE: 4885
Mark Murray, Arlington (Texas) Independent School District
9 a.m. Saturday, JW Grand 1-4, 3rd Floor (925)

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 type to strengthen your designs while avoiding font faux pas. Check out the seven-step program to cure your font addictions.
EVALUATION CODE: 2397
8 a.m. Saturday, White River I, 1st Floor (125)

Student event
National Journalism Quiz Bowl
(2 hours)
Four-person teams will compete in the live buzzer rounds. Come cheer on your school as a member of the audience.
EVALUATION CODE: 2861
April van Buren, MJE, LaFollette High School, Madison, Wis.
8 a.m. Saturday, White River J, 1st Floor (125)

9 a.m.

Online critiques
Schools scheduled for critiques should bring up to three different issues of newspapers/magazines, or the most recent literary magazine or yearbook. Some staffs also choose to bring mockups of the current yearbook. For broadcast critiques, bring a thumb drive, DVD or upload to YouTube. For online critiques, exchange a URL. Since critiques are 30 minutes, it is important to be on time.
9 a.m.-1 p.m. Saturday, Room 202, 2nd Floor (check schedule for your time/location)

Yearbook hacks
These tips will make your life easier. We promise.
EVALUATION CODE: 5444
Lori Oglesbee, MJE, Prosper (Texas) High School, and Lisa Llewellyn, CJE, Walsworth Yearbooks, Dallas
9 a.m. Saturday, JW Grand 6, 3rd Floor (1,250)

LGBTQ journalism: Getting beyond the letters
Whether in a liberal school or conservative one, learn how to cover LGBTQ topics with fairness. A transgender student, teacher, journalist and occasional activist shows what to do – and what not to – as someone who’s been on every side of the interview.
Evaluation code: 5046
Bethany Grace Howe, University of Oregon, Eugene, Ore.
9 a.m. Saturday, JW Grand 7-10, 3rd Floor (925)

All the small things
Story is written … layout is done … now for the headline and captions. Help is on its way with practical tips and guidelines for writing meaningful and interesting headlines and captions.
EVALUATION CODE: 2253
Susan Massy, Shawnee Mission Northwest High School, Shawnee, Kan.
9 a.m. Saturday, Room 101, 1st Floor (80)

Motivation up = Sales up
Learn how one staff followed a direct approach to increasing advertising sales and getting motivated for fundraising. This session will focus on marketing strategies and increasing sales.
EVALUATION CODE: 5395
Tom Hayes, Ben Davis High School, Indianapolis
9 a.m. Saturday, Room 102, 1st Floor (80)
WEB

Computer-assisted reporting and database journalism
Participants will learn the basics for how to tell a story using their own survey data or using data provided by online databases. The session will cover data preparation, analysis and contextualization, as well as various methods to graphically visualize data.
EVALUATION CODE: 5312
Carol Hemmerly, CJE, Upper Arlington (Ohio) High School
9 a.m. Saturday, Room 105, 1st Floor (55)

LEADERSHIP AND TEAM BUILDING

Meltdown
A reporter is curled in the fetal position in the back of the room. The editor is crying. The photo coordinator has announced her resignation by throwing her press pass into the recycle bin. What happened to that footage? Who was supposed to design that ad? Why is everyone arguing? Learn some strategies for heading off staff meltdowns, retaining staff members and creating an environment that draws people in.
EVALUATION CODE: 5460
Denise Roberts, MJE, Greenwood (Ind.) Community High School
9 a.m. Saturday, Room 106, 1st Floor (55)

NEWS GATHERING

Bringing diverse voices into your stories and photos
Discover how to give voice to the voiceless students, staff and educators at your school. During this session, we'll unearth story topics and sources you haven't considered that involve students who look, act and behave in their own distinctive ways. Bring your own ideas for diversity to share. You'll leave with a list of ideas that will enlighten your readers and you.
EVALUATION CODE: 5456
Kathleen Schuckel, Perry Meridian High School, Indianapolis
9 a.m. Saturday, Room 107, 1st Floor (55)

WEB

Immersive storytelling
Hear more about how Google Tools can assist in immersive storytelling including how 360 photos and 360 video can be used to capture environments and locations and how Street View, Story Spheres and Google Earth can be used to visualize and pinpoint locations.
EVALUATION CODE: 5236
Samaruddin “Sam” Stewart, Verified Pixel Project, San Francisco
9 a.m. Saturday, Room 204, 2nd Floor (80)

GENERAL AUDIENCE

Get the pictures you need
Instructions to your photographer need to be more specific than “go to the game and take pictures.” Learn what to ask for and then how to use those photos to create great yearbook spreads.
EVALUATION CODE: 5232
Betsy Ahlersmeyer, Burris Laboratory School, Muncie, Ind.
9 a.m. Saturday, Room 203, 2nd Floor (80)

NEWS GATHERING

How to be awesome
Discover how students across the country are producing AWESOME stories using cutting-edge technology. Learn new AWESOME social media techniques to get big web hits. Don’t worry, being awesome isn’t that hard.
EVALUATION CODE: 5224
Jonathan Rogers, MJE, Iowa City (Iowa) High School, and Matthew Schott, CJE, Francis Howell Central High School, St. Charles, Mo.
9 a.m. Saturday, Room 205, 2nd Floor (80)

GENERAL AUDIENCE

No guts, no glory (2 hours)
Often we forget to discuss the GUTS — the magic, the actual poetry within a literary magazine. Let’s talk about what makes great poetry great. Bring poems to share, slam or traditional. Let’s talk about how to invite the poetry (prose) and diversity we desire.
EVALUATION CODE: 5208
Susan Turner Jones, Sierra Canyon School, Chatsworth, Calif.
9 a.m. Saturday, Room 206, 2nd Floor (60)

ENTREPRENEURSHIP

Why tech companies need journalists
The same skills that make for a successful journalist are much sought after in the tech world. In this session, you’ll learn about careers in tech and how you can use your journalism skills to bring digital products like software, apps and games to life.
EVALUATION CODE: 5263
Megan McNames, Bluebridge Digital, Fishers, Ind.
9 a.m. Saturday, Room 208, 2nd Floor (65)

LEADERSHIP AND TEAM BUILDING

Forming the tribe
Learn tips on how to run your staff like one big happy family! Find out how to get web and print to work as one and how to do it effectively without sacrificing quality on either end.
EVALUATION CODE: 5398
Rachel McCarver, MJE, and Ryan Gunterman, MJE, Columbus (Ind.) North High School
9 a.m. Saturday, Room 209, 2nd Floor (75)

ADVISING/TEACHING

Managing student work with Google Apps
Learn how Google Apps for Education can help you streamline your grading and manage student paperwork. Add-ons such as Doctopus and Autocrat can help you distribute rubrics and manage student documents.
EVALUATION CODE: 5249
Amy Sorrell, Antwerp (Ohio) Local School
9 a.m. Saturday, Room 301, 3rd Floor (60)

WRITING

Personality profiles: Tell my story
Everybody has a story. You can randomly select people you don’t know and turn them into people you know. Find out how it can work for any media.
EVALUATION CODE: 4731
Susan Newell, MJE, Tuscaloosa, Ala.
9 a.m. Saturday, Room 302/303, 3rd Floor (100)

ADVISING/TEACHING

Make your program worth more
Learn how this adviser and her team are strengthening their journalism and media programs with Adobe and Microsoft certifications, and becoming a mass media powerhouse. Explore the resources available for journalism programs through Career and Technical Education and industry certifications.
EVALUATION CODE: 5332
Veronica Sarmiento, CJE, Seminole High School, Sanford, Fla.
9 a.m. Saturday, Room 305, 3rd Floor (50)

MEETING

Scholastic press association roundtable (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, Room 306, 3rd Floor (50)
LAW AND ETHICS

Strengthening your journalistic foundation (Part 2)
Focus on your journalistic foundation by strengthening your editorial policy, ethical guidelines and staff manual procedures in this second of two sessions. This session will allow for hands-on evaluation of attendee policies, guidelines and manuals and other examples. (For advisers, students and administrators.)
EVALUATION CODE: 5143
John Bowen, MJE, Kent (Ohio) State University, and Lori Keekley, MJE, St. Louis Park (Minn.) High School
9 a.m. Saturday, Room 307, 3rd Floor (45)

PHOTOJOURNALISM

Beginning Photoshop
Tips, tricks, and techniques to help you get a jump start on learning to use Adobe Photoshop. Bring a laptop with a recent version of Photoshop on it.
EVALUATION CODE: 5376
Hal Schmidt, Balfour Yearbooks, Houston, and David Graves, St. Thomas' Episcopal School, Houston
9 a.m. Saturday, Room 309/310, 3rd Floor (110)

LEADERSHIP AND TEAM BUILDING

Diversity and cool rigor bring the hype
When one works toward the creation of a diverse staff many other areas of a journalism program are rewarded. Getting the hype back into your program and generating the needed enrollment and active participation is as simple as cool rigor.
EVALUATION CODE: 5347
Amy Selner, Nash Central High School, Rocky Mount, N.C.
9 a.m. Saturday, Room 313, 3rd Floor (70)

ADVISING/TEACHING

Getting administrators to be newsies
Do your administrators not always agree with the newspaper staff? Are they fuddy-duddies when it comes to printing real news? If so, attend this session and see how to turn your stuffy administrators into newsies.
EVALUATION CODE: 5225
Erin Coggins, MJE, Sparkman High School, Harvest, Ala.
9 a.m. Saturday, Room 314, 3rd Floor (75)

LEADERSHIP AND TEAM BUILDING

Conquering group photo day
Learn how to organize your group photo and yearbook distribution days to get the job done. We are given just 30 minutes for group picture day and can take more than 45 pictures. You can too. Come and learn how.
EVALUATION CODE: 5289
Brian Heyman, CJE, Pattonville High School, Maryland Heights, Mo.
9 a.m. Saturday, White River A, 1st Floor (125)
Wow! Worthy for those impatient readers who newspaper pages more visually attractive and a dozen ideas you can use to make your
In 45 minutes, you'll walk out with at least bleed
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.

**EDITING**

**Why we need copy editors**

Copy editors are an essential part of any media outlet, online, print or broadcast. Even marketing and public relations firms need solid copy editors. Learning to edit is one of the most valuable skills any scholastic journalist can learn.

EVALUATION CODE: 5131
 Bradley Wilson, MJE, Midwestern State University, Wichita Falls, Texas
9 a.m. Saturday, White River B, 1st Floor (125)

**MULTIMEDIA BROADCAST**

**Beyond daily announcements: Video news stories for impact**

Learn how to turn your daily announcements show into a full newscast by integrating video news packages into your program. The staff and adviser of Pacemaker-winning Mustang Morning News will show examples of different types of news packages and discuss crew roles and workflow.

EVALUATION CODE: 4898
 Michael Hernandez, Mira Costa High School, Manhattan Beach, Calif.
9 a.m. Saturday, White River C, 1st Floor (125)

**WRITING**

**It’s OK to be funny**

Most student publications list “entertaining their audience” as one of their purposes, but many student publications are devoid of humor. If done right, humor can be a powerful way to encourage readership. Focusing on examples from professional and student publications, this session will explore specific ways to incorporate humor into your publication without losing journalistic credibility.

EVALUATION CODE: 2966
 Rod Satterthwaite, MJE, Palo Alto (Calif.) High School
9 a.m. Saturday, White River D, 1st Floor (125)

**PHOTOJOURNALISM**

**Spread visual variety**

A yearbook should tell a complete story. Learn how to shoot a photo story and make the best photo selections for your yearbook spreads.

EVALUATION CODE: 5226
 Margaret Sorrows, CJE, Jostens, Sherwood, Ark.
9 a.m. Saturday, White River G, 1st Floor (125)

**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. Saturday, White River E, 1st Floor (625)

**DESIGN**

**Little details, big difference**

The better your yearbook gets, the more important the little things become. See how attention to detail made these amazing designs more powerful. A few solid guidelines and lots of examples provide inspiration and direction.

EVALUATION CODE: 5276
 Paul Ender, Herff Jones, Palm Springs, Calif., and Ann Akers, MJE, Herff Jones, Charlotte, N.C.
9 a.m. Saturday, White River H, 1st Floor (125)

**DESIGN**

**Creating coverage that counts**

We think our readers want to know about our pretty covers and our cool designs. What they really want to know is “Am I in it?” Take a look at a wide range of coverage ideas to get more people in the yearbook.

EVALUATION CODE: 4912
9 a.m. Saturday, White River I, 1st Floor (125)

**10 a.m.**

**PHOTOJOURNALISM**

**Improving photography in your publications**

Strong photography leads to great newspapers, yearbooks and magazines. Look at examples of strong photographs and learn tips for capturing images like these for your publication.

EVALUATION CODE: 2225
 Mark Murray, Arlington (Texas) Independent School District
10 a.m. Saturday, JW Grand 1-4, 3rd Floor (925)

**NEWS GATHERING**

**Sports that matter**

Sports can destroy a school or inspire it. Sports stories can do the same thing by propagating the same, boring stories that throw celebrity at athletes or bore us with obvious team updates. Or we can find the best stories in our school. Here’s how.

EVALUATION CODE: 5407
 Scott Winter, Bethel University, St. Paul, Minn.
10 a.m. Saturday, JW Grand 5, 3rd Floor (1,250)

**GENERAL AUDIENCE**

**Satire in your publication**

Laughter with a purpose can make a thought-provoking response. Use humor the smart way.

EVALUATION CODE: 5442
 Lori Oglesbee, MJE, Prosper (Texas) High School
10 a.m. Saturday, JW Grand 6, 3rd Floor (1,250)

**NEWS GATHERING**

**One Story: ‘The Unsettled’**

Jim Kelly from the Indiana University Media School moderates a panel consisting of reporter Alden Woods and designer Anna Boone discussing the reporting and storytelling process behind the One Story selection “The Unsettled” about Syrian refugees who relocated to Indiana. This session will highlight how to localize and cover a national issue with care and sensitivity and will provide insight about how to get involved in student media in college.

EVALUATION CODE: 5213
 Jim Kelly, Indiana University Media School, Bloomington, Ind.; Alden Woods, Arizona Republic, Phoenix; and Anna Boone, Indiana University, Bloomington, Ind.
10 a.m. Saturday, JW Grand 7-10, 3rd Floor (925)

**WEB**

**Tweets too good to be true?**

When news breaks, journalists often rely on social media posters to be their eyes and ears before they arrive on the scene. Learn to use social media in your online news reports and avoid being fooled as you separate facts from fiction.

EVALUATION CODE: 5275
 Mary Spillman, Ball State University, Muncie, Ind.
10 a.m. Saturday, Room 101, 1st Floor (80)

**ADVISING/TEACHING**

**‘Most Likely to Succeed’: JEA One-Book discussion**


EVALUATION CODE: 5262
 Evelyn Lauer, CJE, Niles West High School, Skokie, Ill.
10 a.m. Saturday, Room 103/104, 1st Floor (160)

**ENTREPRENEURSHIP**

**How to sell more yearbooks**

This session will cover tactics to increase the number of yearbooks you sell. The tactics and strategies covered will include guerrilla marketing, video commercials and using

Visit jea.org/eval to evaluate sessions
SUMMER WORKSHOPS
Spend five days in Ball State University’s state-of-the-art facilities to polish your media skills, get a jump start on next year’s publication and make lasting connections with student leaders just like you!

MONTHLY CONTESTS
Looking to get recognized for outstanding work? Every month, students and publications from across the country can compete for awards in multiple categories!

FIND OUT MORE AT BSUJOURNALISMWORKSHOPS.COM
10 a.m. SATURDAY

EVALUATION CODE: 5223
Jonathan Rogers, MJE, Iowa City (Iowa) High School
10 a.m. Saturday, Room 205, 2nd Floor (80)

LEADERSHIP AND TEAM BUILDING

Oh, JOY: Preparing a digital portfolio
Are you thinking of applying for the Journalist of the Year contest? This session will go over the basics of applying for this contest, the keys to creating a winning portfolio, and tips and tricks to help you leave a last impression on the judges and secure a scholarship. Recommended for high school juniors and seniors.
EVALUATION CODE: 4889
Rebecca Pollard, MJE, Heritage High School, Frisco, Texas
10 a.m. Saturday, Room 208, 2nd Floor (65)

LEADERSHIP AND TEAM BUILDING

5 ways to boost your media program
Hear from veteran editors about five key elements that make a difference in storytelling, impact and visibility on campus as well as improved relationships with readers, administrators and more. We’ll build in time for participants to swap contact info and share their own ideas, too.
EVALUATION CODE: 5259
Morgan Hawkins and Rachel Marquardt, Whitney High Student Media, Rocklin, Calif.
10 a.m. Saturday, Room 209, 2nd Floor (75)

LEADERSHIP AND TEAM BUILDING

Staff manual: Good to great
Most publications have a staff manual, but do they live it? We’ll share some tips and advice to elevate your publication through a comprehensive and clear manual.
EVALUATION CODE: 5426
Larry Steinmetz, CJE, Bullitt East High School, Mount Washington, Ky.
10 a.m. Saturday, Room 301, 3rd Floor (60)

WRITING

Review a movie, review the world
Movie reviews haven been a staple of newspapers for more than 50 years. Using the same principles of writing a film review, reporters can review almost anything of interest in their student readers’ worlds.
Evaluation code: 5298
Dean Bradshaw, CJE, Adlai E. Stevenson High School, Lincolnshire, Ill.
10 a.m. Saturday, Room 302/303, 3rd Floor (100)

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, Milwaukee, Ore.; Katie Comeford, Phoenix Military Academy, Chicago; and Niki Hively, Newton (Iowa) High School
10 a.m. Saturday, Room 304, 3rd Floor (50)

ADVISING/TEACHING

Why consider JEA certification?
The answer to this question is “Why not?” Learn the steps required to obtain JEA’s two educator certifications: Certified Journalism Educator and Master Journalism Educator. Ask questions about a unique opportunity to demonstrate you are a highly qualified journalism educator.
10 a.m. SATURDAY

EVALUATION CODE: 2046
Kim Green, MJE, Ball State University, Muncie, Ind.
10 a.m. Saturday, Room 305, 3rd Floor (50)

ADVISING/TEACHING

Creating a sports journalism class
Balancing a staff and sports can be hard. Why not create a class focused on sports journalism? This session will talk about creating a sports journalism class to supplement your publications. It will focus on what was learned in year one and the potential of the class.
EVALUATION CODE: 5401
Chris Yarbrough, Northview High School, Johns Creek, Ga.
10 a.m. Saturday, Room 307, 3rd Floor (45)

LAW AND ETHICS

3 essentials for understanding copyright law
Is your staff violating copyright law? Is your audio, text and design authentic and original? By understanding three areas — fair use, inspiration versus imitation and Creative Commons — you’ll learn the basics of copyright law and how to stay out of trouble.
EVALUATION CODE: 4662
Megan Fromm, CJE, Colorado Mesa University, Grand Junction, Colo.
10 a.m. Saturday, Room 308, 3rd Floor (70)

PHOTOJOURNALISM

Advanced Photoshop
Tips, tricks, and techniques to help you take your Adobe Photoshop skills to the next level. Bring a laptop with a recent version of Photoshop on it to get the most out of this session.
EVALUATION CODE: 5377
Hal Schmidt, Balfour Yearbooks, Houston, and David Graves, St. Thomas’ Episcopal School, Houston
10 a.m. Saturday, Room 309/310, 3rd Floor (110)

MULTIMEDIA BROADCAST

Video interviews for your publication
Engaging students in video interviews allows them to hone their communication and visual literacy skills. This presentation will provide teachers and students with the knowledge to plan and execute a successful video interview for their publication. A free Multi-Touch book will guide the learning.
EVALUATION CODE: 5211
Don Goble, Ladue Horton Watkins High School, St. Louis
10 a.m. Saturday, White River C, 1st Floor (125)

GENERAL AUDIENCE

Aurasma = Pokémon GO for publications and classrooms
Pokémon GO has brought Augmented Reality to the mainstream, and Aurasma makes a publication come to life in the same way. Learn how to use Aurasma for any classroom or publication and add a lot of value. (Yearbook)
EVALUATION CODE: 5267
John Dent, Dos Pueblos High School, Goleta, Calif.
10 a.m. Saturday, Room 313, 3rd Floor (70)

LEADERSHIP AND TEAM BUILDING

Teaching leadership in the media
This session explores teaching media students how to be leaders in their field by using real-world opportunities in conjunction with community partners. It emphasizes innovation and creative application to cultivate well-rounded student leaders.
EVALUATION CODE: 5244
Eddie Metzger, Lauren Hansen, and Ryan Flanery, Ball State University, Muncie, Ind.
10 a.m. Saturday, Room 314, 3rd Floor (75)

MULTIMEDIA BROADCAST

PSAs: So many feels
Use video public service announcements to bring your audience's attention to an important issue or topic. In this session, you'll laugh. You'll cry. You'll learn how it's done.
EVALUATION CODE: 4606
Alyssa Boehringer, McKinney (Texas) High School
10 a.m. Saturday, White River A, 1st Floor (125)

EDITING

Think you can edit? Prove it!
You need to be your own editor. Come to this session for practice ... and more practice. We will copy edit actual news stories, including broadcast scripts, and you’ll receive immediate feedback. You’ll also walk away with helpful tips and strategies to improve your editing skills.
EVALUATION CODE: 5230
Adam Kuban, Ball State University, Muncie, Ind.
10 a.m. Saturday, White River B, 1st Floor (125)

WEB

Bring your website into 2016
Is your website stuck in the early 2000s? Do your site analytics make you sad? Learn how to make your website engaging for your audience. This session will teach you about multimedia elements and packages to engage readers and make your site interactive. Attendees will be introduced to Infogram, Storify, Timeline JS and more to vamp up their website.
EVALUATION CODE: 5416
David Ragsdale, CJE, Clarke Central High School, Athens, Ga.
10 a.m. Saturday, White River D, 1st Floor (125)

PHOTOJOURNALISM

Photo composition and more
Learn how to take showstopping photos for your publications using simple composition techniques. You will see tons of great examples taken by high school students.
EVALUATION CODE: 5227
Margaret Sorrows, CJE, Jostens, Sherwood, Ark.
10 a.m. Saturday, White River G, 1st Floor (125)

DESIGN

How did that happen?
If you’re an editor who’s working toward competitive excellence, this session’s guidelines and checklists will remind you of some of the small details that help the great books rise above the excellent ones. A lot of examples of great books and solid solutions will help you avoid that moment when your book is printed and in your hands and you realize that crucial info is missing from your title page or that your indexing plan was less than perfect.
EVALUATION CODE: 4552
Paul Ender, Herff Jones, Palm Springs, Calif.; Ann Akers, MJE, Herff Jones, Charlotte, N.C.
10 a.m. Saturday, White River H, 1st Floor (125)

DESIGN

One weird trick for designing better
OK, ignore the clickbait title. Really, we’ll look at multiple small adjustments and visual guidelines that can greatly improve your publication, and quickly. But wait, there’s more: You’ll get resources and InDesign tricks that will make you faster and less annoyed while you’re designing.
EVALUATION CODE: 5210
Emily Theis, Upstatement, Boston
10 a.m. Saturday, White River I, 1st Floor (125)
11 a.m. SATURDAY

PHOTO/JOURNALISM

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 Sports Shooter online community member.
EVALUATION CODE: 3877
11 a.m. Saturday, JW Grand 1-4, 3rd Floor (925)

GENERAL AUDIENCE

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 paper or newsmagazine.
EVALUATION CODE: 2111
Jon Reese, CJE, Decatur (Ga.) High School
11 a.m. Saturday, JW Grand 5, 3rd Floor (1,250)

EDITING

Steps of revision
There are only two types of writers: good writers and quitters. If your writing isn't good enough, you quit before it is. This session will change your life.
EVALUATION CODE: 5443
Lori Oglesbee, MJE, Prosper (Texas) High School
11 a.m. Saturday, JW Grand 6, 3rd Floor (1,250)

FEATURED SPEAKER, DESIGN

Visuals are better than words
Go beyond just words in your news coverage. In visual reporting, graphics have weight, sometimes more weight than words. Not all students want to be word reporters. There is a job title out there called “graphics editor” and that means reporting with visuals.
EVALUATION CODE: S196
Larry Buchanan, The New York Times
11 a.m. Saturday, JW Grand 7-10, 3rd Floor (925)

WEB

Simple tips for making your news website amazing
How can you use all the online tools and opportunities to make your coverage more dynamic? This session will discuss how to quickly improve your website with a focus on multimedia tools that are easy to use.
EVALUATION CODE: 5295
Justin Raisner, Carlmont High School, Belmont, Calif.
11 a.m. Saturday, Room 101, 1st Floor (80)

LAW AND ETHICS

Activating girls’ voices
New research demonstrates that girls suffer most of the censorship in high schools, and they’re much less likely than boys to push back when they’re censored. The Active Voice project is working on solutions, starting with a nationwide awareness campaign. Find out how you can get involved.
EVALUATION CODE: 5419
Frank LoMonte, Student Press Law Center, Washington, D.C., and Sophie Gordon, Ball State University, Muncie, Ind.
11 a.m. Saturday, Room 102, 1st Floor (80)

ADVISING/TEACHING

Who, what, when, where, why ... web
Learn and discuss tips for managing a traditional print journalism staff and a school news website with the size of staff you have now. Learn why going online first will help both your news website and your print publication.
EVALUATION CODE: 4987
Michelle Harmon, MJE, Borah High School, Boise, Idaho
11 a.m. Saturday, Room 105, 1st Floor (55)

NEWS LITERACY

Going beyond the headlines
It seems simple, but news consumers expect you, or at least your stories, to be VAIN so they know your reporting is independent and transparent. This session will cover some basic principles of news literacy and why they are more important than ever.
EVALUATION CODE: 4406
Stan Zoller, MJE, Lake Forest (Ill.) College
11 a.m. Saturday, Room 106, 1st Floor (55)

MULTIMEDIA BROADCAST

Podcasting 101
Welcome to the world of podcasting. This introduction will help add an additional type of medium to your program. You will leave with the tools and resources needed for creating podcasts, lesson ideas for multiple subject areas and examples.
EVALUATION CODE: 5245
Jane Bannester, Ritenour High School, St. Louis
11 a.m. Saturday, Room 107, 1st Floor (55)

WRITING

Sports columns: The most misused, misunderstood sports writing tactic
Sports columns represent so much more than inside jokes and ranting about team expectations. Learn how to plan, structure and approach pertinent issues that truly engage and challenge the sports reader.
EVALUATION CODE: 5360
Dean Hume, Lakota East High School, Liberty Township, Ohio
11 a.m. Saturday, Room 203, 2nd Floor (80)

LEADERSHIP AND TEAM BUILDING

Journalism is about relationships
Do you or your staff have a problem with motivation and enthusiasm? Successful stories, designs and staff all have one thing in common: strong relationships. When you cultivate relationships, the rest falls into place. Intended for advisers and student leaders.
EVALUATION CODE: 5366
Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.; Meghan Percival, CJ, McLean (Va.) High School; and Erin Harris, MJE, Thomas Jefferson High School for Science and Technology, Alexandria, Va.
11 a.m. Saturday, Room 205, 2nd Floor (80)

ADVISING/TEACHING

Building a program with administration's help
You need administration's help to build a program. This session will give you some ideas on how to approach them about issues such as funding, staff, environment and censorship.
EVALUATION CODE: 5279
Barbara Bateman, CJE, Murphy High School, Mobile, Ala.
11 a.m. Saturday, Room 206, 2nd Floor (60)

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: 5290
Brian Heyman, CJE, Pattonville High School, Maryland Heights, Mo.
11 a.m. Saturday, Room 208, 2nd Floor (65)
GENERAL AUDIENCE
Equitable coverage in K-12 yearbook production
It can be a challenge to produce a K-12 yearbook where everyone is represented. Gone are the days when elementary students should only expect to see their photo in the mugs section. In this session, we’ll examine ways to increase inclusion of all students.
EVALUATION CODE: 5205
Tracey Yates Thompson, CJE, KIPP Blytheville (Ark.) Collegiate High School
11 a.m. Saturday, Room 209, 2nd Floor (75)

NEWS GATHERING
Young reporters telling global stories
We often begin teaching students the basics of journalism through local reporting. But many students are focused globally. With the right mix of support, topic choice and structure, students can take on important global topics either from home or abroad.
EVALUATION CODE: 5337
Beth Bennett, Northwestern University, Evanston, Ill.
11 a.m. Saturday, Room 301, 3rd Floor (60)

ADVISING/TEACHING
Presentation of MJE projects for advisers
Teachers who recently earned JEA’s Master Journalism Educator status will formally present their MJE projects, followed by a Q-and-A time. They will give hints on how to finish the project and join the ranks of an elite group of teachers who have completed the highest level of journalism teaching certification in the nation. Mentoring will be available for those ready to begin an MJE project.
EVALUATION CODE: 3299
Kim Green, MJE, Ball State University, Muncie, Ind.; Cathy Wall, MJE, Harrisburg (Ill.) High School; Brenda Field, MJE, Glenbrook South High School, Glenview, Ill.; and Amanda Bright, MJE, Eastern Illinois University, Charleston, Ill.
11 a.m. Saturday, Room 305, 3rd Floor (50)

ADVISING/TEACHING
Things I learned my first year teaching broadcast
Nothing makes you feel like a first-year teacher like taking on a prep like Broadcast Journalism 1 even after 16 years’ advising. Here are 10 things I’ve learned about teaching broadcast and how I overcame the challenges.
EVALUATION CODE: 4996
Sandra Coyer, MJE, Puyallup (Wash.) High School
11 a.m. Saturday, Room 304, 3rd Floor (50)

WRITING
It’s your staff’s opinion: Get it right!
The staff editorial will be defined and analyzed through examples and group discussions. Step-by-step suggestions will distinguish the staff editorial from signed opinion articles and columns.
EVALUATION CODE: 5255
Ron Bonadonna, CJE, Mays Landing, N.J.
11 a.m. Saturday, Room 302/303, 3rd Floor (100)

MEETING
JEA Awards Committee meeting
Committee members will meet to discuss award procedures.
Casey Nichols, CJE, Rocklin High School, Rocklin, Calif.
11 a.m. Saturday, Room 306, 3rd Floor (50)

TAKE CHARGE OF YOUR FUTURE
The nation’s fourth-largest media market, Philadelphia, is home to Temple University’s School of Media and Communication.

Majors available:
• Advertising
• Communication Studies
• Journalism
• Media Studies and Production
• Strategic Communication, including Public Relations

YOUR STORY STARTS HERE.
WEB
No paper, no problem
If your school newspaper is dormant or has never existed, but you’d like to get a publication going, come to this session. We’ll talk about jump-starting a web publication with advice on WordPress, ethics, style and administrator approval.
EVALUATION CODE: 5261
Kathleen Mills, Bloomington (Ind.) High School South 
11 a.m. Saturday, Room 307, 3rd Floor (45)

LAW AND ETHICS
Open forum on press rights
This open forum session will empower students, advisers and administrators to raise questions or issues that are important to them with members of the JEA Scholastic Press Rights Committee.
EVALUATION CODE: S141
Lori Keekley, MJE, St. Louis Park (Minn.) High School; Janet McKinney, CJE, Carmel, Ind.; and other SPRC members
11 a.m. Saturday, Room 308, 3rd Floor (70)

GENERAL AUDIENCE
InDesign and Photoshop: Stump the chumps
Having trouble figuring out how to do something in InDesign or Photoshop? Is it taking forever to do routine tasks? Bring us your problems and let us help you solve them. Your laptop will be useful but not required.
EVALUATION CODE: 5380
Hal Schmidt, Balfour Yearbooks, Houston, and David Graves, St. Thomas’ Episcopal School, Houston
11 a.m. Saturday, Room 309/310, 3rd Floor (110)

GENERAL AUDIENCE
Project management: Breaking large tasks into manageable pieces
Learn how companies like Space-X and Northrop Grumman, ad agencies like Ogilvy & Mather and BBDO and newspapers and magazines like The New York Times and O, The Oprah Magazine plan their projects. Whether it’s the launch of a rocket at the Kennedy Space Center or the rollout of a campaign to sell a candy bar or planning for today’s or future issues, the concepts are the same. Play your planning game just like the pros do.
EVALUATION CODE: 5430
Marcia Meskiel-Macy, MyMediaSeminars, Melbourne Beach, Fla.
11 a.m. Saturday, White River D, 1st Floor (125)

WRITING
Student voices for social change
This session explores how students can responsibly advocate for social change through their pursuit of journalism. We will focus on use of opinion and editorial work as a venue for advocacy.
EVALUATION CODE: 5452
Jolan Bishop, Burlington (Iowa) High School
11 a.m. Saturday, Room 313, 3rd Floor (70)

FEATURED SPEAKER, GENERAL AUDIENCE
From yearbook editor to TV anchor and reporter
How does one go from serving as yearbook editor-in-chief to reporting and anchoring for a top local news operation? Hard work and a lot of determination is a good start. Find out how this journalist went from attending these very JEA/NSPA conventions as a student to knowing covering local stories that make a difference.
EVALUATION CODE: 5214

11 a.m. SATURDAY
sophistication and polish.
EVALUATION CODE: 2207
11 a.m. Saturday, White River H, 1st Floor (125)

PHOTOJOURNALISM
Lighting techniques for video and photojournalism
Visual journalists know it’s all about the light. Learn to use natural light to produce high-quality photojournalism and video. We also will learn the basics of lighting a still portrait and video interview using an affordable lighting kit.
EVALUATION CODE: 5392
Sarahmaria Gomez, Northwestern University/Medill, Evanston, Ill.
11 a.m. Saturday, White River G, 1st Floor (125)

DESIGN
Using infographics to tell the story
Readers want their information in quick, easy-to-digest bites. This session focuses on meeting that need by providing important information in a visual format using programs such as Canva, Easel.ly and Piktochart.
EVALUATION CODE: 5215
Kristine Brown, CJE, Fishers (Ind.) High School
11 a.m. Saturday, White River I, 1st Floor (125)

LEADERSHIP AND TEAM BUILDING
Save the drama for your mama
Tired of the drama in your publication room? Learn how to identify passive, aggressive and passive-aggressive behavior and strategies to help handle them.
EVALUATION CODE: 5320
Cheryl Franzmann, CJE, Walsworth Yearbooks, Pittsburgh, and Sarah Messmann, Walsworth Yearbooks, Bellevue, Ohio
11 a.m. Saturday, White River J, 1st Floor (125)

Writing
Write on
Need materials for teaching your staff members basic writing skills? In this session, you will be provided with a PowerPoint focused on idea brainstorming, reporting, headlines, captions, news features/personality profiles, captions and editing. Presentation ideas will be shared and openly discussed.
EVALUATION CODE: 5203
John Cutsinger, CJE, Jostens, Orlando, Fla.
11 a.m. Saturday, White River E, 1st Floor (625)

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
LEADERSHIP AND TEAM BUILDING

Building leaders and empowerment among yearbook staffs
The Spectrum staff is a cohesive “family” where everybody works together, deadlines are never missed and the book is a masterpiece. We will show you how.
EVALUATION CODE: 5423
Sharon Swanson, Niles West High School, Skokie, Ill,
Noon Saturday, Room 313, 3rd Floor (70)

NEWS GATHERING

Giving all sports the 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: 4727
Melissa Warner and Casey Tedrow, Center Grove High School, Greenwood, Ind.
Noon Saturday, White River A, 1st Floor (125)

MULTIMEDIA BROADCAST

Art of the interview
You have 15 minutes with an important subject, and you want your interview to look and sound great. This session will explore simple techniques you can use to set up an aesthetically pleasing interview. We’ll look at a variety of examples and common mistakes.
EVALUATION CODE: 4727
Max Negin, Elon (N.C.) University
Noon Saturday, White River C, 1st Floor (125)

MULTIMEDIA BROADCAST

It’s live TV: Let’s get PUMPED!
When the On-Air light goes on, and there’s no turning back, how will you answer the call? Learn to produce quality content for live TV and get a jump start into your career in broadcast.
EVALUATION CODE: 5453
Richard Curtis, Souderton Area School District, Souderton, Pa.
Noon Saturday, White River D, 1st Floor (125)

PHOTOJOURNALISM

Advocacy photojournalism
Are you ready to do something about injustice? Advocacy photojournalism has a long historic tradition of using visual storytelling to facilitate something positive in the way of social change. We’ll talk about traditions, the new directions, and possibilities of advocacy photojournalism.
EVALUATION CODE: 5343
Martin Smith-Rodden, Ball State University, Muncie, Ind.
Noon Saturday, White River G, 1st Floor (125)

ADVISER EVENT

● Adviser recognition luncheon
JEAA, NSPA and Dow Jones News Fund will present awards at this special event. New and renewing Certified Journalism Educators and Master Journalism Educators will be recognized. Speakers will be Lori Keeley, Dow Jones Teacher of the Year, and Butch Keller, JEAA Administrator of the Year. Preregistration was required. Please bring your ticket. Herff Jones and Northwestern University Medill School of Journalism have underwritten this event.
Noon-2:20 p.m. Saturday, White River F, 1st Floor (625)

ENTREPRENEURSHIP

Building your brand through social media
Get ideas for starting or growing your publication’s social media presence. A strong social media plan builds hype and promotes buy-in within the student body. Tips for newspaper and yearbook staffs are included.
EVALUATION CODE: 5369
Jennifer Ortman, Mountain View High School, Lawrenceville, Ga.
Noon Saturday, White River H, 1st Floor (125)

LEADERSHIP AND TEAM BUILDING

Making journalism, like, a big deal
At Cherry Hill East, 2,000 students look forward to their monthly Eastside issues; Eastside’s social media accounts have thousands of followers; and more than 100 students attend Eastside meetings. Learn how to make journalism a big deal at your school, too.
EVALUATION CODE: 5302
Eastside Editorial Board, Cherry Hill (N.J.) High School East
Noon Saturday, White River I, 1st Floor (125)

NEWS GATHERING

Using social media to expand coverage
Do what you do best and use social media to share stories, build your voice and gain an engaged community following. This class will include ideas and tips for engaging your school community in gathering content for your staff.
EVALUATION CODE: 5321
Margie Raper, MJE, Highland Park High School, Dallas
Noon Saturday, White River J, 1st Floor (125)

1 p.m.

GENERAL AUDIENCE

Be a journalist! (or don’t)
Advice from a real-life Millennial who studied journalism and is glad/employed. She’ll share what she wishes someone would have told her when she was 17 — like how your skills are useful even if you don’t become a reporter — and lame advice you should ignore.
EVALUATION CODE: 5209
Emily Theis, Upstatement, Boston
1 p.m. Saturday, Room 101, 1st Floor (80)

MULTIMEDIA BROADCAST

Characters: The heart of the broadcast story
Characters are the heart of compelling broadcast stories. They help viewers understand topics that may feel worlds away. In the process, the treatment of a story through characters can reveal a lot about us as journalists and can potentially change lives for the better.
EVALUATION CODE: 5286
Michelle Turner, Washington (Mo.) High School
1 p.m. Saturday, Room 106, 1st Floor (55)

ADVISING/TEACHING

Media convergence
Is the “interaction between different media forms and platforms” something you can create in your own school? Learn about one school that is building this model. Come hear the tale of integrating a newspaper, radio, video and TV news program into one collective department.
EVALUATION CODE: 5246
Jane Bannister, Ritenour High School, St. Louis
1 p.m. Saturday, Room 107, 1st Floor (55)

LEADERSHIP AND TEAM BUILDING

No talent left behind
Everybody on your staff has talent that can make your publication better; however, they just might not know it’s there. This session will

Visit jea.org/eval to evaluate sessions

Visit jea.org/eval to evaluate sessions
NORTH CAROLINA MARKS A MILESTONE

North Carolina Scholastic Media Association is celebrating 75 years of service to high school journalism. The association’s roots extend back to 1936 when UNC-Chapel Hill’s campus newspaper began sponsoring the North Carolina Scholastic Press Institute. The editor-in-chief of that student-run publication, J. McNeill “Mac” Smith, went on to become a distinguished state senator and civil rights attorney.

A fledgling program once offered by busy college journalists evolved into a statewide media association in 1941 when it became part of UNC-Chapel Hill’s journalism program. Professor Walter Spearman (second from left) served as the first director, and he continued in that role for three decades. Today NCSMA continues to celebrate and to champion scholastic journalism through the following programs:

» Mountains to Coast Fall Regional Workshops
» N.C. Scholastic Media Institute
» Statewide Media Contests
» N.C. Journalism Educator (Graduate) Fellowship Program
» Carolina Sports Journalism Camp
» N.C. College Media Association, and much more

For more information, visit ncsma75.unc.edu.

Photo: N.C. Collection, UNC Library at Chapel Hill

Serving High School Journalism Since 1941
N.C. Scholastic Media Association
ncsma.unc.edu | ncsma@unc.edu | @NCSMA
give some tips finding ways to uncover skills in all types of staff members, from non-diploma track students to unmotivated staff members.

**EVALUATION CODE: 5240**

**Ada Clark, CJE, Mooresville (Ind.) High School**

*1 p.m. Saturday, Room 203, 2nd Floor (80)*

**LEADERSHIP AND TEAM BUILDING**

**Deadlines decoded**

Getting your staff to follow their deadlines is as easy as training a puppy. It takes care, attention and positive feedback. Learn some simple steps to help train student staffs to follow the deadlines we expect them to follow.

**EVALUATION CODE: 5403**

**Michael Giusti, Loyola University New Orleans**

*1 p.m. Saturday, Room 204, 2nd Floor (80)*

**NEWS GATHERING**

**Plan your social media**

Get tips on how to best use Twitter, Facebook, Instagram and other social media tools to engage your audience at your school.

**EVALUATION CODE: 5254**

**Gena Asher, Indiana University, Bloomington, Ind.**

*1 p.m. Saturday, Room 205, 2nd Floor (80)*

**ADVISING/TEACHING**

**Practical public relations pedagogy**

Public relations incorporates many journalistic skills. This session will provide practical tips on teaching PR in existing journalism courses and how to create a student-run news bureau to help administrators create events and promote campus activities and accomplishments.

**EVALUATION CODE: 5301**

**Deborah Davis, Ball State University, Muncie, Ind.**

*1 p.m. Saturday, Room 206, 2nd Floor (60)*

**NEWS GATHERING**

**Sharpening your interviewing skills for story or college**

Assignment: Get the best story. Strategy: Conduct the best interviews. This interactive session will practice the fine art of interviewing to land the facts necessary for a well-developed story. The reverse benefit of this is preparing for college, scholarship or job interviews.

**EVALUATION CODE: 5447**

**Carol Smith, Lovington, Ill.**

*1 p.m. Saturday, Room 208, 2nd Floor (65)*

**MULTIMEDIA BROADCAST**

**Preparing to be a broadcast news anchor**

Learn the basics for preparing to be a broadcast news anchor. From editing copy to completing a portfolio and competitions, this session will give up-to-date practical information to prepare students for the role of news anchors for broadcast programs.

**EVALUATION CODE: 5422**

**Joy McCaleb, Cookeville, Tenn.**

*1 p.m. Saturday, Room 209, 2nd Floor (75)*

**WRITING**

**Head start**

Jealous of people who have a way with words? You know the ones who can come up with witty headlines on the fly. Learn tips from the pros to develop your wordsmith skills and build better headlines.

**EVALUATION CODE: 5318**

**Margie Raper, MJE, Highland Park High School, Dallas**

*1 p.m. Saturday, Room 302/303, 3rd Floor (100)*

**LAW AND ETHICS**

**History, law and Skittles** *(80 min.)*

How can you have fun while answering the question “why do we need journalism in America?” Come to this interactive session to see an approach to teaching history and press law that gets students out of their seats and thinking like a revolutionary.

**EVALUATION CODE: 5440**

**Kristy Nyp, CJE, Manhattan (Kan.) High School**

*1-2:20 p.m. Saturday, Room 308, 3rd Floor (70)*

**WEB**

**Web design for non-designers** *(80 min.)*

Creating a web presence can be a daunting task at almost every step, from setting up a domain to designing a site to maintaining a web presence. Learn how to approach web design with no experience and without losing your mind.

**EVALUATION CODE: 5424**

**Renee Human, Ball State University, Muncie, Ind.**

*1-2:20 p.m. Saturday, Room 309/310, 3rd Floor (110)*

**ENTREPRENEURSHIP**

**Special programs to boost advertising income**

Tired of the same old ad sales programs? This session will demonstrate two proven programs to boost your newspaper’s budget.

**EVALUATION CODE: 5451**

**Tom Winski, MJE, Roseville, Ill.**

*1 p.m. Saturday, Room 314, 3rd Floor (75)*

**GENERAL AUDIENCE**

**6-word story, 6 unique shots**

A simple six-word story, created as a video with six unique camera shots, allows students the ability to tell a powerful visual story. This presentation will guide you through a unique project that addresses the fundamentals of media literacy, filmmaking and storytelling.

**EVALUATION CODE: 5215**

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

*1 p.m. Saturday, White River C, 1st Floor (125)*

**ENTREPRENEURSHIP**

**Gorilla marketing: More than poster boards**

We all need to sell books. It’s how we fund our passion. Come see how we sold out last year. See the unconventional ways we market. Learn how to rise above the noise, be seen, and how to be more than a poster board maker.

**EVALUATION CODE: 5204**

**Justin Turner, Sheridan (Ark.) High School**

*1 p.m. Saturday, White River A, 1st Floor (125)*

**PHOTOJOURNALISM**

**Stripped: The power of black-and-white photography**

This session investigates the power and continued relevance of black-and-white photography in contemporary image making. A focus will be placed on feature and documentary imagery, and how to recognize when color interferes with what you are trying to communicate.

**EVALUATION CODE: 5454**

**Kally Malcom, University of North Florida, Jacksonville, Fla.**

*1 p.m. Saturday, White River B, 1st Floor (125)*

**FEATURED SPEAKER, MULTIMEDIA BROADCAST**

**Experience in audio journalism**

This session will demonstrate a variety of professional reporting opportunities in audio journalism, a growing field. Students will leave with a list of national resources they can use to build skills and learn more.

**EVALUATION CODE: 5190**

**Sarah Neal-Estes, Indiana Public Broadcasting, Bloomington, Ind.**

*1 p.m. Saturday, White River D, 1st Floor (125)*

**PHOTOJOURNALISM**

**Defensive zone: Shooting sports as a team** *(2 hours, 20 min.)*

Have you ever wondered how a photographer got a shot? This session will go through all the dirty details of how to capture iconic moments on and off the field, as a team. It’s called Zone Shooting.

**EVALUATION CODE: 5372**

**Alyssa Moses, Walsworth Yearbooks, St. Louis**

*1-3 p.m. Saturday, White River G, 1st Floor (125)*
1 p.m. SATURDAY

DESIGN
How to implement professional design inspiration
Find out how to use professional resources of various media to inspire and invigorate your publication’s design. Tips will be geared toward yearbook and newspaper staffs.
EVALUATION CODE: 5370
Jennifer Ortman, Mountain View High School, Lawrenceville, Ga.
1 p.m. Saturday, White River H, 1st Floor (125)

WRITING
Follow your own footsteps
Tweeting humorous observations isn’t just a fun thing to do while waiting for the bus — it’s journalism. Well, sort of. Learn the ins and outs of tweeting observations to gain — and keep — a loyal following.
EVALUATION CODE: 5284
Greg Gagliardi, CJE, Cherry Hill (N.J.) High School East
1 p.m. Saturday, White River I, 1st Floor (125)

GENERAL AUDIENCE
Teen Press: The joy of connecting
(2 hours, 20 min.)
“Teen Press,” an award-winning documentary, will be shown and the speaker will share how to cook up the magic and power of stories through a quarterly elective program for middle school journalism students.
EVALUATION CODE: 5068
John Seigel Boettner, Santa Barbara (Calif.) Middle School
1-3:20 p.m. Saturday, White River J, 1st Floor (125)

2:30 p.m.

WEB
Journalists’ toolbox: New apps and tools
Digital tools give us the chance to engage audiences in more ways than ever before. But keeping up with it all can be overwhelming. The tools — mostly free — shared in this rapid-fire session will help you better engage audiences more efficiently.
EVALUATION CODE: 5345
Adam Maksl, CJE, Indiana University Southeast, New Albany, Ind.
2:30 p.m. Saturday, Room 102, 1st Floor (80)

MULTIMEDIA BROADCAST
Radio is not dead!
Interested in starting your own station? Maybe you are already broadcasting. Join this roundtable to discuss the broadcast medium of high school radio.
EVALUATION CODE: 5293
Jane Bannester, Ritenour High School, St. Louis
2:30 p.m. Saturday, Room 107, 1st Floor (55)

NEWS GATHERING
Great journalism step 1: Be present
What I learned taking 50 journalism students to Rio for the Olympics, carrying nothing but a suitcase of DEET — not even press credentials. (Hint: You don’t need $2,000 plane tickets and threats of Zika to make cool stuff. You need to show up.)
EVALUATION CODE: 5257
Colleen Steffen, Ball State University, Muncie, Ind.
2:30 p.m. Saturday, Room 203, 2nd Floor (80)

ADVISING/TEACHING
Planning for a successful yearbook program
Are you a new publication adviser or an adviser who is looking to take your journalism program up a notch? Get our yearlong journalism program checklist, including summer tasks, and get tips from two advisers who have collaborated in transitioning leadership in a successful program.
EVALUATION CODE: 5283
Desiree Tabor Carter, CJE, The Museum School, Decatur, Ga., and Paul Siegel, Dunwoody (Ga.) High School
2:30 p.m. Saturday, Room 206, 2nd Floor (60)

PHOTOJOURNALISM
What good photographers know
It’s not always the BIG moment that creates the best picture. Quiet moments help tell the story of life as a student. Through examples and tips, learn to get the picture that best tells each story.
EVALUATION CODE: 4903
Susan Massy, Shawnee Mission Northwest High School, Shawnee, Kan.; Dow Tate, Shawnee Mission East HS, Prairie Village, Kan.; and Becky Tate, CJE, Shawnee Mission North HS, Overland Park, Kan.
2:30 p.m. Saturday, Room 204, 2nd Floor (80)

MEETING
JEA board followup
The JEA board will meet briefly to discuss items needing resolution before the convention ends. The courts say the forum status of each student publication makes the difference in your free press rights. Learn how to determine whether your publication qualifies — you may be surprised at the answer — and how to work toward a forum policy that matters.
EVALUATION CODE: 4675
Mark Goodman, Kent (Ohio) State University
2:30 p.m. Saturday, Room 305, 3rd Floor (50)

LAW AND ETHICS, STUDENT EVENT
Enduring ethics for a new world
The Society of Professional Journalists sets the standard for responsible journalism with its Code of Ethics. Learn about the Code and how it applies to an evolving world of journalism in this fun and engaging session.
EVALUATION CODE: 5371
Andrew Seaman, Society of Professional Journalists, Indianapolis
2:30 p.m. Saturday, Room 205, 2nd Floor (80)

ENTREPRENEURSHIP
Boost your ad sales game
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, Room 209, 2nd Floor (75)

WRITING
What’s your story? Crafting effective narratives
Effective storytelling is vital for compelling content, no matter how that content is delivered. Learn how to strengthen your narratives with reporting and writing tips gleaned from university and professional journalists, then hear how to apply those strategies in print, online, broadcast and mobile formats.
EVALUATION CODE: 5325
Marina Hendricks, CJE, and Joy Jenkins, University of Missouri, Columbia, Mo.
2:30 p.m. Saturday, Room 302/303, 3rd Floor (100)

LAW AND ETHICS
Designating your publication as a public forum
The courts say the forum status of each student publication makes the difference in your free press rights. Learn how to determine whether your publication qualifies — you may be surprised at the answer — and how to work toward a forum policy that matters.
EVALUATION CODE: 4675
Mark Goodman, Kent (Ohio) State University
2:30 p.m. Saturday, Room 305, 3rd Floor (50)

1 p.m. SATURDAY
DESIGN

Balancing act: Building a theme verbally, visually
Take a deep look into how Bryant High School developed their theme: Balance. Check out how it is built upon specific facts unique to the school and year. Visual and verbal development starts with inspiration and reinforces the message at every level by incorporating quick reads and beautiful design.

EVALUATION CODE: 5462
Jeff Moffitt, Jostens, Minneapolis, and Lisa Stine, Bryant (Ark.) High School
2:30 p.m. Saturday, White River A, 1st Floor (125)

WRITING

Say something! Writing effective opinion pieces
One function of media is correlation. Your writing can help readers understand the news from a personal perspective. Session participants will leave knowing how to write op-eds/commentaries that (1) have strong relevance for readers or (2) will show readers perspectives they may not have considered.

EVALUATION CODE: 5183
Naeemah Clark, Elon (N.C.) University
2:30 p.m. Saturday, White River B, 1st Floor (125)

MULTIMEDIA BROADCAST

Mobile video: The big 5
How can journalists use video to add extra punch to their stories? Here’s the checklist for video success including shooting tips from the pros and the basic tools to pack.

EVALUATION CODE: 5234
John Strauss, Ball State University, Muncie, Ind.
2:30 p.m. Saturday, White River C, 1st Floor (125)

NEWS GATHERING

Cover sports like a pro
Dynamic sports coverage is a great way to attract traffic to your website. See how you can incorporate a beat system, as well as features, game stories, social media, apps, digital storytelling techniques, and more, to cover sports like a pro.

EVALUATION CODE: 5324
Bill Rawson, Pascack Valley High School, Hillsdale, N.J.
2:30 p.m. Saturday, White River D, 1st Floor (125)

DESIGN

Practical typography
Your font choices can make or break your book. These are practical suggestions on upping your typographic game: how to choose fonts, how to use them effectively and how InDesign can help you use them creatively and professionally.

EVALUATION CODE: 5373
David Graves, St. Thomas’ Episcopal School, Houston
2:30 p.m. Saturday, White River H, 1st Floor (125)

WRITING

Heading in the right direction
Do you ever write copy and hope no one reads it? Probably not. Learn how to write and design the perfect headline that will make people stop and read your story.

EVALUATION CODE: 5459
Adam Livesay, Walsworth Yearbooks, Largo, Fla., and Sabrina Schmitz, CJE, Walsworth Yearbooks, Tampa, Fla.
2:30 p.m. Saturday, White River I, 1st Floor (125)

3:30 p.m.

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, JW Grand Ballroom, 3rd Floor (4,000)

MEETING

Write-off Committee meeting
Committee will evaluate the Indianapolis contest procedures and discuss future changes.

Nancy Y. Smith, MJE, Lafayette High School, Wildwood, Mo.
3:30 p.m. Saturday, Room 312, 3rd Floor (70)

8:30 a.m. SUNDAY

EVENT

JEA awards and closing ceremony
Winners of JEA Write-off contest will be recognized during the closing ceremony. You also will see a slideshow of convention highlights. You may pick up Write-off entries after the ceremony. Entries not picked up will be mailed. If you receive entries from other schools, contact JEA at staff@jea.org.

8:30-10:30 a.m. Sunday, JW Grand Ballroom, 3rd Floor (4,000)
POP QUIZ

Read each statement completely and determine if the statement is true or false. Fill out your name, high school and email address, and bring it to the Medill School of Journalism, Media, Integrated Marketing Communications booth here at the convention. Enter to win one of our prizes, a signed copy of “A Game of Thrones” by Medill alumnus George R.R. Martin or one of two $100 Amazon gift cards.

Northwestern is the only Top 15 U.S. university with an undergraduate journalism school — the Medill School of Journalism, Media, Integrated Marketing Communications.

O TRUE  O FALSE

Northwestern awarded $139 million in need-based scholarships in the 2015-16 school year.

O TRUE  O FALSE

Medill has programs in Evanston, Chicago, Washington D.C., and San Francisco. Students in these programs cover politics in the Beltway and immerse themselves in Silicon Valley’s tech sector.

O TRUE  O FALSE

Medill’s global programs have taken students on faculty-led trips to Germany, France and Israel. Medill provides financial aid to make sure all students have access to these opportunities as well as residency programs in Qatar, South Africa and Argentina.

O TRUE  O FALSE

Evidence uncovered by students in the Medill Justice Project, led by former Washington Post reporter Alec Klein, led to the release of a woman who was found to have been unjustly imprisoned for nearly 10 years.

O TRUE  O FALSE

NAME

HIGH SCHOOL

EMAIL
JEANNE ACTON started her journalism career in high school when she heard the Journalism I class was a blow-off. It was no blow-off. She loved the work and stayed. After a decade in the classroom, Acton moved to the dark side and was an assistant principal for three years. In 2004, she started at the University Interscholastic League, where she is the director of ILPC.
8:30 a.m. Thursday, White River A-B; 9 a.m. Friday, White River G; 8 a.m. Saturday, White River A

SHARI ADWERS, MJE, teaches at Grosse Pointe North H.S. in Michigan. She advises the North Pointe newspaper and Valhalla yearbook. Her students have won top state and national awards. Adwers is president of the Michigan Interscholastic Press Association and the JEA curriculum leader for editing. With a focus on mentoring young journalists, she embraces challenges, emphasizes student leadership and maximizes talent.
8:30 a.m. Thursday, White River A-B; 9 a.m. Friday, White River B

ANNIE AGUIAR is editor-in-chief of the Red & Black newspaper at Hillsborough High School in Tampa, Florida. She was co-winner of the 2015 FSPA Emerging Young Journalist Award and has won multiple All-Florida awards for her writing and design work.
11 a.m. Saturday, White River B

BETSY AHLERSMEYER has been teaching journalism and related subjects for 25 years. She currently advises the Burris Laboratory School yearbook and teaches Journalism 101 at Ball State University.
9 a.m. Saturday, Room 203

OMAR AHMED is a senior staff member of the Mustang Morning News.
11 a.m. Friday, JW Grand 3

ANN AKERS, MJE, is Herff Jones Yearbooks’ educational products manager. Formerly NSPA’s associate director, Akers has done stints as journalism teacher/publications adviser and yearbook representative. She was the 2005 recipient of the Carl Towley Award, JEA’s highest honor, and has been awarded CSPA’s Gold Key and NSPA’s Pioneer Award.
9 a.m. Saturday, White River H; 10 a.m. Saturday, White River H; 11 a.m. Saturday, White River H

MARTHA AKERS, 2005 JEA Yearbook Adviser of the Year, advises yearbook at Loudoun Valley H.S. Her students’ yearbooks have earned NSPA’s Pacemaker, CSPA’s Gold Crown and VHSL’s Trophy. Akers has received CSPA’s Gold Key, NSPA’s Pioneer Award, VHSL’s Lifetime Achievement Award, VHSL’s Torch Award and SIPA’s Distinguished Service Award. She is in VHSL’s Hall of Fame and OIPA’s National Scholastic Journalism Hall of Fame.
Noon Friday, White River B

ALI ALVIDREZ fell in love with storytelling in middle school. As an editor at Kansas State University she joined SJEA to help at the national JEA/NSPA conventions. After more than 13 years of working with students and advisers to create their dream publications, as a Herff Jones sales representative, Alvidrez is now an area Sales manager and director of curriculum for Herff Jones Signature Camps.
Noon Friday, White River H

GENA ASHER spent 20 years as a newspaper reporter, then was an adjunct lecturer in journalism at Indiana University. She now is digital content manager for the IU Media School, overseeing a student team who produces stories, photos, videos and podcasts for the school website. She has a bachelor’s degree in journalism and master’s degrees in information science and library science, all from IU.
Noon Saturday, Room 205; 1 p.m. Saturday, Room 205

ELLEN AUSTIN, MJE, is the director of journalism at The Harker School in San Jose, California. She advises the award-winning news publications there, including newspaper, online, yearbook and long-form magazine. Austin holds a CSPA Gold Key and was the 2012 DJINF High School Journalism Teacher of the Year.
1 p.m. Friday, Room 204

JUDY BABB, MJE, has taken more than 25 yearbook and newspaper staffs to the highest levels of achievement including Tops in Texas, CSPA Crowns and NSPA Pacemakers. Some of her students have become professional journalists, including those on Pulitzer Prize-winning teams. Babb’s honor includes Texas Journalism Teacher of the Year, JEA Distinguished Yearbook Adviser, CSPA’s Gold Key and NSPA’s Pioneer Award.
Noon Friday, White River I

JANE BANNESTER is celebrating her 20th year at Ritenour H.S. in St. Louis, Missouri. Bannester leads the national award-winning media program, KRHS Media. She presents locally and nationally on using audio and video in the classroom.
Noon Friday, Room 208; 2 p.m. Friday, Room 101; 11 a.m. Saturday, Room 107; 1 p.m. Saturday, Room 107; 2:30 p.m. Saturday, Room 107

LINDA BARRINGTON, MJE, is the graphics adviser for the student magazine at Mount Mary University. Her professional focus is on mentoring new teachers. She is the executive director of the Kettle Moraine Press Association, vice president of the Wisconsin College Media Association, a JEA mentor and the Mentor Program chair. Barrington has been a DJINF special recognition adviser and has been awarded CSPA’s Gold Key, NSPA’s Pioneer Award and JEA’s Towley Award.
10 a.m. Friday, Room 304; Noon Friday, JW Grand 4; 1 p.m. Friday, JW Grand 4; 2 p.m. Friday, Room 303; 10 a.m. Saturday, Room 304

AMY BARTNER is the Downtown Indianapolis reporter for IndyStar, where she’s covered everything from education, police and local government to entertainment and social issues for the past decade. In the most recent five years before going back to reporting, she has been in the realm of digital and social engagement, developing a deep appreciation for how readers interact with news and information online.
Noon Friday, Room 102

KIM BASKIN is the associate director of Education Partnerships at StoryCorps, an oral history nonprofit that aims to preserve and share humanity’s stories in order to build connections between people and create a more just and compassionate world. Prior to StoryCorps, Baskin worked for the Global Business Coalition for Education fostering public-private partnerships to provide education for out-of-school children around the world. She is also a former teacher who taught ESL in Rwanda as a Peace Corps volunteer.
8 a.m. Saturday, Room 205

BARBARA BATEMAN, CJE, has been advising student journalism at Murphy H.S. since 2010. She teaches Introduction to Journalism and advises Murphy High News broadcast, The Hi-Times newspaper, The Mohian yearbook, The Mosaic literary magazine and photojournalism. Bateman is Alabama 2016 Adviser of the Year, a 2013 ASNE Fellow, a 2006 National Writing Project Fellow and the 2015 Youth Journalism International Journalism Educator of the Year.
1 p.m. Friday, Room 201; 11 a.m. Saturday, Room 206

BETH BENNETT is the director of undergraduate education for the Medill School of Journalism. She is also an assistant professor with expertise in video and broadcast. Bennett and her colleagues have developed a series of global reporting classes and programs for undergraduate students.
11 a.m. Saturday, Room 301

TYSON BIRD is a journalism (graphics) major at Ball State University. He has interned as a page designer for CNHI and as a web designer at the Spokesman-Review. He is the creative and web director for Ball State’s student media and the president of Ball State’s Society for News Design.
11 a.m. Friday, Room 102

JOLAN BISHOP advises the Pathfinder yearbook at Burlington Community H.S., where
Ducks flock to stories that demand telling. Innovation and curiosity lead us south, north, or wherever. We ask “if,” but we also ask “why” and “how” and “who.”

Sometimes, we ruffle feathers. We’re okay with that. See, each answer leads to a new question, so, we follow the crumbs that lead us to the truth.

Because above all, Ducks value truth. And crumbs. But mostly truth.
HEATHER BUNNING is the director of strategic advancement for Business Professionals of America. She is responsible for developing, maintaining and cultivating relationships between BPA and all its external constituents as well as developing and implementing a variety of strategic programs to help further advance the mission and vision of the organization.

10 a.m. Friday, Room 203

CLAIRE BURKE, CJE, advises the Cub Reporter newspaper and Bears Den yearbook at Lawrence Central H.S. in Indianapolis. Burke attended Indiana University, earning a journalism degree, and advised student publications for four years at a private school near Washington, D.C. She has critiqued publications for various state and national organizations, and her students have won numerous state and national awards and honors.

2:30 p.m. Saturday, Room 101

AVA BUTZU teaches yearbook and English at Grand Blanc (Michigan) H.S. Her yearbook staff has earned awards at multiple levels, including earning a Crown from CSPA and continual top honors at the state level. Her interest in approaching yearbook as a complete journalism and entrepreneurship team-building experience has encouraged her students pursue design, writing, journalism, photography and marketing degrees in college.

9 a.m. Friday, White River G; 8 a.m. Saturday, White River A

KYLE CARTER, CJE, advises The Rebel yearbook at Richland R-1 School outside Essex, Missouri. Carter is also a freelance photographer covering events in the South. He has been published in Sports Illustrated, on the cover of USA Today, the cover of the Los Angeles Times and various other publications. Carter received the 2016 JEA Rising Star Award.

Noon Friday, JW Grand 1-2; 2 p.m. Friday, White River B

JILL CHITTUM, MJE, is a sales representative field trainer with Walsworth Yearbooks. Previously, she worked with schools in northeast Oklahoma and northwest Arkansas as a representative for Walsworth Yearbooks. For eight years, Chittum advised award-winning publications at Derby H.S. and Blue Valley H.S. in Kansas. After graduating from Kansas State University, Chittum worked as a staff photographer at the Wichita (Kansas) Eagle.

10 a.m. Friday, White River J

ADA CLARK, CJE, is in her 12th year teaching at Mooresville (Indiana) H.S. In addition to teaching journalism, she advises the Wagon Trails yearbook, The Pulse newspaper and the Imprint public relations team. She is a former JEA Future Teacher Scholarship recipient.

1 p.m. Saturday, Room 203

NAEEMAH CLARK is an associate professor at Elon University where she teaches courses about the entertainment industry. Clark has written commentaries on issues ranging from reality television to Beyoncé’s “Lemonade.” Some of her work can be found on the Huffington Post, washingtonpost.com and the Atlanta Journal Constitution.

2:30 p.m. Saturday, White River B

GALEN CLAVIO, Ph.D., is an associate professor of sports media at Indiana University, and also the director of the National Sports Journalism Center. A former play-by-play broadcaster, Clavio teaches classes in sports broadcasting, social media, and emerging technologies in sports media. Clavio has helped mentor many students who have gone on to professional careers in sports media.

Noon Friday, JW Grand 5

TINA CLEAVELIN, CJE, is the western creative accounts manager for Jostens. She advised award-winning newspaper, yearbook and photojournalism staffs for 14 years in Arizona and Oklahoma. She also served as the fall state journalism convention director for the Arizona Interscholastic Press Association. She received the Friend of Journalism Award from the New Mexico Scholastic Press Association.

10 a.m. Friday, White River B; 11 a.m. Friday, JW Grand 1-2

MAGGIE COGAR, CJE, is a journalism professor at Ashland University. She advises the student newspaper, The Collegian, and teaches media writing, law and ethics and media effects. She is the JEA state director for Ohio. Cogar has a master’s degree in journalism and a nearly completed doctoral degree in mass media from Kent State University.

Noon Friday, Room 303

ERIN COGINS, MJE, has advised the award winning publications at Sparkman H.S. for 15 years. She holds a CSPA Gold Key, Dow Jones Distinguished Adviser and Special Recognition Adviser titles, and she has been the Alabama High School Adviser of the Year seven times. Her students have received numerous awards for their work on the Crimson Crier.

9 a.m. Saturday, Room 314

KATIE COMEFORD advises The Rise yearbook and The Phoenix Chronicle website at Phoenix Military Academy in Chicago. She created the program in 2011. She is a board member of the Illinois Journalism Education Association and will complete her master’s in journalism at Kent State this fall.

9 a.m. and 10 a.m. Saturday, Room 304

Visit jea.org/eval to evaluate sessions
BETH CONCEPCIÓN, Ph.D., is the dean of the School of Liberal Arts at the Savannah College of Art and Design. Concepción has more than 25 years of experience in journalism and public/media relations, and her areas of expertise are news and promotional writing, social media marketing, and writing for new media.

9 a.m. Friday, White River B

THE CORRESPONDENT staff loves to present at national conventions. As they evolve each year as a staff, they enjoy sharing what they have discovered. This group unifies a plethora of personalities to create a powerful publication. They cram together their diverse strengths to produce multifaceted media.

Noon Friday, White River A

SANDRA COYER, MJE, is the Washington Journalism Education Association president and JEA’s state director for Washington. She has been a newspaper adviser for 16 years and is in her first year as a broadcast adviser with Viking Student Media at Puyallup H.S. She was recognized in 2015 as a DJNF Distinguished Adviser.

11 a.m. Saturday, Room 304

RAY CUBERLY was the chief researcher for the EchoXtra 2015 Steering Committee. He also edited and produced “The Voices of Echo History 1967-1993” and the 2015 YouTube videos: “The Freedom Trilogy: How Journalism Changes Lives.” The video specialist is the broadcast media senior producer for Purdue University marketing and media in West Lafayette, Indiana.

11 a.m. Friday, White River A

RICHARD CURTIS is a technology education teacher near Philadelphia. He teaches the coolest combo of classes in broadcast journalism and wood shop. As a positivity enthusiast who loves peer-to-peer interaction, broadcasting became his outlet to help student voices be heard. Find him for a hello or super energetic High Five!

Noon Saturday, White River D

JOHN CUTSINGER, CJE, begins his 42nd year as an ultimate publications nerd. With teaching, advising and training experience, he shares ideas as part of the Jostens creative management team. “It is humbling to be on the JEA/NSPA program with so many incredibly talented and passionate educators and advisers. What’s even better is that most of them are friends – there’s no place like scholastic journalism.”

10 a.m. Saturday, White River E; 11 a.m. Saturday, White River E

DEBBIE DAVIS, Ph.D., is an award-winning communications professional who is now an assistant professor at Ball State University after a distinguished career in health care. As the leader for Ball State’s nationally recognized undergraduate and graduate public relations programs, she also serves as faculty adviser for Cardinal Communications, a student-run public relations agency.

1 p.m. Saturday, Room 206

LESLIE DENNIS is the director of scholastic media organizations at the University of South Carolina’s School of Journalism and Mass Communications. She directs the South Carolina Scholastic Press Association and regional organization Southern Interscholastic Press Association. She graduated from the University of South Carolina with a bachelor’s degree in English with a creative writing concentration and a master’s degree in American literature.

1 p.m. Friday, Room 205

JOHN DENT advises The Image yearbook and DPNews video broadcast program in Goleta, California. He has built a powerhouse program at Dos Pueblos H.S., winning Gold and Silver Crowns and NSPA Best of Show several times. Dent incorporates the newest technology in his class and his programs, keeping them on the cutting edge. This Canadian loves teaching media.

10 a.m. Saturday, Room 313

MATT DETRICH started his photojournalism career at the age of 12 and is a graduate of Ohio University. Thirty-five years later, Detrich has traveled the country covering events from the Summer Olympics in Beijing, China, to the Pan Am Games in Canada as well as NFL Super Bowls, NBA Championships, NCAA Final Fours, PGA Tours, MLB World Series and many more. 1 p.m. Friday, JW Grand 1-2

BRIAN DISNEY, Ed.D., Mooresville H.S. principal, has served a number of roles in education throughout central Indiana, with stints at Brownsburg and Zionsville high schools. He earned his undergraduate degree from Butler University and administrative license and master’s degree in school counseling from IUPUI. His past duties include serving as a school counselor, director of guidance and varsity girls basketball coach.

10 a.m. Friday, Room 201

KRISTOFER P. DORAN is an interactive multimedia instructor for the Trumbull Career and Technical Center in Warren, Ohio, and teaches production courses for Youngstown State University as part-time faculty. Previously, he worked in local television and professional sports. His students have won numerous Business Professionals of America national competitions in broadcast and video production contests. He is also the JEA multimedia broadcast curriculum leader.

10 a.m. Saturday, Room 106

GREGG DOYEL, an Indianapolis Star columnist, has covered high school sports for the Tampa Tribune, the Marlins for the Miami Herald, UNC and Duke for the Charlotte Observer and anything he wanted for CBSSports.com. He was national columnist of the year by the Associated Press Sports Editors in 2014.

10 a.m. Friday, JW Grand 5; 11 a.m. Friday, JW Grand 5

LINDA DRAKE, MJE, yearbook/newspaper adviser at Chase County Junior-Senior H.S. in Cottonwood Falls, Kansas. Drake has received the Engel Award, the JEA Teacher Inspiration Award and Medal of Merit as well as a CSPA Gold Key Award and the NSPA Pioneer Award. She was named the 2008 National Yearbook Adviser of the Year. She has served on the KSJA, JEA and NSPA boards.

9 a.m. Friday, Room 206; Noon Friday, Room 309/310

MICHELE DUNAWAY, MJE, advises the award-winning publications at Francis Howell H.S. in St. Charles, Missouri. Dunaway has received a JEA Medal of Merit, a CSPA Gold Key, Missouri Journalism Teacher of the Year honors. She is a 2012 Distinguished Yearbook Adviser and a 2013 DJNF Special Recognition Adviser. She is also a multi-published, best-selling author.

1 p.m. Friday, JW Grand 7

CAROL EANES, CJE, received JEA’s Lifetime Achievement Award in 2014. She retired after 32 years of teaching high school English and journalism in various North Carolina cities. Eanes was adviser to award-winning yearbook and newspaper staffs, and is a past president of NCSMA’s Adviser Association. She is a mentor to two new journalism teachers.

11 a.m. Friday, Room 304

THE EASTSIDE EDITORIAL BOARD at Cherry Hill H.S. East has won hundreds of awards over the past decade, including New Jersey’s Distinguished Journalism Award for seven straight years, an NSPA Online Pacemaker in 2016 and the American Scholastic Press Association’s Most Outstanding Newspaper of 2016. Eastside has thousands of followers and raises several thousand dollars annually.

Noon Saturday, White River 1

HALEY ELGIN is a senior at Lost River Career Cooperative West Washington and a fourth-year member of the school’s Business Professionals of America chapter. She serves as BPA Region 12 president. Her favorite BPA events are Advanced Interview Skills and Global Marketing team. She has advanced to nationals in both, and in 2015 her Global Marketing Team placed ninth nationally.

11 a.m. Friday, Room 203

Twitter: @nhsjc/#nhsjc

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Speaker Bios

PAUL ENDER was adviser to the award-winning American yearbook at Independence H.S. in San Jose, California, for more than 25 years. A longtime special consultant for Herff Jones, Ender’s honors include JEA Yearbook Adviser of the Year, Northern California Yearbook Adviser of the Year, CSPS Gold Key, JEA Lifetime Achievement Award, NSPA Pioneer Award and OSPA National Scholastic Journalism Hall of Fame.

9, 10 and 11 a.m. Saturday, White River H

BRYCE FARMER is a senior at Lost River Career Cooperative West Washington. This is his fourth year in Business Professionals of America, and he has won five district championships and one state championship. He qualified for nationals two of the past three years and has placed ninth nationally in Global Marketing team.

11 a.m. Friday, Room 203

CARRIE FAUST, MJE, advises the Summit yearbook and Express newspaper at Smoky Hill H.S. in Aurora, Colorado. Her staffs have earned three CSPA Silver Crowns, an NSPA Pacemaker, Gold Medalist and All-American ratings, and many state and local awards. She was a JEA Rising Star in 2008, a JEA Distinguished Yearbook Adviser in 2009 and the CHSPA Teacher of the Year in 2011.

6:45 p.m. Thursday, White River F; 11 a.m. Friday, Room 301; noon Friday, White River H; 2 p.m. Friday, JW Grand 3; 11 a.m. Saturday, Room 205

BRENDA FIELD, MJE, advises the yearbook at Glenbrook South H.S. in Glenview, Illinois. Her students’ publications have been honored with both state and national awards, including NSPA Pacemakers and CSPA Crowns. A JEA Distinguished Yearbook Adviser in 2014, Field serves as a JEA state director. From her classroom to summer workshops, she loves that yearbook has allowed her to explore journalism with creative and intelligent young people.

10 a.m. Saturday, White River E; 11 a.m. Saturday, Room 305

RYAN FLANERY is a junior journalism/telecommunications major at Ball State University. Filming and editing video is one of his many passions. He tries to make a video for every project he is a part of. During the Facing Cancer project Flanery led a group of students that produced a 9½-minute feature documentary.

10 a.m. Saturday, Room 314

BILL FLECHTNER, MJE, advised publications in Oregon for 25 years. His is a DJNF Distinguished Adviser and a JEA Medal of Merit recipient. He serves on the JEA Mentor Program Committee and has mentored new advisers since the program began.

8:30 a.m. Thursday, Room 203; 10 a.m. Friday, Room 307; 11 a.m. Friday, Room 304; 10 a.m. Saturday, Room 304

CHERYL FRANZMANN, CJE, earned her journalism and communication degree from Ohio University. She was a yearbook adviser at DeLand (Florida) H.S. She is a former CSPA and NSPA judge and has been a yearbook rep in Pittsburgh, Pennsylvania, for 11 years.

11 a.m. Saturday, White River J

KELLEY FRENCH teaches reporting and writing in the Indiana University Media School. Formerly a writer and editor at the Tampa Bay Times, she was a finalist for the 2013 Pulitzer Prize and is the editor of three other Pulitzer finalists. She and her husband, Thomas French, also a journalism professor at IU, have just finished “Juniper,” a nonfiction book on the life-and-death struggle for their micro-preemie daughter.

10 a.m. Friday, JW Grand 9-10

THOMAS FRENCH, a Pulitzer prize-winning journalist and New York Times bestselling author, teaches reporting at Indiana University’s Media School. Under his guidance, Indiana’s journalism students have won four national writing championships at the prestigious Hearst contest. He and his wife, Kelley French, also a journalism professor at IU, have just finished “Juniper,” a nonfiction book on the life-and-death struggle for their micro-preemie daughter.

10 a.m. Friday, JW Grand 9-10

MEGAN FROMM, CJE, Ph.D., is an assistant professor at Colorado Mesa University and JEA’s Educational Initiatives director. She is also JEA’s news gathering curriculum leader. Fromm has worked as a high school journalism teacher and as a professional journalist.

11 a.m. Friday, Room 101; noon Friday, JW Grand 7; 10 a.m. Saturday, Room 308

GREG GAGLIARDI, CJE, advises Eastside newspaper and Eastside Online at Cherry Hill (New Jersey) H.S. East. Eastside Online was named an NSPA Online Pacemaker in 2016 and Eastside has won New Jersey’s Distinguished Journalism Award for the past seven years. Gagliardi was a DJNF National Distinguished Adviser in 2014. His humor column and Twitter account have been featured nationally.

1 p.m. Saturday, White River I

GRACE GARRETT has been on the Lion’s Roar yearbook staff at Christ Presbyterian Academy, Nashville, Tennessee, for three years. She is the editor-in-chief and has been part of a staff that received an NSPA Pacemaker and a CSPA Crown, plus several awards from THSPA, including first place for Best Academic Copy in 2015. Previously, Garrett was Seniors editor.

11 a.m. Friday, White River I

TOM GAYDA, MJE, advises the student media at North Central H.S. in Indianapolis. He also teaches journalism part-time at Ball State University. Gayda has been recognized with awards from JEA, NSPA, Dow Jones News Fund, Ball State University, the Indiana High School Press Association and Ithaca College. He is the local team chair of the 2016 Indianapolis convention.

7:30 p.m. Thursday, JW Grand Ballroom; 9 a.m. Friday, Room 205

SHAWNA GROERER serves as the director of member services and events for Business Professionals of America. For the past 12 years, Groerer has been primarily responsible for online chapter management, web-based events and national conferences.

10 a.m. Friday, Room 203

MADELINE GIBSON is a freshman at Lost River Career Cooperative West Washington. This is her third consecutive year being a part of Business Professionals of America. In the past two years, she has been part of Intro to Video Production teams that have placed third and first nationally.

11 a.m. Friday, Room 203

MICHAEL GIUSTI is the adviser for Loyola University’s student media, including The Maroon, which was named by Princeton Review as the fourth best college newspaper in the nation. Giusti has taught journalism and advised for the past 10 years and has worked as a professional journalist at a daily newspaper, weekly business journal and as a freelance writer.

1 p.m. Saturday, Room 204

DEBBIE GLENN advises yearbook and newspaper at Blue Valley West H.S. while supervising a website and social media, and teaching 21st century journalism. Glenn has been advising for seven years but has been teaching for almost 30 years. She brings the experience of a veteran teacher and enthusiasm of a new adviser. She has recruited six sections of 21CJ.

10 a.m. Saturday, Room 105

JON GLEISING oversees communications and public relations at the Indianapolis Indians. His background also includes work as PR director at the Indianapolis Zoo, and head of communications of national retailer Indy-based Hat World Inc. (dba LIDS). The Indiana University graduate also has been editor of Gold & Black Illustrated (Purdue) and worked in college sports information, and in media relations with the Indianapolis Colts and Indiana Pacers.

2 p.m. Friday, Room 202

DON GOBLE is an award-winning multimedia instructor at Ladue Horton Watkins H.S. in St. Louis, Missouri. JEA named Goble its 2015 Broadcast Adviser of the Year. He speaks...
SARAHMARIA GOMEZ teaches video, audio and photojournalism at the Medill School of Journalism. She is director of Medill Media Teens, a program pairing undergraduate mentors with high school students from Chicago’s South Side. She is a multimedia instructor at the Medill-Northwestern Journalism Institute, a summer camp for rising high school seniors. Gomez is also the faculty adviser for the National Association for Hispanic Journalists NU.

2 p.m. Friday, White River G; 11 a.m. Saturday, White River H

MARK GOODMAN is a professor and the Knight Chair in Scholastic Journalism at Kent State University where he coordinates the Center for Scholastic Journalism’s Scholastic Journalism Census. Goodman, a lawyer, was executive director of the Student Press Law Center for 22 years. He has received many awards for his work with the student press including the Carl Towley Award, JEA’s highest honor.

10 and 11 a.m. Friday, Room 309/310; 9, 10 and 11 a.m. Saturday, Room 309/310; 2:30 p.m. Saturday, White River H

JENNY GREEN, the IndyStar sports director, has worked in news departments at the Cincinnati Enquirer and Miami Herald, and in news and sports at IndyStar, spanning the seismic shift from newsprint to digital. She’s a graduate of the University of Kansas William Allen White School of Journalism.

10 a.m. Friday, JW Grand 5

KIM GREEN, MJE, is the outreach coordinator and a graphics sequence instructor for Ball State University’s Department of Journalism. She is JEA’s Certification Committee chair. Her honors include JEA Yearbook Adviser of the Year and Medal of Merit, NSPA Pioneer Award, Indiana Journalism Teacher of the Year, Folger Outstanding Teacher of the Year, DJNF Distinguished Adviser and Ball State University Journalism Hall of Fame.

2 p.m. Friday, Room 305; 3:30 p.m. Friday, Room 309/310; 8 p.m. Friday, White River E; 7:30 a.m. Saturday, Room 307; 10 and 11 a.m. Saturday, Room 305; noon Saturday, White River F

PEGGY GREGORY, CJE, advised the award-winning Greenway H.S. Demon Dispatch for 35 years and held two specialist positions for eight years in the Dysart USD. She has served on the JEA Mentoring Committee since its inception and was local co-chair for two JEA/NSPA Phoenix conventions. Honors include NSPA Pioneer Award, JEA Medal of Merit, CSPA
Gold Key and James F. Paschal Award and DJNF Special Recognition Adviser and Distinguished Adviser awards.

8:30 a.m. Thursday, Room 203; 9 a.m. Friday, Room 307; 10 a.m. Friday, Room 304

DONNA GRIFFIN’S journalism career is equal parts media professional and educator. She has worked as a writer, editor and teacher for more than 30 years. A native Hoosier, she is student publications adviser at Arsenal Technical H.S. in Indianapolis and president and CEO of Dani’s Dreams Innovation in Education Corp., a new nonprofit focusing on multimedia, literacy and STEM projects for grades K-12.
11 a.m. Friday, Room 201

KARL GRUBAUGH, CJE, advises the award-winning Gazette student newspaper and co-advises the GraniteBayToday.org website at Granite Bay (California) H.S., where he also teaches advanced placement economics. He works occasionally as a copy editor at the Sacramento Bee, and he was the 2008 DJNF National High School Journalism Teacher of the Year.
9 a.m. Friday, White River E; 10 a.m. Friday, White River F; 9 a.m. Saturday, Saturday, White River E

RYAN GUNTERMAN, MJE, advises the Log yearbook and co-advises the 2016 Pacemaker finalist The Triangle and cnhsmedia.com website at Columbus (Indiana) North H.S. Gunterman is a past JEA Rising Star, DJNF Distinguished Adviser and state journalism adviser of the year.
9 a.m. Saturday, Room 209

KATHY HABIGER, MJE, teaches journalism and photography and advises the yearbook, newspaper and online news publication. Habiger is president of the Kansas Scholastic Press Association and is a frequent workshop/conference speaker. The JagWire newspaper and MVNews online she advises at Mill Valley H.S. in Shawnee, Kansas, both won NSPA Pacemakers in 2016.
9 a.m. Friday, JW Grand 4; 10 a.m. Friday, Room 204

DIANA HADLEY is the director of the Indiana High School Press Association.
Noon Friday, White River C

LYNDESE HAMLIN is the yearbook adviser of The Eagle at Prosper (Texas) H.S. She has the world’s most precious daughter, Landry — named after legendary Dallas Cowboys coach in true Texas spirit.
Noon Friday, Room 201

MICHAEL HANLEY is an associate professor of advertising in the Department of Journalism at Ball State University. He teaches advertising, mobile marketing, branding, media planning and buying, and mass media research. His research focus since 2004 has been mobile marketing and advertising. He is recognized as one of the leading academic mobile marketing researchers in the United States.
9 a.m. Friday, Room 102

RUTH ANN HANLEY wrote her first travel article in 1954. Throughout her time as a journalist she has worked for publications throughout Indiana. Hanley is also a published author of the book “No Pulling Back.”
11 a.m. Friday, Room 302

SAM HANLEY has advised The Anchor yearbook at Southport H.S. in Indianapolis for the past 13 years. The Anchor has won multiple state and national awards. Hanley also serves on the Indiana High School Press Association board and is on the local host committee.
9 a.m. Friday, Room 204

LAUREN HANSEN is a junior at Ball State University, studying journalism. She led a team of writers for The Facing Project’s Facing Cancer in East Central Indiana. She wants to combine her love of writing and passion for leadership into a career in journalism.
10 a.m. Saturday, Room 314

LAURIE HANSEN, CJE, has advised the Kabekonian yearbook and Stylus creative arts magazine at Stillwater (Minnesota) Area H.S. for 26 years. She also advised the Pony Express newspaper for 10 years. Her staff’s publications have won state and national awards. She is the Minnesota state director for JEA and serves on the NSPA board of directors.
1 p.m. Friday, Room 313

MICHELLE HARMON, MJE, advises the Borah Senator newspaper, a print publication since 1960. With a long tradition at the school of a print newspaper, Harmon can help a traditional newspaper strategist about moving online or being more effective with both a print and online publication.
1 1 a.m. Saturday, Room 105

ERINN HARRIS, MJE and yerd for the past 20 years, advises Techniques yearbook, tjTODAY newspaper, tjTODAY Online and TJTV at Thomas Jefferson H.S. for Science and Technology in Virginia. Her staff has earned a CSPA Silver Crown, an NSPA Pacemaker, Gold Medalist and All American critiques and many state and local awards. JEA names Harris a 2010 Rising Star and a 2014 Special Recognition Adviser.
11 a.m. Saturday, Room 205

ANASTASIA HARRISON, CJE, advises the Epic yearbook at Legend H.S. in Colorado. Her students’ publications have earned state and national awards including CSPA Silver Crowns and an NSPA Pacemaker as well as Pacemaker finalists the past two years. Harrison has been honored with the JEA Rising Star award in 2011.
Noon Friday, Room 101

NANCY HASTINGS, MJE, retired after teaching 38 years at Munster (Indiana) High School, advised the award-winning Paragon yearbook and Crier newspaper. Currently serving as Indiana’s JEA state director, she is a former Indiana Journalism Teacher of the Year and National Yearbook Adviser of the Year. An NSPA Pioneer Award and CSPA Gold Key, she earned JEA’s Lifetime Achievement Award.
10 a.m. Friday, Room 101

KATE HATTER is a senior in the Journalism & Communications magnet at duPont Manual H.S. in Louisville, Kentucky. She worked on the multimedia site Manual RedEye (2016 Pacemaker finalist) for two years before leaving to start her own website. Hatter specializes in marketing, entrepreneurship and social media management. Next year, she will begin working toward a degree in business.
Noon Saturday, Room 308

MORGAN HAWKINS, editor-in-chief of Whitney High Student Media in Rocklin, California, works on Details yearbook, The Roar news magazine and Whitney Update news website. Hawkins’ work during the past four years has earned state and national awards. She also has been honored by NSPA’s National Journalism Honor Roll. The school has won JEA’s First Amendment Press Freedom Award.
10 a.m. Saturday, Room 209

BRIAN HAYES, MJE, instructor and program coordinator in the Department of Journalism at Ball State University, directs the journalism education major and oversees the department’s internship program. Prior to joining Ball State’s faculty, Hayes was a high school journalism teacher and professional newspaper designer in three cities. Hayes is JEA’s design curriculum coordinator and is a member of the Certification Committee.
10 a.m. Friday, Room 302; noon Friday, Room 204

TOM HAYES, a former sports writer, is in his 11th year leading the Ben Davis H.S. student publications. Hayes covered Indianapolis-area sports for 20 years before entering the classroom. He brings a wealth of journalism experience to his award-winning newspaper, yearbook and magazine staffs.
9 a.m. Friday, Room 209; 8 a.m. Saturday, White River B; 9 a.m. Saturday, Room 102

DANIEL MARSHALL HAYGOOD, Ph.D., is an associate professor at Elon University’s School of Communications, teaching advertising, digital brand communications and sports information. He has 20 years of advertising experience, including 12 in account management at D’Arcy.

Visit jea.org/eval to evaluate sessions
Masius Benton & Bowles in the agency’s New York and Tokyo offices. He worked as consultant in digital media and interactive advertising with Strategic Insights, a Raleigh brand communications firm.

11 a.m. and noon Friday, White River D

**CYNDEE HEBERT** produces 13 Investigates/ Special Projects at WTHR. She discovered journalism in high school and found her passion for producing at the University of Missouri-Columbia. Hebert worked at KJAC-TV in Texas and WBIR-TV in Knoxville, Tennessee. In 2002, she started as WTHR’s Sunrise producer. She now digs for stories, combs through public records, finds fresh angles and great characters as WTHR’s Special Projects/Investigations producer.

1 p.m. Friday, White River I

**CAROL HEMMERLY**, CJE, has taught journalism at Upper Arlington (Ohio) H.S. since 1999, and has advised all three of the school’s student publications. She currently advises Arlingtonian and Norwester, the student-produced newsmagazine and yearbook, respectively.

9 a.m. Saturday, Room 105

**CAROLYN HENDERSON**, CJE, has more than 25 years of yearbook experience as both an award-winning yearbook adviser and a yearbook representative for Walsworth Yearbooks. Her passion for all things yearbook keeps students and advisers engaged and pushing to meet their full potential. Classes with Henderson are sure to be humorous and animated.

10 a.m. Friday, White River G

**MARINA HENDRICKS**, CJE, is a doctoral candidate at the University of Missouri School of Journalism and a member of JEA’s Scholastic Press Rights Committee. In a previous life, she was director of communications at the Newspaper Association of America. She also served as founding editor of the FlipSide program for teen journalists at The Charleston Gazette in West Virginia.

1 p.m. Friday, Room 303; 2:30 p.m. Saturday, Room 302/303

**MICHAEL HERNANDEZ** has advised the Pacemaker-winning Mustang Morning News for 17 years. He is an Apple Distinguished Educator, PBS Digital Innovator and the inaugural JEA National Broadcast Adviser of the Year.

8:30 a.m. Thursday, Room 102; 11 a.m. and noon Friday, JW Grand 3; 9 a.m. Saturday, White River C

**ANN HERMAN** is retired from Richmond (Indiana) H.S. after teaching yearbook and newspaper for 25 years. Her students won numerous local and national awards, and many have gone on to pursue careers in journalism or related fields. She currently teaches workshops and loves working with journalism students. She has taught workshops in 15 different states.

2 p.m. Friday, Room 205

**BRIAN HEYMAN**, CJE, is in his eighth year of teaching journalism and advising publications at the high school level. He is the adviser for the Pirate Press newspaper, PattonvilleTODAY.com and the Echo yearbook at Pattonville H.S. in St. Louis, Missouri.

9 a.m. Saturday, White River A; 11 a.m. Saturday, Room 208

**NIKI HIVELY** works at Newton (Iowa) High School. She is in her fourth year teaching and is the 9-12 journalism instructor and speech coach. She completed her B.A. at Central College and her M.A. at Simpson College. She is pursuing a degree in teaching journalism from Kent State University. Hively advises the yearbook and newspaper and teaches public speaking, intro to journalism, photojournalism and graphic design.

10 a.m. Saturday, Room 304

**BETHANY GRACE HOWE** is an award-winning journalist, journalism teacher and current student at the University of Oregon, now working on her doctorate studying how journalism and secondary education combine. A transgender student, she is the founding member of the school’s chapter of the National Lesbian and Gay Journalists Association as well as the graduate representative to the school’s diversity committee.

9 a.m. Saturday, JW Grand 7-10; 1 p.m. Saturday, Room 102

**RENEE HUMAN** is an assistant professor of journalism graphics at Ball State University. She has more than 27 years’ experience in web, mobile and game design and development including managing a design firm in the 1990s, and, more recently, directing and teaching in the Media Informatics program at Northern Kentucky University. She is one of only 120 higher education Adobe Education Leaders worldwide.

1 p.m. Saturday, Room 309/310

**DEAN HUME** has been teaching high school and/or college-level journalism for 35 years. A former reporter and columnist, Hume currently teaches at Lakota East H.S., where he advises Spark, a perennial Gold Crown, Gallup, Pacemaker and an NSPA National Best of Show winner. A DJNF Distinguished Adviser, Hume is an adjunct professor at Northern Kentucky University. Hume is a Texas Advisers Trailblazer award winner.

11 a.m. Saturday, Room 203

**JOE HUMPHREY**, MJE, advises newspaper, yearbook and online media at Hillsborough H.S. in Tampa, Florida. He is evaluations coordinator for the Florida Scholastic Press Association and a member of the JEA Certification Committee. He served as local team chair for the Orlando

11 a.m. and noon Friday, White River B; 11 a.m. Saturday, White River B

**JOY JENKINS** is a doctoral candidate at the University of Missouri School of Journalism. An Oklahoma native, she worked as a copy editor at the Oklahoman and as an editor at TulsaPeople Magazine. Her research focuses on the changing roles of editors in newsrooms, the role of urban media in facilitating social change, and magazine journalism from sociology of news, critical and feminist perspectives.

1 p.m. Friday, Room 303; 2:30 p.m. Saturday, Room 302/303

**PATRICK R. JOHNSON**, CJE, advises the award-winning Tom Tom magazine and Sequoit Media website. He also serves on the Kettle Moraine Press Association board of directors as the summer workshop director and Quill and Scroll’s Board of Trustees. Johnson is also a journalism and media studies instructor in Marquette University’s Diederich College of Communication.

Noon Friday, White River J; 1 p.m. Friday, Room 308

**RON JOHNSON** directs Indiana University Student Media, whose students produce the Indiana Daily Student newspaper, Arbutus yearbook, Inside magazine and their sites and social media. He edited six editions of “The Best of Newspaper Design” for the Society of News Design.

1 p.m. Thursday, White River C-D

**MARSHA KALKOWSKI**, MJE, has been advising publications in an all-girls Catholic school for more than 20 years. She serves as the JEA Nebraska state director and is a liaison to the Nebraska High School Press Association.

11 a.m. Friday, Room 307

**LORI KEEKLEY**, MJE, advises at St. Louis Park (Minnesota) H.S. Previously she worked as the director of contests and critiques at NSPA. The Echo has been a Gold Crown and Pacemaker recipient, and her students have won state and national awards. Keeley is a DJNF Distinguished Adviser and a member of JEA’s Scholastic Press Rights Committee.

8:30 a.m. Thursday, White River J; 9 a.m. Friday, Room 201; 1 p.m. Friday, Room 202; 9 a.m. Saturday, Room 307; 11 a.m. Saturday, Room 308

**JIM KELLY** is an associate professor of journalism in the Media School at Indiana University. A former photographer for the South Bend (Indiana) Tribune and the Associated Press, he earned his Ph.D. from IU in 1990. Each year he joins with Tom French and Bonnie Layton to teach Words & Pictures, a course

JEA/NSPA convention, @jhump96

11 a.m. Friday, White River B; 11 a.m. Saturday, White River B
where eight three-student teams spend a semester reporting a single in-depth story.

10 a.m. Saturday, JW Grand 7-10

**BRIAN KENNEDY** advises broadcasting at Prosper H.S. for the award-winning Eagle Nation News, which has received the top rating for scholastic broadcast in Texas for the past two years. Kennedy is a writer and designer who specializes in set and graphic design, documentary film and producing creative television programming that goes beyond the normal high school news and announcements. 

*Noon Friday, Room 201; 2 p.m. Friday, White River 1*

**KATE KOLONOWSKI**, MJE, is vice president of the Ohio Scholastic Media Association and doctoral candidate at Kent State University in cultural foundations of education. Her research interests include student media in a democracy, student/adviser dynamics, collaborative scholastic media, scholastic press rights, and media literacy education.

*10 a.m. Friday, Room 209*

**THERESA KNOFF** is a senior psychology major and criminal justice minor at Wilmington (Ohio) College. She is heavily involved in community and campus service, and is active in the college theater program. She also helps in guidance counseling at a local high school. Knoff is planning to attend graduate school next fall.

*Noon Friday, Room 206*

**BOB KRAVITZ** has worked at The Record in New Jersey, the San Diego Union, the Pittsburgh Press, Sports Illustrated, the Cleveland Plain Dealer, the Rocky Mountain News, the Indianapolis Star and now WTHR.

*1 p.m. Friday, JW Grand 5*

**ADAM KUBAN**, Ph.D., has taught college-level journalism courses for 12 years at three institutions: Iowa State University, the University of Utah and Ball State University. Before arriving in Indiana in 2011, Kuban also was an editor in Salt Lake City. He currently directs the Louis E. Ingelhart Scholars program at Ball State University, a two-semester curriculum that blends leadership theory with media application.

*10 a.m. Saturday, White River 1*

**MAUREEN LANGLEY** is a sophomore journalism education major at Ball State University. She’s a former intern of the Bloomington Herald-Times. Currently she works for the Ball State Journalism office and is design editor for the Ball State Daily News.

*1 p.m. Friday, Room 309/310*

**GERRY LANOSGA** is an assistant professor at Indiana University’s Media School, where he teaches and researches journalism as a professional practice. His 18-year journalism career included work as a columnist, a city hall reporter and an investigative producer. Recognition of his work included a Peabody Award and IRE’s Freedom of Information Medal. Lanosga also serves as president of the Indiana Coalition for Open Government.

*11 a.m. Friday, JW Grand 6*
MATTHEW laporte, CJE, advises the Southwest Shadow online news site and The Howl yearbook at Southwest Career and Technical Academy in Las Vegas. Both staffs have earned accolades, both individually and collectively, from CSPA, NSPA, ASPA and Quill and Scroll. He is also the JEA Nevada state director and co-president of the Southern Nevada Society of Journalists.
10 a.m. Friday, JW Grand 7

EVELYN LAUER, CJE, advises the award-winning Niles West News website. She is the Public Relations/Publications chair for JEA and the online contest chair for NSIPA. She writes for the Huffington Post and other publications.
10 a.m. Friday, Room 102; 10 a.m. Saturday, Room 103/104

Pete leBlanc is in his 23rd year of teaching and eighth year advising three programs at Antelope (California) H.S., which opened in 2008. Students on Antelope's Titan yearbook, Titan Times newspaper and Channel 5 Titan TV News staffs have won CSPA Gold and Silver Crowns, NSPA Pacemakers and NSPA Best of Show awards.
8:30 a.m. Thursday, White River G-H; noon and 1 p.m. Friday, White River F

Margot Lester's career began on her high school and hometown newspapers. A journalism major, she has reported for local, state and national news and feature outlets, including Forbes, Los Angeles Business Journal and Monster.com. She's also been a managing editor and writing coach. Her accolades include a scholastic journalism award for editorial writing and an Independent Publisher Book Award gold medal for nonfiction.
Noon, 1 and 2 p.m. Friday, JW Grand 8

Elizabeth levine, MJE, advises The Omega newspaper, Downers Grove (Illinois) North H.S. The Omega has earned Pacemakers, Best in Show recognition, and state and national awards. Levin serves as the JEA curriculum module leader for writing and serves on the advisory council for IHSAA, Illinois' state journalism competitions.
Noon Friday, Room 305; 9 a.m. Saturday, Room 308

Janet levine, MJE, has been teaching journalism her entire 36 years in education. She is the adviser of The Correspondent newspaper at John Hersey H.S. in Arlington Heights, Illinois. Although the newspaper has garnered national, state and regional awards, it is the relationships among The Correspondent's former and current members that Levin likes to brag about most. Once a "Corre kid" always a Corre kid.
Noon Friday, White River A; 1 p.m. Friday, White River B

Veronika levine, CJ, is a Walsworth Yearbook sales rep for 16 years in south Florida, loves to use the latest technology in helping yearbook advisers and students get the most out of their yearbook. She was a high school yearbook editor for two years and met her husband at yearbook camp. She's a proud graduate of Syracuse University.
1 p.m. Friday, Room 102

Gary Lindsay, MJE, recently retired after 40 years teaching language arts and journalism at Kennedy H.S. in Cedar Rapids, Iowa. During his career he advised newspaper, yearbook and literary magazine, and his staffs earned numerous state and national awards. Lindsay is a member of the JEA Mentoring Committee and JEA mentor for Iowa. He has served on the JEA board and on several JEA committees.
8:30 a.m. Thursday, Room 203; 9 a.m. Friday, Room 304

Adam Livesay has more than 15 years of scholastic journalism experience. In high school, he pulled double duty, serving as the editor-in-chief of Crystal River H.S's yearbook and newspaper. Since graduating from the University of Central Florida with bachelor degrees in both broadcast journalism and political science, Livesay now works with Walsworth Yearbooks as a representative in Tampa, Florida.
2:30 p.m. Saturday, White River I

Lisa Llewellyn, CJ, has lived and breathed scholastic journalism for the past 20 years. She graduated from Lecanto H.S. in Florida, where she was an award-winning student and yearbook editor. She served FSPA as district representative and student chairperson. She furthered her journalism education at the University of Florida. Llewellyn is a Dallas-Fort Worth representative for Walsworth Yearbooks.
@YrbkLisa
9 a.m. Saturday, JW Grand 6

Frank Lomonte is the executive director of the Student Press Law Center. He joined SPLC in January 2008 after practicing law with Atlanta-based Sutherland LLP and clerking for federal judges on the Northern District of Georgia and the 11th Circuit U.S. Court of Appeals. Before law school, LoMonte was an award-winning investigative journalist and political columnist for daily newspapers in Florida and Georgia.
9 a.m. Thursday, Room 307; 10 a.m. Friday, Room 206; 11 a.m. Friday, Room 208; 1 p.m. Friday, Room 208; 11 a.m. Saturday, Room 102

Roth Lovins is a senior at Ball State University, majoring in journalism education and minoring in computer education. He's a former art director for Ball Bearings Magazine, and currently designs for the Ball State Unified Media Design Studio.
1 p.m. Friday, Room 309/310

Tracy Luke brings 28 years of advising publications into the classroom. Currently, she advises the yearbook, magazine and student news website at Bishop Chatard H.S. She has taught in public and private schools, big and small.
8 a.m. Saturday, White River H

Adam Malcom, CJ, teaches multimedia journalism and advises the multiplatform student news organization at Indiana University Southeast in New Albany, Indiana. His students have been recognized with various awards, including a 2015 Newspaper Pacemaker from the Associated Collegiate Press. Malcom teaches courses in multimedia storytelling, social media and communications law.
9 a.m. Friday, White River E; 2:30 p.m. Saturday, Room 102

Kally Malcom is an assistant professor of photography at the University of North Florida, where she teaches black-and-white, digital, and studio photography. She has a background in both commercial and fine art practice and has exhibited her work in national and international venues.
1 p.m. Saturday, White River B

Michael Malcom-Bjorklund, CJ, advises the Ascent yearbook and The Rocketeer newspaper while teaching middle school language arts at River City Science Academy Innovation in Jacksonville, Florida, after a successful 14-year professional career in the media industry. With a degree in journalism and a dozen design awards under his belt, Malcom-Bjorklund plans on continuing his media trifecta with a podcast component.
10 a.m. Friday, JW Grand 4; 11 a.m. Friday, White River J

Aaron Manfull, MJE, is the JEA Digital Media chair, overseeing JEA/DigitalMedia.org. He's the co-director of MediaNow,press and director of Student Media at Francis Howell North H.S. You can find him on most social platforms @manfull except Snapchat where he's: aaronmanfull. He will be more than happy to talk about the Iowa Hawkeyes or Star Wars with you.
9 a.m. Friday, White River D; 8 a.m. Saturday, Room 305

Rachel Marquardt, editor-in-chief of Whitney High Student Media in Rocklin, California, works on The Roar news magazine, Details yearbook and Whitney Update news website. Marquardt's work during the past four years has earned state and national awards. She also has been honored by NSPA's National Journalism Honor Roll. The school has won JEA's First Amendment Press Freedom Award.
10 a.m. Saturday, Room 209

Speaker Bios

Twitter: @nhsjc/#nhsjc

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SUSAN MASSY advises the Lair yearbook and the Northwest Passage newspaper at Shawnee Mission Northwest H.S. in Kansas, where she teaches newspaper, yearbook and photojournalism. Both publications have earned CSPA Crowns and NSPA Pacemakers. Massy was honored as the 1999 JEA National Yearbook Adviser of the Year.
1 p.m. Friday, Room 206; 9 a.m. Saturday, Room 101; 2:30 p.m. Saturday, Room 204

JOY MCCALEB is a former journalist and has published works in the NCTE/IRA English Standards and a book – “Our Hero Freebird; An Organ Donor’s Story.” She advised newspaper, literary magazine and broadcast. She has served as a committee member for the JEA/NSPA national convention in Nashville and is currently writing freelance and serves as a JEA mentor in Tennessee.
1 p.m. Friday, Room 304; 1 p.m. Saturday, Room 209

JIM MCCARTHY, CJE, teaches convergent journalism, multimedia, and video at Gregori H.S. in Modesto, California. He advises JNN, a Broadcast Pacemaker recipient and national award-winning publication. During his 17 years of teaching, McCarthy also has taught yearbook and advised The Corinthian, a nationally recognized newspaper.
9 a.m. Friday, Room 313

RACHEL MCCARVER, MJE, advises Bull Dog News Network and co-advises 2016 Pacemaker finalist, The Triangle newsmagazine and 2011 Pacemaker winner, cnhsmedia.com at Columbus North H.S. McCarver is a former president of the Indiana High School Press Association, a Ball State Young Alumni Award recipient and a past JEA Rising Star.
9 a.m. Saturday, Room 209

JULIEANNE MCCLAIN, CJE, teaches journalism and advises the Talisman, a student newspaper at Rutherford B. Hayes H.S. in Delaware, Ohio. She is the secretary of the Ohio Scholastic Media Association and is a 2014 Rising Star Award recipient.
1 p.m. Friday, Room 302

MARY ANNE MCCLOUD, retired teacher, participates in the JEA mentoring program in Kansas after advising newspapers, yearbooks and literary magazines for 30 years.
8:30 a.m. Thursday, Room 203

JIM MCCROSEN has been the journalism teacher and newspaper, yearbook and online adviser during his 23 years at Blue Valley Northwest H.S. in Overland Park, Kansas. He is a former professional photojournalist in Southern California. He is the past president of the Kansas Scholastic Press Association.
9 a.m. Friday, Room 205

BECKY A. MCDONALD is an assistant professor of public relations in the Department of Journalism at Ball State University. Prior to coming to Ball State, McDonald was assistant director of communication and marketing and executive editor of publications at the Ohio Dental Association, Columbus, Ohio.
10 a.m. Friday, Room 313

JIM MCGONNELL advised the newspaper, TV broadcast and website at Findlay (Ohio) H.S. for 20 years. All three programs received Pacemaker and Crown awards. Personal honors include DJINF National Journalism Teacher of the Year, CSPA Gold Key, GLIPA Hall of Fame, Master Teacher of Ohio and the JEA Linda S. Puntney Teacher Inspiration Award. He retired to Florida after 35 years of teaching and now works for Walt Disney Cruise Line.
2 p.m. Friday, White River A

JANET MCKINNEY, CJE, convention local committee leader for special events and student entertainment, retired after 41 years teaching and advising newspaper, yearbook and magazine. Her students earned Pacemaker, Silver Crown, All-American and Best of Show honors. She continues to judge publications for state and national organizations, is a member of Scholastic Press Rights Committee and summer workshop yearbook coordinator at Indiana University.
10 a.m. Friday, Room 208; 11 a.m. Saturday, Room 308

MEGAN MCNAMES is a product designer at Bluebridge Digital in Fishers, Indiana, where she puts her journalism and media skills to work researching people and designing apps for them. She is also an adjunct instructor of digital media at Ball State University. She has previously worked as a freelance reporter for Gannett papers in the Midwest.
9 a.m. Saturday, Room 208

MARIA MCKIEL-MACY travels the east coast of Florida working with yearbook and newspaper staffs wishing to be competitive in their critiques. Graduate of the Year at the University of Iowa (1975), she brings basic journalistic expertise to 40-plus years of scholastic journalism experience. Two years ago Mckiel-Macy earned her national certification as a Life Coach, a skill set that serves her world well.
11 a.m. Saturday, White River D

SARAH MESSMANN has been the North Central Ohio yearbook representative for Walsworth Yearbooks for six years. She earned her graphic design and marketing degree from The Defiance College. As a former high school basketball coach, Messman knows how to motivate students while helping them design the best yearbook they can.
10 a.m. Saturday, Room 102; 11 a.m. Saturday, White River J

EDDIE METZGER is a sophomore public relations major at Ball State University. He hopes to use storytelling and leadership to pursue an innovative career in communications. Metzger works with the Digital Corps, an emerging technologies student group that uses design thinking to solve problems for clients on and off campus.
10 a.m. Saturday, Room 314

JULI METZGER has more than 25 years' experience as a journalist, editor and publisher. She holds a bachelor's degree in journalism and a master's degree in information and communication sciences. As coordinator for Unified Media, she oversees the space where the student-run publication staff works. The Unified Media Lab is a collaborative workspace, where students learn all platforms.
8 a.m. Saturday, White River G

BILL MILES has been an entrepreneur for more than 15 years. His initial startup brought imaging to the internet in the mid-1990s. He later launched the nonprofit group, Grassroot Soccer; into a global brand. Miles joined Picabo in 2012 and has led the yearbook team to multimillion dollar growth each year. He is a graduate of the University of Pennsylvania and Boston University Law School.
1 p.m. Friday, White River H

11 a.m. Saturday, Room 307

JEFF MOFFITT, MJE, is creative accounts manager for Jostens. Previously, Moffitt advised the award-winning Oracle newspaper and the Torch yearbook at Olympia H.S. in Orlando, Florida. He is a National Board Certified Teacher in career and technical education. Moffitt was OHSS's 2007 Teacher of the Year. JEA named him a Special Recognition Yearbook Adviser in 2010 and a Rising Star in 2006.
8 a.m. Saturday, White River D; 2:30 p.m. Saturday, White River A

RHONDA MOORE is a retired journalism adviser who worked most recently at McCallum H.S. in Austin, Texas. She is a CSPA Gold Key recipient and has been awarded Texas’ Edith Fox King Award and Max R. Haddick Teacher of the Year Award. Her students have won NSPA's Pacemaker, CSPA's Silver Crown and ILPC's Gold, Silver and Bronze Stars.
Noon Friday, Room 203

MALCOLM MORAN, director of the Sports Capital Journalism Program at Indiana University.

Visit jea.org/eval to evaluate sessions
University—Purdue University Indianapolis, has covered the Olympic Games for The New York Times during a 32-year career. Since 2013 he has been at IUPUI, home of the nation’s first graduate program in sports journalism. He is a member of the U.S. Basketball Writers Hall of Fame and received the Curt Gowdy Print Media Award for outstanding lifetime basketball coverage.

9 a.m. Friday, JW Grand 5; 10 a.m. Friday, JW Grand 5

AMY MORGAN, MJE, teaches journalism and advises yearbook, newspaper and online journalism at Shawnee Mission West H.S. Morgan is secretary of the Kansas Scholastic Press Association and is frequent workshop and conference speaker.

9 a.m. Friday, JW Grand 4; 10 a.m. Friday, Room 204

R.J. MORGAN, CJE, is the director of the Mississippi Scholastic Press Association and an instructor in the Meek School of Journalism and New Media at the University of Mississippi (Ole Miss). He previously advised the newspaper, yearbook and broadcast programs at Starkville H.S. and was a finalist for Mississippi Teacher of the Year in 2011.

11 a.m. Friday, Room 313

TIM MORLEY, CJE, advises the Nexus yearbook at Inland Lakes (Mich.) H.S. He is a trustee on the board of directors for the Michigan Interscholastic Press Association and the photojournalism chair of the JEA curriculum committee.

In 12 years of advising at this small, rural school, his staffs have taken the publication from a scrapbook to a Pacemaker, Gold Crown and multiple Spartan award winner.

Noon Friday, JW Grand 9-10; 11 a.m. Saturday, JW Grand 1-4

ALYSSA MOSES has been a professional photographer for all of the professional sports franchises in St. Louis for more than five years. She believes great images come from preparation and practice and knowing your camera inside and out. She understands not only how to get great images but what makes great yearbook memories. And she will teach you how to capture them.

1 p.m. Saturday, White River G

APRIL MOSS, CJE, advises yearbook and teaches photojournalism and journalism at Pike H.S. in Indianapolis. While teaching in one of the most diverse schools in the state, Moss focuses on obtaining diverse staffs. Her staff, The Pike’s Peek, has won several local and national awards.

11 a.m. Friday, Room 204; 10 a.m. Saturday, Room 203

DAN MUELLER, CJE, started in yearbook as a high school editor and loved it so much he made it his career as a Herff Jones representative. He is passionate about student leadership and empowering editors.

9 a.m. Friday, White River J

BARBARA MUNSON, a woman of the Oneida nation, chairs the WIEA Taskforce on Race-based Mascots and Logos and has been an advocate for ending the use of school-sanctioned stereotyping for more than 25 years. Her efforts in Wisconsin have helped more than 35 schools retire their mascots and is also active in networks with advocates in other states and national movements, including ChangeTheName.

2 p.m. Friday, JW Grand 1-2

MARK MURRAY is the director of Technical Services and Systems Integration for the Arlington (Texas) School District. He serves as the executive director of the Association of Texas Photography Instructors. He is the recipient of the Carl Towley Award and the Medal of Merit from JEA and a Pioneer Award from NSPA.

8:30 a.m. Thursday, Room 309/310; 9 a.m. Friday, White River A; 9 and 10 a.m. Saturday, JW Grand 1-4

REGINA MURRAY is a Jostens yearbook representative in the Chicago suburbs. She works with schools to help them create the yearbooks of their dreams. With 18 years’ experience as a yearbook rep and 13 years of teaching (nine of those advising yearbook), ink is in her blood, and she enjoys working with staffs every day.

9 a.m. Friday, Room 309/310

HEATHER NAGEL, CJE, advises the Lion’s Roar yearbook at Christ Presbyterian Academy in Nashville, Tennessee, and is the Tennessee state director for JEA. Her staff has received a Newsmaker, NSPA Best of Show, CSPS Silver Crowns, CSPS Gold Medals, and THSPA Best Overall Yearbook. In 2012, Nagel was named a JEA Special Recognition Yearbook Adviser and Tennessee High School Press Association’s Bonnie Hufford Outstanding Media Adviser.

11 a.m. Friday, White River I; 11 a.m. Saturday, Room 204

DAVID NATHAN advises The Review at St. John’s School in Houston. An English teacher, he wrote movie reviews for his high school and college newspapers before working as an entertainment critic in Los Angeles and Houston. He also has compiled and edited three books of baseball quotations and has written for several national publications.

9 a.m. Friday, JW Grand 7; 10 a.m. Saturday, Room 204

SARAH NEAL-ESTES advises young journalists seeking experience in audio journalism, a growing field. She is the statewide managing editor for Indiana Public Broadcasting. Before leading IPB News, Neal-

Speaker Bios

Estes founded two audio journalism courses at Indiana University and reported and produced at KUAC in Alaska, where she also freelanced nationally. She earned her master’s degree at the University of California at Berkeley Graduate School of Journalism.

1 p.m. Saturday, White River D

MAX NEGIN is an assistant professor at Elon University and four-time Emmy winner for his work for NBC Sports Olympic coverage in 2010 in Vancouver and 2012 in London and for Comcast SportsNet in Philadelphia. In his decades-long sports production career, Negin has also worked for ABC, FOX, ESPN and HBO. He is the co-author of the book “Total Sportscasting: Performance, Production, and Career Development.”

10 a.m. Friday, White River H; Noon Saturday, White River C

ABRIANNA NELSON, CJE, advised publications at Pleasant Ridge H.S. in Easton, Kansas. She majored in journalism at Washington and Lee University and holds graduate degrees in education from The College of William and Mary and the University of Virginia. She currently teaches social studies at Washington-Lee High School in Arlington, Virginia, and serves as the JEA curriculum module leader for entrepreneurship.

9 and 10 a.m. Friday, Room 303

TERRY NELSON joined with Texas writer Bobby Hawthorne to interview coast-to-coast alumni at the EchoXtra 2015 celebration. Her interviews became the basis for YouTube videos: “The Freedom Trilogy: How Journalism Changes Lives.” A 2001 National Journalism Teacher of the Year, the veteran adviser/workshop leader is now a journalism instructor at Indiana State University in Terre Haute.

11 a.m. Friday, White River A

SUSAN NEWELL, MJE and NBCT, advised award-winning newspapers and yearbooks for 32 years. She is JEA state director for Alabama, a SIPA board member and a former ASPA president. She is an Alabama Adviser of the Year, a DJNF Special Recognition Adviser and Distinguished Adviser, and an ASNE Reynolds HSJ Institute fellow.

8 a.m. Saturday, Room 302/303; 9 a.m. Saturday, Room 302/303

MARK NEWTON, MJE and JEA’s president, teaches journalism at Mountain Vista H.S. in Highlands Ranch, Colorado, and advises VISTAj. The comprehensive media program includes the Eagle Eye newsmagazine, VistaNow.org, Eagle Vision TV and Aerie yearbook.

8:30 a.m. Thursday, Room 304/306; 9 p.m.
Thursday, White River F; 8 a.m. Friday, White River H; noon Friday, JEA Suite; 4 p.m. Friday, Room 103/104, then JEA Suite; noon Saturday, White River F; 2:30 p.m. Saturday, Room 307

CASEY NICHOLS, CJE, advises student media at Rocklin (California) H.S. In his 32nd year of teaching, he has a profound passion for journalism education. He is an NSPA Pioneer, JEA Medal of Merit and JEA Yearbook Adviser of the Year recipient. Nichols serves as JEA Awards Committee chair.
11 a.m. Saturday, Room 306; Noon Saturday, White River F

SARAH NICHOLS, MJE, advises student media at Whitney H.S. in Rocklin, California, where her students have been recognized with top national and state honors. Nichols is JEA’s vice president and a member of the Scholastic Press Rights and Digital Media committees. The 2010 National Yearbook Adviser of the Year, she has been honored with JEA’s Carl Towley Award and Medal of Merit and NSPA’s Pioneer Award.
9 a.m. Friday, White River H; 11 a.m. Friday, Room 101; noon Saturday, White River F

PAUL NIWA chairs the Journalism Department of Emerson College. He has won national awards for his innovative teaching, research and professional work. He develops immersive websites and apps for iOS and Android. As a professional journalist, Niwa helped NBC launch two international television networks and six news programs, and he created one of the world’s first online newscasts.
9 a.m. Friday, Room 208; noon Saturday, Room 101

RICH NYE “The Sports Guy” brings vast experience and hometown perspective to his sports reporting for WTHR, Channel 13, Eyewitness News. Nye graduated from Butler University and has spent his entire broadcasting career in central Indiana. He has worked at WTHR for 22 years. Nye previously worked in radio as a news and sports reporter, play-by-play announcer, producer and disc jockey.
10 a.m. Friday, JW Grand 5

KRISTY NYP, CJE, is in her 11th year advising yearbooks, newspaper and multimedia production. This is her fifth year teaching at Manhattan (Kansas) H.S., where her students produce a weekly print and online newspaper, a yearbook, and audio and video content. Previously, she spent nearly 20 years professionally in journalism, corporate communications and philanthropic fundraising.
1 p.m. Saturday, Room 308

SPENCER O’DANIEL advises the West Word newspaper, Trail yearbook and Pioneer TV at West H.S. in Wichita, Kansas. In his fifth year as a high school adviser, he will graduate with a master’s degree in communications from Wichita State University this fall. His future goals include earning his doctorate and eventually teaching journalism at a collegiate level.
11 a.m. Saturday, White River C

MICHELLE O’MALLEY has been an advertising and public relations professor since 2000, and has worked at Kansas State University, University of South Dakota, and now at Ball State University. She advises the Ball State American Advertising Federation Student Organization. This year the AAF team placed first in regionals.
1 p.m. Friday, White River D; 2 p.m. Friday, White River D

PAMELA O’REILLY is the adviser for Snider H.S’s yearbook, The Safari, and newsmagazine, The Scroll.
1 p.m. Friday, White River G

LORI OGLESBEE, MJE, is the online news adviser of EagleNationOnline.com in her first year at Prosper (Texas) H.S. The 34-year veteran was the 2009 National Yearbook Adviser of the Year and the 2005 Texas Journalism Teacher of the Year. Her students have won
PACEMAKERS, CROWNS, STARS AND INDIVIDUAL AWARDS

JENNIFER ORTMAN has advised yearbook for 10 years and newspaper for five. Her publications have been recognized at the state and national levels, and she has presented around the country at journalism conventions. Noon and 1 p.m. Saturday, White River H

LARRA OVERTON works as the traffic reporter for FOX59 Morning News, but that's just how she starts her day. She is also a sideline reporter and track and field analyst for Fox Sports, plus the in-game host and reporter for the Indiana Pacers at Pacers.com. Overton also co-hosts the weekly “Colts Up Close” show and works as a sports reporter for FOX59 and CBS4. 9 a.m. Friday, JW Grand 6

JED PALMER, CJE, advises the Eagle Eye View Yearbook, Summit Newspaper, Summit online and Sierra Television at Sierra Middle School in Parker, Colorado. His staff has earned CSPA Gold Crowns, NSPA Pacemakers, Gold Medalist and All-American critiques, CSPA Picture of the Year and many other awards. He was a JEA Distinguished Yearbook Adviser in 2013 and the ChiSPA Teacher of the Year in 2013. 8:30 a.m. Thursday, Room 201; 1 p.m. Friday, JW Grand 9-10

MEGAN PALMER, CJE, is in her eighth year advising the newspaper, yearbook and website at Park Hill South H.S. in Riverside, Missouri. She was the 2013 Missouri State High School Journalism Teacher of the Year and currently serves as president of Journalism Educators of Metro KC. 11 a.m. Friday, JW Grand 4


MEGAN PERCIVAL, CJE, teaches photojournalism and AP Psychology and advises The Clan yearbook staff at McLean (Virginia) H.S. The Clan has been recognized with the NSPA Pacemaker and CSPA Gold Crown and is in the NSPA Hall of Fame. Percival earned a Gold Key from CSPA in 2013 and was a 2014 JEA Distinguished Adviser. 2 p.m. Friday, JW Grand 3; 11 a.m. Saturday, Room 205

NAOMI PESCOVITZ is an Emmy Award-winning journalist currently serving as a weekend anchor and weekday reporter for WTHR Channel 13. Pescovitz graduated from the Medill School of Journalism at Northwestern University with majors in journalism and international studies. In high school, she served as yearbook editor and attended several JEA/NSPA conventions. 11 a.m. Saturday, White River A

CHARLOTTE PEYTON, CJE, is a Balfour yearbook representative in northern Virginia. She served as journalism and yearbook adviser at Battlefield H.S. in Haymarket, Virginia for five years. Peyton is also a published author of a young adult novel about a young high school journalist, “Along the Garden Path.” 9 a.m. Friday, Room 101; 11 a.m. Friday, Room 205

GENE POLICINSKI is chief operating officer of the Newseum Institute, the programs and thought leadership partner of the Newseum, in Washington, D.C. A veteran journalist, and one of the founding editors of USA TODAY, he is a nationally recognized expert on First Amendment issues. 2 p.m. Friday, JW Grand 7

REBECCA POLLARD, MJE advises high school student media at Heritage H.S. in Frisco, Texas. During her 17-year career in scholastic journalism, she has advised yearbook, broadcast, newspaper, web and literary magazine. Her programs have won state awards and have been recognized nationally. She is the Journalist of the Year Committee chair for JEA, and teaches at publication workshops around the country. 10 a.m. Saturday, Room 208; noon Saturday, Room 302/303

TARA PUCKETTY is the membership strategist for the Society of Professional Journalists, helping the organization’s 7,000 members and more than 150 chapters with all things journalism. In addition, she facilitates the Ted Scripps Leadership Institute around the country, training and empowering newsroom leaders. Puckey is a journalism graduate of IUPUI and recently completed her MBA at Western Governors University. Connect with her on Twitter, @tpuckey. 9 a.m. and 1 p.m. Thursday, White River I

LINDA PUNTNEY, MJE, is JEA’s interim executive director, and former director of Student Publications Inc. and adviser to the Royal Purple yearbook at Kansas State University. She received JEA’s Carl Towley, Teacher Inspiration, Lifetime Achievement and Medal of Merit awards, CSPA’s Gold Key and Charles O’Malley awards and NSPA’s Pioneer Award. Named Distinguished Yearbook adviser, she is in the CMA Hall of Fame. 7:30 p.m. Thursday, JW Grand Ballroom; 9 p.m. Thursday, White River F; noon Saturday, White River F; 8:30 a.m. Sunday, JW Grand Ballroom

RENEE QUAIFE is the adviser of the Silhouette literary magazine at Sparkman H.S. in Harvest, Alabama. She has been the adviser for nine years. Quaife is the vice president of the Alabama Scholastic Press Association. 9 a.m. Friday, Room 302

DAVID A. RAGSDALE, CJE, has advised student publications since 2001 at Clarke Central H.S. in Athens, Georgia, where he advises the Odyssey news magazine, Odyssey Online, ODTV and Iliad literary-art magazine. His staffs have received top honors in critiques and competitions across the country. He was the Georgia Scholastic Press Association Adviser of the Year in 2007 and was named an ASNE Reynolds Fellow in 2014. 10 a.m. Saturday, White River D; noon Saturday, Room 208

JUSTIN RAISNER advises The Highlander newspaper, ScotCenter videos and Scot Scoop News, which won a National Online Pacemaker in 2014. He has been advising media at Carlmont H.S. since 2009. 11 a.m. Saturday, Room 101

MARGIE RAPER, MJE, advises the Highlander yearbook at Highland Park H.S. in Dallas. She is proud to share her passion for scholastic journalism with her students, see them grow as storytellers and celebrate their achievements. She serves as the president-elect of the Texas Association of Journalism Educators. 8 a.m. Saturday, Room 204; noon Saturday, White River J; 1 p.m. Saturday, Room 302/303

RACHEL RAUCH, CJE, advises the award-winning Highlander newspaper, The Highlander Online, and the Tartan yearbook at Homestead H.S. in Mequon, Wisconsin. She is a 2015 DJINF Distinguished Adviser and KEMPA Newspaper Adviser of the Year. She serves as the JEA state director in Wisconsin and is on the JEA Digital Media, KEMPA and Walsworth Idea File boards. 1 p.m. Friday, White River J

BILL RAWSON is a teacher of journalism and English and adviser of the school newspaper, The Smoke Signal (psmouthesignal.com), at Pasccack Valley H.S. in Hillsdale, New Jersey. He was a sports writer for a daily newspaper in New Jersey in a previous lifetime. 2:30 p.m. Saturday, White River D

JON REESE, CJE, has advised student media at Decatur (Georgia) H.S. for 24 years. He is the Georgia state director for JEA and presents yearly at state and national conventions. His school’s newspaper, Carpe Diem, has won Pacemakers, Gold Crowns and Gallup Awards.
Reese coordinates his school’s Senior Project and IB Diploma Programme’s Creativity, Action and Service component.

10 a.m. Friday, JW Grand 1-2; 2 p.m. Friday, Room 206; 11 a.m. Saturday, JW Grand 5

LAUREN REICHART SMITH, Ph.D., is a faculty member in The Media School at Indiana University. Previously, she was the associate director for public relations at Auburn University. As a former television producer, she has worked in both the Atlanta and Birmingham television markets and received an Emmy nomination in 2005 for her work. Her main research area lies in media sport — the intersection between sports and mass media.

Noon Friday, JW Grand 5

CINDY RENAUD advises The Beacon yearbook, teaches student publications and English. She was named 2015 Jan Kohls Yearbook Adviser of the Year. Renaud serves on the Kettle Moraine Press Association board.

2 p.m. Friday, Room 208

SALLY RENAUD is the executive director of the Illinois Journalism Education Association. She is the adviser of the Warbler yearbook at Eastern Illinois University, where she teaches journalism. She has worked in newspapers in Colorado and Missouri.

2 p.m. Friday, Room 301

JONATHAN ROGERS, MJE, advises the Pacemaker award-winning Little Hawk newspaper and The Red and White yearbook at Iowa City (Iowa) H.S. Rogers is a DJNF Distinguished Adviser, JEA Professional Outreach chair, NCTE liaison and IHSPA president. He blogs for JEA Digital Media, MediaShift and Medium.

@jon_rogers
10 a.m. Friday, Room 102; 9 and 10 a.m. Saturday, Room 205

VERONICA SARMIENTO, CJE, brings her ad agency and design experience into the classroom at Seminole H.S. in Sanford, Florida, where she advises the Salmagundi yearbook and teaches AP Studio Art and Digital Design. She led the creation of the Mass Media CAPE Academy, which she chairs, to mirror the industry and training manager and uses her experience as a high school teacher and yearbook rep to inform her passionate philosophy of student journalism. She believes student journalism can be one of the most valuable learning opportunities offered in a high school and loves to provide resources that will help build a thriving program. Saurer speaks at local and national conventions.

2 p.m. Friday, Room 313

LAURA SCHAUB, CJE, is Lifetouch’s national key accounts manager. Previously, she directed the Oklahoma Interscholastic Press Association and served as a professor of journalism at the University of Oklahoma. She is past CSPAA president and has received the Gold Key, O’Malley, Paschal and Murphy awards from CSPAA.

9, 10 and 11 a.m. Friday, JW Grand 8

ROBERT SCHEER has been a visual journalist at The Indianapolis Star and IndyStar.com for the past 18 years. Well-trained in video and multimedia in addition to still photography, Scheer has covered three Super Bowls, many Final Fours, the 2004 Olympics in Greece, and the war in Iraq. He has a bachelor’s degree in biology from Humboldt State University and is a graduate of the 2007 Platypus Video Workshop.

2 p.m. Friday, JW Grand 9-10

HAL SCHMIDT has been working with student publications for more than 30 years, training staffs to get the most from their software. He is a representative for the Houston office of Balfour yearbooks and co-owner of PS Graphics in Fredericksburg, Texas.

10 and 11 a.m. Friday, Room 309/310; 9, 10 and 11 a.m. Saturday, Room 309/310

SABRINA SCHMITZ, CJE, is a representative of Walsworth Yearbooks and is the former adviser at J.W. Mitchell H.S. in Florida. Under her leadership, The Stampede yearbook earned multiple CSPA Crowns, an NSPA Pacemaker, and was a 2012 Design of the Year Finalist. In 2013, Schmitz was MHS teacher of the year and finalist for Pasco County Schools teacher of the year. She teaches at workshops and conventions around the country.

9 a.m. Friday, JW Grand 9-10, and 2:30 p.m. Saturday, White River 1

MATTHEW SCHOTT, CJE, advises the newspaper, website, yearbook and broadcast at Francis Howell Central H.S. in St. Charles, Missouri. His publications have won numerous awards from NSPA, CSPA, Quill and Scroll and state and local organizations. Schott formerly worked as a graphic designer for papers in Illinois, Missouri and Florida. Schott was recognized as a DJNF Distinguished Adviser in 2013.

9 a.m. Saturday, Room 205

KATHLEEN SCHUCKEL teaches journalism, English 10 and advises the student newspaper, Focus, at Perry Meridian H.S. in Indianapolis. She previously taught at two other high schools and at four Hoosier colleges. Most of Schuckel’s journalism experience has been with daily newspapers, including The Indianapolis Star and News, and as a freelance writer for newspapers and magazines. She has won more than a dozen writing awards. Schuckel’s writing specialty is narrative nonfiction.

9 and 10 a.m. Saturday, Room 107

AMY WIMMER SCHWARB is the editor of Champion, a college sports magazine published quarterly by the NCAA. Schwarb took her first newspaper job at age 12 and began her post-college career at the St. Petersurg Times in Florida. She has taught college journalism at the University of Indianapolis and the University of Florida. Schwarb is a graduate of the Indiana University School of Journalism.

10 a.m. Friday, JW Grand 6

JOHN SCHWAB is senior communications manager of the Indianapolis Motor Speedway, home of the Indianapolis 500. A graduate of Indiana University and former sports editor of the Indiana Daily Student, he also has worked as a web editor at the PGA Tour, a motorsports writer for ESPN.com and a sports writer for Florida’s St. Petersburg Times, now known as the Tampa Bay Times.

10 a.m. Friday, JW Grand 6

JOHN SCOTT works for Roberts Camera in Indianapolis as a part of the Professional and Educational Sales Group. He started work in the professional photographic market in 1998, and he is passionate about helping others expand their ability and knowledge.

11 a.m. Friday, White River Foyer near Room 105

ANDREW M. SEAMAN is the chair of the ethics committee for the Society of Professional Journalists, which is the world’s largest broad-based journalism organization. In that role, Andrew helps oversee the Society’s Code of Ethics, which is the industry’s standard. He is also the senior medical journalist for Reuters in New York City.

Visit jea.org/eval to evaluate sessions
2:30 p.m. Saturday, Room 205; 7 p.m. Saturday, White River A-D

JOHN SEIGEL BOETTNER likes to call himself the CEO (Chief Enchantment Officer) of Teen Press, a quarterly elective middle school journalism program that he cofounded while still a teacher at Santa Barbara Middle School. He now works to inspire teachers to cook up the magic and power of stories using the Teen Press program in their own classrooms around the world.
1 p.m. Saturday, White River J

AMY SELNER is the adviser for The Central Story yearbook staff. She has taught African American history and civics for 12 years and added the journalism class during the last four years at Nash Central H.S. in Rocky Mount, North Carolina.
8 a.m. Saturday, Room 102; 9 a.m. Saturday, Room 313

PAUL SIEGEL is in his first year as adviser of the Chrysalis yearbook at Dunwoody (Georgia) H.S. 2:30 p.m. Saturday, Room 206

MIKE SIMONS, MJE, is the award-winning adviser of the 55-student Tesserae yearbook at Corning-Painted Post H.S. in upstate New York. Vice president of the Columbia Scholastic Press Advisers’ Association, Simons is a frequent instructor and featured speaker at regional and national workshops. He is a 2015 Distinguished Yearbook Adviser.
8:30 a.m. Thursday, Room 201; 10 a.m. Friday, White River A; 1 p.m. Friday, JW Grand 9-10

SUE SKALICKY, MJE, advises journalism at Legacy H.S. in Bismarck, North Dakota. She teaches journalism, advises newspaper, the news website LHStoday.com and The Legend yearbook. Over the past 28 years, Skalicky has worked as a medical photographer, a journalist, a leadership speaker and a freelance writer. She is the JEA state director for North Dakota.
Noon Friday, Room 205; 1 p.m. Friday, Room 203

CAROL SMITH retired after advising the newspaper at Lovington (Illinois) H.S. for many years. As a JEA mentor, she has compiled information to aid new advisers in helping young journalists succeed. She also serves on the IJEA board.
1 p.m. Saturday, Room 208

KATHY SMITH, MJE, advises The Cauldron yearbook, Downers Grove (Illinois) North H.S. The Cauldron has earned multiple state and national awards. Smith also is a reading specialist and is in the process of completing her doctorate.
Noon Friday, Room 305

NANCY Y. SMITH, MJE, advises publications at Lafayette H.S. in Wildwood, Missouri. She has been teaching/advising for 31 years, and is the JEA’s national contest chair. She also serves as vice president for the MJEA. She has been recognized as a DJNF Special Recognition and Distinguished Adviser. She was also a Distinguished Adviser in the National Yearbook Adviser of the Year competition.
6 p.m. Friday, White River F

MARTIN SMITH-RODDEN, Ph.D., is an assistant professor of journalism at Ball State University. For three decades he’s been a photojournalist and photo editor. He has worked in the Baltimore/Washington, San Antonio (Texas) and Norfolk (Virginia) metro areas. He was named Photo Editor of the Year by the National Press Photographers Association’s Best of Photojournalism competition (2011) and also Mid-Atlantic Regional Photographer of the Year in 1996.
Noon Saturday, White River G

AMY SORRELL advises the Archer yearbook in Antwerp, Ohio. The staff self-publishes its yearbook, which enables it to turn a profit on sales. Sorrell received the Courage in Journalism and Mary Beth Tinker awards in 2007 while teaching in Indiana. Sorrell is also a Google Certified Trainer and teaches high school English.
8 and 9 a.m. Saturday, Room 301

MARGARET SORROWS, CJE, retired from Bryant (Arkansas) H.S. in 2015 after advising publications for 36 years in Arkansas, Texas and Virginia. She now works as an educational and creative consultant for Jostens. She was the 2014 JEA H.L. Hall Yearbook Adviser of the Year.
9 and 10 a.m. Saturday, White River G

HOWARD SPANOGLE, retired adviser of the Glenbard East Echo (Lombard, Illinois), was drafted as consultant for a successful national celebration of Echo staffs, about 200 alumni, 1967 to 1993, at Cartigny. The assistant editor of Communication: Journalism Education Today found himself advising and being advised. A special goal: raising money for the Student Press Law Center.
11 a.m. Friday, White River A

JOHNNY SPARKS, Ph.D., has been an advertising professor since 2006. He has taught at University of Alabama, Texas Tech, Central Michigan and now, he is the department chair of journalism at Ball State University.
1 and 2 p.m. Friday, White River D

RYAN SPARROW leads the news graphics sequence at the Ball State University Department of Journalism where he has been teaching for the past 12 years. At Ball State, he helps advise designers in student media and directs Ball State at the Games, an immersive learning course that has taken more than 100 students to the Olympic Games.
Noon Friday, Room 313

MARY SPILLMAN is an associate professor in the Department of Journalism at Ball State University where she oversees the News Concentration. Her teaching and research center on new media and digital storytelling. She has worked as a writer and broadcast editor at The Associated Press and as a reporter and web editor at several stations in Indianapolis.
10 a.m. Saturday, Room 101

SANDRA SQUIRE is principal of Ben Davis H.S. in Indianapolis. Prior to being named principal, Squire was assistant principal for curriculum and instruction and a former English department chair at the school.
10 a.m. Friday, Room 201

ALLIE STAUB advises The Scrapbook yearbook at Westfield (Indiana) Middle School. Staub was named a 2015 JEA Rising Star and is the JEA Junior High/Middle School Media Contest co-chair. In her five years of advising, her yearbook students have earned numerous state and national honors including four CSPA Crowns, NSPA Pacemaker, and multiple NSPA Best of Show and Picture of the Year awards.
2 p.m. Friday, Room 307

COLLEEN STEFFEN spent 13 years as a writer and editor for daily newspapers before joining the journalism faculty of Ball State University. As director of BSU at the (Indiana State) Fair and editor of BSU at the (Olympic) Games, she regularly convinces students to just. Get. On. The. Plane. (Or, in non-Olympic years, just eat the deep-fried butter.) They don’t regret it.
2:30 p.m. Saturday, Room 203

LARRY STEINMETZ, CJE, has been a yearbook and newsmagazine adviser for 17 years at Bullitt East H.S. in Mount Washington, Kentucky. His Endeavor and Livewire staffs have earned numerous recognitions. He currently is focused on improving video content for both publications.
10 a.m. Saturday, Room 301

SAMARUDDIN “SAM” STEWART is a journalist and media technologist based in the San Francisco Bay Area and is the co-founder and project leader for the grant-funded Verified Pixel Project (http://kng.ht/1ADB8d4). Stewart is currently the U.S. Department of State’s 189th Franklin Fellow, serving as a media expert providing strategic advising on media outreach and audience engagement. @samends
2 p.m. Friday, Room 102; 9 a.m. Saturday, Room 204

LISA STINE advises the Hornet yearbook and Prospective newspaper at Bryant (Arkansas) H.S. and is proud to carry on the prestigious Bryant
journalism tradition. She previously advised the Bryant Freshman Academy yearbook, and students on her staffs have received several state and national awards.

1 p.m. Friday, Room 302

RIC STRANGES is in his 37th year of education. He is principal at Rutherford B. Hayes H.S. He has a bachelor's degree from Ohio State University, master's degrees from Ashland University and the Ohio State University, and his doctorate from Ohio University.

JIM STRAUB has been with Walsworth Yearbooks for 16 years. His passion is to help staffs create their best possible work while having fun and being motivated. His career has included working as a cover artist, computer support tech, new rep trainer and sales.

10 a.m. Friday, White River J

LYNN STRAUZE, CJE, advised 30 yearbooks before retiring, the last 13 at East Lansing (Michigan) H.S. Strauze continues to speak and judge for national, regional and state organizations. She was named Michigan's Adviser of the Year, JEA National Yearbook Adviser of the Year, and has received a CSPA Gold Key, NSPA Pioneer Award and JEA Lifetime Achievement Award. She works as a Herff Jones yearbook consultant.

8 and 9 a.m. Saturday, White River J

JOHN STRAUSS teaches journalism at Ball State University and is the faculty adviser to the Ball State Daily News. He previously was City Hall reporter, columnist and online editor at The Indianapolis Star and an editor and manager with The Associated Press. He is also an independent producer for public radio and television.

2:30 p.m. Saturday, White River C

ALAN SWANK is Balfour's East Coast regional vice president. A regular speaker at JEA/NSPA conventions as well as regional summer workshops, he brings a highly interactive real-world approach to a variety of yearbook topics. His sessions consist of field-tested tips and tricks for creating a better and more inclusive yearbook in any high school setting.

1 p.m. Friday, Room 101; 2 p.m. Friday, White River J

SHARON SWANSON has advised yearbooks for about 20 years. By this time in her career, if things don't run exceptionally smoothly, there is something seriously wrong.

Noon Saturday, Room 313

RANDY SWIKLE, CJE, was a writer and voluntary publicist for the EchoXtra 2015 celebration at Cantigny on the McCormick Foundation Estate (Wheaton, Illinois). He envisions the event as an inspiration for action by scholastic media alumni. The 1999 National Journalism Teacher of the Year is author of the McCormick Foundation's “Protocol for Free & Responsible Student News Media.”

11 a.m. Friday, White River A

BOBBI TEMPLET, CJE, has been teaching broadcast journalism for 10 years. The award-winning broadcast program produces a newscast biweekly, along with many other video projects for the school and community. She earned her journalism degree from Ball State University.

8 a.m. Saturday, White River C

EMILY THEIS is a producer at Upstatement, a Boston design agency with editorial clients like The Boston Globe, ESPN, and MIT Technology Review. Previously Theis was a print designer at the Minneapolis Star Tribune and The Boston Globe. She's an Indy native with a Ball State University journalism degree, is addicted to the internet, and has a very cute dog she promises to show pictures of.

10 a.m. Saturday, White River I; 1 p.m. Saturday, Room 101

AJ THOMAS has been on the Lion's Roar yearbook staff for four years at Christ Presbyterian Academy in Nashville, Tennessee. She is the editor-in-chief and has been part of a staff that received an NSPA Pacemaker and a CSPA Crown, plus several awards from THSPA. In previous years, she was the mini-mag editor and calendar editor. She also has been a staff photographer.

11 a.m. Friday, White River I

ERIC THOMAS, MJE, directs the Kansas Scholastic Press Association and the Jayhawk Media Workshop while teaching journalism at the University of Kansas. KSPA boasts 150 member schools who compete in annual, state and regional contests. The Jayhawk Media Workshop hosts students at KU each June. Before teaching at KU, Thomas advised online, yearbook and news media at St. Teresa’s Academy in Kansas City, Missouri.

10 a.m. Friday, White River D; 2 p.m. Friday, White River I

JENNIFER FREEMAN THOMPSON, CJE, has never met an ultrathin sans serif she didn't like. A magazine design and marketing veteran, Thompson is the director of marketing and education for Picaboo Yearbooks. She is a former award-winning college yearbook editor and stays actively involved in scholastic journalism organizations as a speaker and judge in her home state of Arkansas and beyond.

11 a.m. Friday, Room 209

CINDY TODD formerly advised the yearbook at Westlake H.S. in Austin, Texas. Her students earned top awards from ILPC, CSPA and NSPA. Todd received the 2012 H.L. Hall National Yearbook Adviser of the Year, Max
**Speaker Bios**

**MELISSA WARNER** has advised publications for 14 years at Center Grove H.S. in Greenwood, Indiana. She has spent the past five years co-advising a converged newsroom that manages several social media accounts and produces a quarterly news magazine, yearbook, daily announcements, weekly broadcast and a website.

11 a.m. Friday, JW Grand 7; noon Saturday, White River A

**CHRIS WAUGAMAN, MJE**, teaches journalism at Prince George (Virginia) H.S., where he advises the Royal News newspaper, trnwired.org online news, PGTV News broadcast, Peerage yearbook and Etcetera literary magazine. His staffs have won NSPA Pacemakers and CSPA Gold and Silver Crowns. He was the DJNF 2014 National High School Journalism Teacher of the Year.

8:30 a.m. Thursday, Room 202; 9 a.m. Friday, JW Grand 1-2; noon Friday, White River G

**CARMEN WENDT, MJE**, has been a teacher and adviser more than 30 years, advising both yearbook and newspaper staffs. She was a member of the Phoenix local committee, is JEA Arizona state director and is in the Arizona Adviser Hall of Fame.

11 a.m. Friday, Room 303; 2 p.m. Friday, Room 304

**KARI WHISLER, CJE**, is the local Jostens representative serving the Midwest for the past eight years. She has been integral to her yearbook community by helping schools achieve accolades and continue to be financially sound.

9 a.m. Friday, Room 204

**ANTHONY WHITTEN** serves as the scholastic journalism outreach coordinator at the University of Oregon and Northwest Scholastic Press executive director. He previously advised The Guardian yearbook and The Watchdog newspaper at Westfield H.S. in Chantilly, Virginia, for seven years. He also advised The Stone Observer, a middle school newspaper. In 2013, JEA awarded him its Rising Star.

8:30 a.m. Thursday, Room 204

**LAURA WIDMER** serves as executive director at National Scholastic Press Association. Previously, Widmer advised yearbook, newspaper, digital and magazine staffs for 34 years at the college, high school and middle school levels. Her publications have been awarded the Pacemaker from Associated Collegiate Press. She is a recipient of NSPA's Pioneer Award, College Media Association's Multimedia Adviser and Distinguished Yearbook Adviser of the Year awards and is a member of...
Foundation was to evaluate sessions
7:30 p.m. Thursday, JW Grand Ballroom; 9 p.m. Thursday, White River F; 11 a.m. Friday, Room 206; noon Saturday, White River F; 3:30 p.m. Saturday, JW Grand Ballroom

SHANNON WILLIAMS served as a high school and college yearbook editor for award-winning publications, managed an award-winning weekly newspaper following college and interned for the “CBS Evening News” during the Oklahoma City bombing.
1 p.m. Friday, Room 201

BRADLEY WILSON, MJE, Ph.D., is an assistant professor and student media adviser at Midwestern State University. Publications he has advised have won top national honors repeatedly. He has received JEA’s Carl Towley Award and NSPA’s Pioneer Award. Wilson is editor of Communication: Journalism Education Today, JEA’s magazine.
1 p.m. Thursday, Room 309/310; 8 a.m. Friday, Room 306; 4 p.m. Friday, JW Grand 9-10; 9 a.m. Saturday, White River B

TOM WINSKI, MJE, has taught journalism at the high school and college levels for 35 years. He has experience as a professional photographer, photojournalist, reporter, editor and public relations director. He has advised 20 yearbooks, 25 newspapers and 11 creative arts magazines, all of which have been state and national award-winning publications. He is also the co-author of “Journalism: Writing for Publication.”
1 p.m. Saturday, Room 314

SCOTT WINTER is the author of the 2015 book “Nebrasketball: Coach Tim Miles and a Big Ten Team on the Rise.” He has been a journalist and publication adviser to unmentionable acclaim in four states. His students have won Best of Show competitions, Pacemakers and Hearst Awards. Winter has an unhealthy fascination with the bands Sleater-Kinney and LeTigre.
11 a.m. Friday, White River F; 10 a.m. Saturday, JW Grand 5

JARED WOJTAS is a yearbook representative at Walsworth Yearbooks. Over the past 11 years, he has helped staffs design, sell and produce the yearbook they want by creating a fun environment that challenges staffs to meet and exceed their goals.
10 a.m. Saturday, Room 102

BRIAN WOLFE is in his fifth year teaching interactive media with Lost River Career Cooperative in Indiana. He is also in his fifth year as a Business Professionals of America adviser, Indiana BPA Region 12 coordinator, post-secondary state adviser and 2014 National BPA Emerging Advisor of the Year.
9 a.m. Friday, Room 202; 10 and 11 a.m. Friday, Room 203

ALDEN WOODS is a reporter with the Arizona Republic in Phoenix. A member of the Republic’s Storytelling team, he reports and writes narrative feature stories from across Arizona. He graduated from Indiana University’s Media School in 2016.
10 a.m. Saturday, JW Grand 7-10

CHRIS YARBROUGH advises the Northview Messenger. Since taking over the Messenger, his staff has been nominated for a Pacemaker and has won two CSPQA Gold Crowns. Before becoming a teacher, Yarbrough was a sports writer.
10 a.m. Saturday, Room 307; 11 a.m. Saturday, Room 314

TRACEY YATES THOMPSON, CJIE, has advised student publications for 15 years. While her staff has routinely been fewer than 10 students each year, her students have consistently won recognition on the national, state and local levels. She serves as the Northeast Arkansas regional director of the Arkansas Scholastic Press Association and was named Adviser of the Year by the organization in 2013.
11 a.m. Saturday, Room 209

LAURA ZHU, CJIE, advises the Jamboree yearbook at Toby Johnson M.S. in California. She was Elk Grove USD’s 2013 Teacher of the Year and California League of Middle Schools Educator of the Year. Zhu’s yearbook students have earned several state and national awards including four CSPQA Gold Crowns and 2011 and 2016 NSPA Pacemakers. Zhu is the JEA Junior High/Middle School Media Contest co-chair.
2 p.m. Friday, Room 307

STAN ZOLLER, MJE, is lecturer in journalism at Lake Forest (Illinois) College. He is an at-large director for the JEA board, chair of its Diversity Committee and a member of its Scholastic Press Rights Committee. Zoller is on the Illinois JEA’s board of directors, president of the Chicago Headline Club, and board member of the Northern Illinois Newspaper Association. He also handles projects for the Center for News Literacy.
6:45 p.m. Thursday, White River I; 10 a.m. and noon Friday, Room 202; 8 a.m. Saturday, Room 304; 11 a.m. Saturday, Room 106
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