



SPRING NATIONAL HIGH SCHOOL JOURNALISM CONVENTION

Come SEA us

When most people think of Seattle, they think of the iconic Pike Place Market, the Space Needle and maybe one of the sports stadiums. These are all classic Seattle images, but there are more possibilities to "SEA" here.

SEA the sights

The convention places student journalists and their advisers in the heart of the city, surrounded by historical buildings, beloved tourist attractions and modern-day allures. The Seattle Aquarium, Miner's Landing, as well as a variety of paths, parks and viewpoints are only blocks from the hotel. If you want a bird's-eye view of Pier 57, try the Seattle Great Wheel — a 175-foot tall Ferris wheel that extends 40 feet over Elliot Bay. Hop on the Monorail to the Seattle Center. The Museum of Pop Culture provides visitors with a range of exhibits from musicians like Jimi Hendrix and Nirvana to artifacts in the "Fantasy World of Myth and Magic" including items from "Lord of the Rings" and "Harry Potter."

SEA journalism

Seattle is home to many legendary media organizations that continue to stretch the boundaries of storytelling. Speakers from a variety of outlets are attending the convention, hoping to inspire through stories of how they covered difficult topics like race and diversity and challenging the current media landscape as it continues to evolve in the digital age.

SEA *the* 
POSSIBILITIES

APRIL 6-9, 2017 | SEATTLE.JOURNALISMCONVENTION.ORG
SHERATON SEATTLE AND WASHINGTON STATE CONVENTION CENTER

CAPTURE | CREATE | CELEBRATE

Colorado State University student journalists and media producers capture the moment, create vital stories, and celebrate their community.



THE DEPARTMENT OF JOURNALISM AND MEDIA COMMUNICATION

With state-of-the-art courses, and outstanding faculty, students become multimedia specialists, gaining experience as reporters, writers, and media producers for existing and emerging media. Innovative coursework also provides opportunities in specialized journalism, commercial, and corporate media, sports, entertainment, public relations, and advertising.

ROCKY MOUNTAIN STUDENT MEDIA CORPORATION

When they're not in class or communication technology labs, more than 200 students produce in-the-moment content for Collegian.com. They also program the latest music for KCSU-FM, create nightly programs for Campus Television, develop

in-depth stories for College Avenue or CSU Life magazines, and help fund these efforts through advertising sales.

FACILITIES AND ACCESS

Students have access to six state-of-the-art computer labs, a high-definition television studio, new student media offices and radio station, the latest communication technology, and unlimited access to thousands of self-paced online software and hardware educational programs.

ALUMNI

Graduates report for local, national, and international media, create television series, cover the Olympics, host national radio programs, work in Hollywood, and much more. Since 2013, graduates earned the industry's most prestigious honors

including two Pulitzer Prizes, numerous Emmy Awards, an Oscar nomination, several Edward R. Murrow Awards, and an Overseas Press Club Award among others.



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Colorado State University

KEY FACTS AND DEADLINES

REGISTRATION FEES	EARLY BIRD	STANDARD
JEA and NSPA members	\$90 per delegate	\$100 per delegate
Nonmember students or advisers	\$110 per delegate	\$120 per delegate
Nonmember professionals	\$150 per delegate	\$150 per delegate

Early-bird deadline: **March 15, 2017**

Register online at **seattle.journalismconvention.org**.

Hotel Rates

Rooms at the Sheraton Seattle are \$199 single/double, \$209 triple and \$219 quad, plus 15.6% state tax and a \$2 per room night tourism tax.

Important points:

- Carefully read all information in this booklet before submitting any forms. Not all forms should be sent to the same place nor are all fees paid with a single check.
- Make hotel reservations far in advance of published deadlines to ensure room availability. You must register for the convention before you can book rooms in the block. The information on how to book rooms will be in your confirmation email.
- Registration fees do not include meals, transportation or other incidentals.
- Registrations must be accompanied by credit card, check or school purchase order for the full amount.
- Advisers/chaperones should read and discuss all convention rules with students.
- There are no cancellations after registration. Substitutions are allowed.

Contact NSPA with questions about registration by calling 612-625-9311 or emailing register@studentpress.org

Deadlines

- Feb. 1**
CJE/MJE applications
- March 1**
Need-based scholarship application
- March 3**
Hotel reservation
- March 8**
Write-off registration/entry upload
- March 15**
Early-bird registration
Break with a Pro
Swap shops
Media tours
On-site critiques
Adviser luncheons
Shirt pre-order
Pre-convention workshop registration
- March 17**
Convention registration mail-in deadline
- March 31**
Online convention registration deadline

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GET INVOLVED

If you plan to attend the JEA/NSPA convention, consider getting involved by speaking, judging Write-off or Best of Show competitions, or critiquing yearbooks, newspapers, videos or magazines. Pick an area that interests you and contact us. Advisers get complimentary registration if they participate in at least two of the following activities.

SESSION SPEAKERS

There may be times available for session speakers. If you are interested in presenting a session, fill out the form on the JEA website at www.jea.org/ volunteer, or email Connie Fulkerson at cfulker@ksu.edu.

WRITE-OFF CONTEST JUDGING

Most Write-off contests take place Friday afternoon, and the judging occurs Friday evening. To sign up to judge Write-offs, contact Nancy Smith at nysmithjea@gmail.com.

BEST OF SHOW JUDGING

Those interested in judging Best of Show should email contests@studentpress.org. Advisers may not volunteer to judge a category in which their students will be entering.

ON-SITE CRITIQUES

If you are an experienced adviser, you can help with on-site critiques. You'll meet with the staff of the publication to provide constructive criticism of its work. To help with critiques, email critiques@studentpress.org.



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KEYNOTE SPEAKER

TIM HARROWER

7:30 P.M. THURSDAY, APRIL 6

Tim Harrower has been an award-winning editor, designer and columnist at newspapers from New York (The Times-Union) to Portland (The Oregonian). He became a journalist in the '80s after his first career choice — rock 'n' roll superlegend — fizzled out.

Harrower's first book, "The Newspaper Designer's Handbook," has been a fixture in newsrooms and classrooms around the world, translated into Russian, Chinese and Polish. And his "Inside Reporting" is the most popular newswriting textbook in the country.

He currently hosts journalism workshops, consults on redesigns, dabbles in multimedia and composes music in his cottage deep in the Oregon woods.



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UNIVERSITY OF
OREGON

School of Journalism
and Communication

FEATURED SPEAKERS

COREY DUBROWA



Corey duBrowa is senior vice president of global communications and international public affairs for Starbucks. He leads strategies to enhance and protect the company's brand and corporate image: brand marketing campaigns, product launches, executive thought leadership communication, and employee engagement. He served on the Board of Advisors for the USC Annenberg Center on Communication Leadership & Policy in 2016. He holds a bachelor's degree in journalism from the University of Oregon.

SUSAN ENFIELD



Susan Enfield, Ed.D., is in her fifth year as superintendent for Highline Public Schools in Burien, Washington. She previously served as interim superintendent for Seattle Public Schools. Enfield began her career teaching English, ELL and journalism in the San Francisco Bay area. She student taught for Nick Ferentinos at Homestead H.S. and succeeded him as adviser to The Epitaph. A champion for students' First Amendment rights, Enfield was the first school superintendent to serve on the SPLC board. Her article, "Scholastic Journalism: Skills for the 21st Century" was published in School Administrator magazine in 2013. Enfield was JEA's 2012 Administrator of the Year.

PETER HALEY



Peter Haley grew up in Tacoma, Washington, studied science at UC Berkeley, but forged his career from a passion for photography. He's shot for The News Tribune (Tacoma) since 1986. Like many photographers, he's won plenty of awards (photographers love contests), and his work has appeared in coffee-table photo books. He has been embedded with the army in Iraq three times and Afghanistan once. His favorite things to shoot — live events. People doing ordinary things. No posed photos! Outside of family, his passions include skiing, and ... well ... more skiing.

BETTINA HANSEN



Bettina Hansen is a staff photographer at The Seattle Times who shoots news, sports, features and video for print and online. Originally from Phoenix, Arizona, Hansen has interned at The Arizona Republic, East Valley Tribune, The (Baton Rouge) Advocate, and has worked as a staff photographer at The Hartford Courant in Connecticut.

ESMY JIMENEZ



Born in Mexico but raised in rural Washington, Esmey Jimenez is an undocumented mestiza scholar, organizer and now journalist. After graduating from USC in Los Angeles, she moved to Seattle, where she serves as a daily editor for the Sightline Institute covering environmental news for the Cascadia region. A former apprentice with the Seattle Globalist, her work has appeared in La Raza del Noroeste, Femme Feminism and other publications.

ALLIE JONES



Allie Jones is a graphic designer, adman and occasional video producer. When she's not hunched over her laptop, she's usually sipping Seattle coffee on her way to an art museum, her second home. Whether it's in curating her Instagram feed (@alliejones) or launching an ad campaign, Jones is passionate about making the world a more beautifully designed place.

SHARON LACEY



Sharon Lacey had a 10-year career in broadcast journalism, holding on-air and behind-the-scenes positions in several radio and television stations in the Pacific Northwest. She also enjoyed a 23-year career as a middle school teacher, winning several national and state awards for her creative teaching methods. Currently she travels the world as a stand-up comedian and motivational humorist.

JERRY LARGE



Jerry Large's column appears each Monday and Thursday in the Local section of The Seattle Times. A New Mexico native, he has worked for newspapers in four states doing everything from emptying trash cans after school to supervising reporters. Journalism gives him a chance to explore how people interact in societies, and it allows him to exercise his other pleasure, writing. His column is the latest phase of a 35-year career at The Seattle Times.

LORI MATSUKAWA



Lori Matsukawa anchors KING 5 News at 5, 6:30 and 11. Before joining KING 5 in 1983, she anchored and reported in Redding, California; Portland, Oregon, and Seattle. Memorable stories include Gov. Gary Locke's first trade mission to China, Winter Olympics in Salt Lake City and Vancouver and her personal favorite — pulling 9 Gs in an F-16. She graduated Phi Beta Kappa from Stanford University (B.A.) and from the University of Washington (M.A.). In 1974, Matsukawa was Miss Teenage America, offering her a chance to travel outside her native Hawaii and influencing her decision to become a journalist.

FEATURED SPEAKERS

TRAVIS MAYFIELD



Travis Mayfield is the director of digital strategy for Q13 News in Seattle. He also serves as the on-air social media reporter and host for Q13 News "This Morning." Mayfield has worked in broadcast news for nearly 20 years at both the local and network levels.

PATRICIA MURPHY



Patricia Murphy is a feature reporter for KUOW. She is part of two collaborative projects focusing on military and veterans. The American Homefront Project is a partnership between public radio stations KUOW, WUNC, KPCC and the Corporation for Public Broadcasting. Back at Base is a collaboration between NPR and seven member stations including KUOW. Murphy is an award-winning radio journalist. Prior to covering veterans and military affairs she reported on social issues and criminal justice. Her first job in radio news was at WBUR Boston in 1994. She's worked at KUOW since 2000.

ANDREA OTANEZ



Andrea Otanez teaches multiplatform journalism at the University of Washington, where she also specializes in topics related to diversity and Latino representation in media. In her publishing career, she has worked as an editor at The Seattle Times, a columnist for The Seattle Times editorial page, and as a book editor for the University of New Mexico Press, where she edited books in Chicano studies. She is inspired every day by "The Elements of Journalism" and strives to help her students understand the power of language, especially when covering race and difference.

ROSS REYNOLDS



Ross Reynolds is KUOW's executive producer for community engagement. Before that he was a KUOW program host for 16 years. His awards include the 2011 Public Radio News Directors First Place in the call-in category for "Living in a White City." He also has been KUOW's news director, program director and he hosted the weekly KCTS-TV interview program "Upon Reflection." Reynolds was news director at KBOO Radio in Portland, Oregon, and news/public affairs director at WCUW Radio in Worcester, Massachusetts. Reynolds has been in journalism fellowships through the East West Center to Japan, South Korea, Malaysia and the Kingdom of Tonga and through RIAS Berlin to Berlin, Brussels and Prague.

LINDA SHAW



Linda Shaw is an assistant metro editor at The Seattle Times, where she was part of the team that put together "Under Our Skin." She also oversees Education Lab, an innovative project that pairs in-depth reporting on promising practices in education with efforts to foster deeper conversations through social media and live events. Previously, Shaw worked as an education reporter. In 2008, she won a first-place award in beat reporting from the Education Writers Association. In 2011-12, she was a Spencer Education fellow at Columbia University.

ASHLEY STEWART



Ashley Stewart is technology and finance reporter for the Puget Sound Business Journal. Before landing at PSBJ, she covered Washington state government for two legislative sessions as an Olympia bureau reporter for KUOW Public Radio, TWV and The Seattle Times.

OFF-SITE PERMISSION FORM

Required for participation in activities that take place outside of the Sheraton Seattle or Washington State Convention Center.

Advisers: Photocopy this form for each student participating in an off-site activity, and mail, fax or email the completed forms with your convention registration.

Parents and advisers: Please read and sign. Students applying for off-site programs must have a parental signature granting permission to travel away from the official convention site.

Student name (printed)
School
Address
Adviser email
School phone
Adviser cellphone
Signature of student
Signature of parent or guardian
Signature of adviser

Send complete form to:
 JEA/NSPA Spring Convention
 2221 University Ave. SE, Suite 121
 Minneapolis, MN 55414
Fax: 612-626-0720
Email: register@studentpress.org


NSPA

THURSDAY PRE-CONVENTION WORKSHOPS

ADVANCED INDESIGN • \$20

1–5 p.m. Limit 36.

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. Bradley Wilson, MJE, of Midwestern State University in Wichita Falls, Texas, 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.

BROADCAST AND VIDEO BOOT CAMP • \$30

8:30 a.m.–5 p.m. Limit 30.

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. The instructor will be Michael Hernandez of Mira Costa High School in Manhattan Beach, California. 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 specific hardware/software.

CREATIVE COACHING • \$20

8:30 a.m.–4 p.m. Limit 72

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, led by Lori Keekley, MJE, of St. Louis Park (Minnesota) High School, will go through the coaching process for designers, photographers and writers. You will need to bring three samples of your work.

DIGITAL PHOTOGRAPHY WORKSHOP • \$35 NEW

8:30 a.m.–4:30 p.m. Limit 40

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 Jed Palmer, CJE, adviser of the Eagle Eye View yearbook and the Summit newspaper in Parker, Colorado, and Mike Simons, MJE, of Corning-

Painted Post High School in Corning, New York. 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. An Off-site Permission Form (Page 7 of the registration booklet) is required for each student attending this workshop.

FAST AND FURIOUS: THE SOCIETY FOR NEWS DESIGN QUICKCOURSE • \$30

8:30 a.m.–4:30 p.m. Limit 60.

This long-running pre-convention workshop is chock full of fresh ideas. Taught by Amy DeVault, MJE, of Wichita (Kansas) State University, 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.

IN-DEPTH LEGAL TRAINING • \$8

9 a.m.–3 p.m. Limit 25.

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. We're offering a day-long workshop with SPLC Executive Director Frank LoMonte about 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.

INTENSIVE JOURNALISTIC WRITING WORKSHOP • \$25

9 a.m.–noon. Limit 50.

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. Taught by Valerie Kibler, CJE, of Harrisonburg (Virginia) High School, the advisers-only institute comes to JEA/NSPA for a special half-day pre-convention

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.

LEADERSHIP SEMINAR • \$30

Students: 9 a.m.–noon. Limit 60.

Advisers: 1–4 p.m. Limit 50.

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 importantly, how others think you lead. Taught by Tara Puckey, associate executive director of the Society of Professional Journalists, this half-day workshop will make you a better, stronger, more effective leader and teach you how to work with people who aren't anything like you.

ONLINE BOOT CAMP • \$35

8:30 a.m.–4 p.m. Limit 45.

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 is taught by Chris Waugaman, MJE, of Prince George (Virginia) High School and 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. This session is open to both students and advisers.

PHOTOSHOP WORKFLOW • \$20

8:30 a.m.–noon. Limit 50.

Taught by Mark Murray, Arlington (Texas) Independent School District, participants will learn to use Adobe Photoshop. This 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 students may share one laptop. This session is open to both students and advisers.

SOCIAL MEDIA WORKSHOP • \$25 NEW

1–5 p.m. Limit 50.

Social media is more than a quick 140-character tweet and students engaging with a quick click. Social media for student media requires ample planning and thought. In this workshop, taught by Patrick Johnson, MJE, of Antioch (Illinois) Community High School, look to

THURSDAY PRE-CONVENTION WORKSHOPS

be more than the viewer by learning how to create large social-media events and campaigns that have students, staff and your community engaging far beyond a simple tweet. Topics include planning and research, execution, ideas and evaluation.

SPORTS SEMINAR • \$30 NEW

Students: 9 a.m.-4 p.m. Limit 25

The most-read stories in a publication are often the sports stories, but often they are filled with sports clichés and hyperbole. From understanding the sport, to interviewing, to writing the final story, the sports writer's job is unlike any other on the media team. This workshop, taught by Pete LeBlanc, a former sports reporter and now adviser at Antelope (California) High School, will show you how to write sport stories as exciting as the event itself. You'll have a chance to interview players or coaches and write a sports story to be critiqued at the end of the session. It's all new and it's geared to help you make your sports coverage the best your school media has seen.

TEAM STORYTELLING • \$30

8:30 a.m.-5 p.m. Thursday. Limit 54.

Great storytelling combines good writing, good photos and good design. Behind it all is good planning. In this team-based reporting experience taught by Sara Quinn of Kansas State University, and immediate past president of the Society for News Design, students will work in groups of three to create real story packages. The

workshop begins with instruction on planning packages with readers in mind, and then the students will go off-site to gather stories. Students will return to the convention site to finish their packages. Schools should register students in teams of three, preferably a writer, design and photographer or videographer, though certainly the students can each practice all these skills. At least one student needs InDesign skills, as the students will design their packages. Students will need to bring any equipment they might need (cameras, laptops and card readers). Students can create content for print, broadcast or web, and the workshop is recommended for experienced student journalists. An Off-site Permission form (Page 7) is required for each student attending this workshop.

WRITERS' WORKSHOP • \$20

8:30 a.m.-4 p.m. Limit 125.

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. Taught by Dan Austin, Casa Roble High School, Orangevale, California, 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.

JEA OUTREACH ACADEMY • FREE

8:30 a.m.-4:30 p.m. Limit 25. Apply at jea.org/outreach-academy by March 15.

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. This program is committed to helping all advisers, especially advisers of color who are underrepresented in nine-12 education, who work in challenging circumstances, including 1) have five years or fewer advising experience and 2) teach in schools traditionally underrepresented in JEA membership, especially low-income, urban and rural schools.

The Outreach Academy is led by Anthony Whitten, scholastic journalism outreach coordinator at the University of Oregon in Portland, Oregon, and executive director of Northwest Scholastic Press.

Participants who are accepted to the Outreach Academy and attend the Thursday workshop earn the following benefits, in addition to the instruction received at the workshop:

- Up to \$100 in substitute pay to the participant's school for the Thursday workshop.
- One-day parking reimbursement for the Thursday workshop.
- One year's membership to the Journalism Education Association.
- Waived registration fee to the Seattle National High School Journalism Convention, courtesy of JEA and NSPA.
- Waived registration fee to the 2017 JEA Advisers Institute.

CONVENTION RULES

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

- A midnight convention curfew will be in effect Wednesday through Saturday. Students should be in their rooms, making no excessive noise, at that time. The hotel reserves the right to remove any hotel guests who make excessive noise or create similar disruption. Advisers/chaperones will be responsible for enforcing the nightly convention curfew.
- No student will be admitted to the convention without a school-approved adviser/chaperone. At least one chaperone/adviser is required for every 12 students. It is understood that by the act of registering students for the convention, advisers assume responsibility for their students' behavior and well-being during the convention.
- Chaperones should recognize that they and their schools will be held liable for any damage to hotel facilities incurred by students under their supervision.
- Rudeness to hotel guests and hotel employees; misuse of or reckless behavior on the elevators or escalators; 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 hotel and convention center meeting rooms and common areas.
- When outside the hotel and convention center, travel in groups. Your personal safety is our concern.



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THURSDAY MEDIA TOURS

Participants should meet at the media tour desk at the time listed. End times are the approximate time participants will return to the convention hotel. Transportation to media tours will be provided by JEA and NSPA and is included in the price. An Off-site Permission Form (Page 7) is required for each student attending a media tour.

CASCADE PUBLIC MEDIA • \$20

9:45-11:15 a.m. Limit 12.

If your school runs a multimedia website, or if you wish it did, come tour Cascade Public Media's multimedia news site, "What's Good 206", geared toward millennials. Managing producer Stacey Jenkins and one of her emerging multimedia journalists will speak about careers in new journalism and what it's like to work in public media. Perhaps you will benefit from their expertise.

KING-5 • \$20

**10:45 a.m.-12:15 p.m. and
12:45-2:15 p.m. Limit 25 each.**

Take a peek inside KING-TV's new headquarters, with some of the coolest and most interesting technology in the Pacific Northwest. The city's NBC affiliate features a giant Microsoft Surface Hub, making it feel more like a tech startup than a TV news station. Inside the studio, which faces the home plate entrance to Safeco Field, robotic cameras can swivel around to create four separate sets. You'll be amazed by this technological newsroom!

KUOW • \$20

Time TBD. Limit 10.

KUOW radio is committed to high quality, locally produced public-service programming. KUOW is a founding member of NPR, and affiliate of Public Radio International. Their mission is to "create and serve an informed public, one challenged and invigorated by an understanding and appreciation of events, ideas and cultures." KUOW supports student journalists by providing a hands-on internship for teens interested in broadcast called RadioActive.

NORTH CREEK PRINTING FACILITY • \$20

2:15-4:30 p.m. and 3:15-5:30 p.m.

Limit 30 each.

Take a tour of The Seattle Times' printing facility, which includes following the newspapers "hot off the press" through their packaging center and out the door to the trucks. One of the most popular parts of the tour is watching the robots pick up enormous rolls of newsprint and move them to the press.

PACIFIC PUBLISHING CO. • \$20

9:45-11:15 a.m. Limit 20.

High schools all over the Pacific Northwest are familiar with Pacific Publishing Co.'s printing services, but few know its expertise comes from the fact that it runs three community newspapers, serving some of Seattle's most affluent neighborhoods with quality, award-winning journalism. Listen to those who both create papers and print them for others.

REAL CHANGE • \$20

9:30-11:30 a.m. Limit 10.

Real Change, an award-winning weekly newspaper, provides both employment opportunity and a voice for low-income and homeless people by taking action for economic, social and racial justice. By taking on local governments and agencies, Real Change works to build a just, caring and inclusive community, where people are no longer marginalized by racism and classism and have the means to live with dignity. A visit to its newsroom provides an understanding that honest, earnest reporting still makes a real difference in people's lives.

SAFECO FIELD • \$30

9:30-11:30 Limit 35.

Take a tour of Safeco Field, the home of the Seattle Mariners with Safeco Field Tours. Open and operating since 1999, the iconic building is a pillar of the Seattle skyline and waterfront, located in the SoDo neighborhood. The 19.59 acre ballpark features real grass, a retractable roof and the largest videoboard in Major League Baseball. The tour lasts approximately 75 minutes and is wheelchair accessible.

SEATTLE CHANNEL • \$20

9:30-11:30 Limit 15.

Seattle Channel is an award-winning municipal television station that reflects, informs and inspires the community it serves with a local mix of news, analysis, stories and perspectives you won't find anywhere else. Its programming includes series and special features highlighting the diverse civic and cultural landscape of Seattle, as well as live government meetings and press conferences, in-depth weekly arts coverage, weekly news/lifestyle magazine show and community features. There also are panel discussions and interviews with local leaders and national figures, including best-selling authors.

THE SEATTLE TIMES • \$20

8:30-10:30. Limit 20.

Visit the newsroom of the largest newspaper in Washington state. Founded by the Blethen family in 1896, The Seattle Times is the winner of 10 Pulitzer Prizes and reaches more adults in the Northwest than any other local media. Those attending this tour need to fill out the waiver found on the convention website and bring it with them.

THE STRANGER • \$20

Time TBD. Limit 15.

Take a tour of Seattle's free weekly alternative arts and culture newspaper. Founded in 1991 by Tim Keck, who had previously co-founded the satirical newspaper The Onion, this local paper is distributed to local businesses, newsstands, and newspaper boxes free of charge every week. The Stranger also produces a blog called SLOG. Representatives will be on hand to answer questions.

UW DAILY • \$20

9:40-11:50 a.m. Limit 15.

Since 1891, The Daily, the student-run newspaper of the University of Washington has been one of the most awarded college newspapers in the United States. Published in print twice weekly and online the other three days, the Daily's staff also works in preparing multimedia content for dailyuw.com, The Daily video broadcasts, digital versions of special editions for tablets, available through the iTunes and Google Play stores, and podcasts.

ONE STORY

Our One Story selection deals with the issue of race and racism in America. This topic, one prevalent in media around the country, has prompted not only questions but also conversation regarding how to talk about the topic.

Discussing race, its coverage in the media and associated terminology can make some people uncomfortable. It is difficult not only in high school publications, but in national newsrooms around the country.

The Seattle Times decided to explore this concept by pulling together interviews from across ethnic and social boundaries to discuss terminology most frequently used and most often misunderstood. The hope of the project was to begin conversations with the interviews a way to talk about the issues of race, inclusivity and sensitivity in deeper ways. "For those who freeze up at the prospect of talking about race, we hope this project will help break the ice. For those who tend to take sides right away when the issue of race comes up, we hope Under Our Skin will challenge assumptions and build common ground."

Convention attendees are encouraged to participate in a panel discussion with the reporting team who will share some of the stories and entertain questions from the audience about how to report on such issues in their own publication.

A link to the story can be found at seattle.journalismconvention.org.

CONVENTION SHIRTS

SEA the Possibilities shirts are available by pre-ordering by March 15. All styles are available in sizes S, M, L, XL, 2XL, 3XL and 4XL. Short and long sleeve T-shirts are also available in XS. Shirts will be distributed 1-7 p.m. Thursday and 8 a.m.- noon Friday. **Shirts not picked up by noon Friday will be resold.**



SHORT SLEEVE T-SHIRT • \$12



LONG SLEEVE T-SHIRT • \$15



HOODIE • \$25 S-XL, \$30 2XL-4XL



DRAWSTRING BACKPACK • \$10
COMBO (with short sleeve T-shirt) • \$20

SCHEDULE

THURSDAY, APRIL 6

7:30 a.m.-5 p.m. Media Tours
8:30 a.m.-3:30 p.m. JEA Board Meeting
8:30 a.m.-5 p.m. Pre-convention Workshops
1-7 p.m. Convention Check-in
1-7 p.m. JEA Bookstore
6:45 p.m. First-time Attendee Orientation (Advisers Only)
7:30-9 p.m. Opening Ceremony/ Keynote Speaker
9-10:30 p.m. Adviser Kickoff Reception
Midnight Convention Curfew

FRIDAY, APRIL 7

7:30 a.m.-5 p.m. JEA Bookstore and Adviser Hospitality Open
8 a.m. JEA General Membership Meeting
8 a.m.-noon Write-off Desk Open
8 a.m.-4 p.m. Convention Check-in
9 a.m. Breakout Sessions Begin
9-11 a.m. Break with a Pro
Noon-1:30 p.m. Adviser Luncheon
Noon-3:30 p.m. On-site Critiques
3:30-6 p.m. CJE/MJE Testing
4-6 p.m. Write-off Contests
4 p.m. NSPA Best of Show Deadline
6 p.m. Write-off Judging and Dinner
8-10 p.m. Student Swap Shops
8:30-11 p.m. Adviser Reception/ SPLC Auction
8-11:30 p.m. Student Entertainment
Midnight Convention Curfew

SATURDAY, APRIL 8

7:30 a.m.-1 p.m. JEA Bookstore and Adviser Hospitality Open
8 a.m. Breakout Sessions Begin
8 a.m.-1 p.m. Convention Check-in
9 a.m.-1 p.m. On-site Critiques
Noon-2:20 p.m. Adviser Awards Luncheon
3:30-5:30 p.m. NSPA Awards Ceremony (includes Best of Show, Pacemakers)
6-11:30 p.m. Student Entertainment
Midnight Convention Curfew


SUNDAY, APRIL 9

8:30-10:30 a.m. JEA Awards Ceremony (includes Write-offs, JOY)

We didn't invent **YEARBOOKS.**

We just made them easier.

Walsworth invites you and your staff to our booth to be inspired by an amazing yearbook experience.



See how **Online Design**, our cloud-based yearbook creation program, and our **InDesign Enhancements** along with our **yearbookhelp.com** training website and **Yearbook Suite** curriculum give you all the tools you need to create your best yearbook.

Stop by our booth to experience the **Walsworth difference** and enter to win a stocked mini fridge for your classroom.

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800-972-4968
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B

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The first truly interactive yearbook viewable on a computer or mobile device



BalfourTools

The premier yearbook plug-in for Adobe™ InDesign that integrates seamlessly with Adobe™ Creative Cloud™



BAL4.tv

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



ImageShare

Easy-to-use photo upload app that allows the school community to share snapshots of the yearbook

SPECIAL EVENTS & STUDENT ENTERTAINMENT

AWARD CEREMONIES

NSPA Awards

3:30–5:30 p.m. Saturday

Winners of NSPA Best of Show, Yearbook, Online and Magazine Pacemakers will be honored. JEA and NSPA encourage everyone to celebrate all recipients.

JEA Awards/Closing Ceremony

8:30–10:30 a.m. Sunday

Winners of the JEA Write-off contest and National High School Journalist of the Year competition will be recognized.

BREAK WITH A PRO • \$5

9 and 10 a.m. Friday

Registration deadline: March 15

Online preregistration required.

Tailored, small-group discussion sessions with journalism professionals in traditional and specialized areas. Media professionals share information about their work and backgrounds. This career exploration event is an excellent opportunity to meet people working in the field.

MEDIA SWAP SHOPS • FREE

8 and 9 p.m. Friday

Registration deadline: March 15

Online preregistration required.

Meet with students from other publication staffs to share with one another and gather new ideas.

NATIONAL JOURNALISM QUIZ BOWL • \$50/TEAM

Qualifying test: 8 a.m. Friday

Live rounds: 8–11 a.m. Saturday

Start putting together your four-person teams now for the National Journalism Quiz Bowl competition. The competition will include questions related to current events, pop culture, journalism and civics. Schools attending the convention may enter multiple teams.

Only schools who were notified of prequalification are eligible to compete in the National Journalism Quiz Bowl.

A CONVERSATION ABOUT SCHOLASTIC MEDIA (FOR ADMINISTRATORS)

4–5:30 p.m. Friday

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. Please meet in the adviser hospitality area.

DAY OF DOING

Thursday, Friday and Saturday

The Day of Doing provides an opportunity for advisers to practice what they teach and to rediscover their love for journalism while working with advisers from across the country. Pick a day during the convention to DO JOURNALISM. We will meet at the start of each day to introduce you to other participants and provide coverage options. Sign up at wjia.org.

LUNCH WITH THE JEA PRESIDENT

Noon–1:50 p.m. Friday

Application deadline: March 15

Lunch with the President is an opportunity for student journalists to meet with JEA's president for a conversation about student media. With a chance to practice journalism, network with other students, report on the state of scholastic journalism and share ideas or agenda items coming from their own student media programs, participants will enjoy a complimentary lunch. The special event is a multiway conversation to provide a meaningful experience connecting students from media programs around the country. Students are encouraged to produce some kind of piece based on the interview for their publication. JEA will promote the finished pieces on the organization's website and social media accounts.

Online application: bit.ly/JEAPrez-SEA

Questions? Contact JEA Vice President Sarah Nichols at sarahjnichols.sjn@gmail.com.

LIVE MUSIC

8–11 p.m. Friday

Get a flavor of Seattle with music from current local bands popular in this city. Hang out, listen, dance, and have a good time with friends new and old.

VIEWING PARTY

8–9 p.m. Friday

Take a look at the excellent short documentaries submitted by video students for competition. You might be looking at the work of a future Academy Award winner.

VIEWING PARTY RE-RUN

8–9 p.m. Saturday

Another chance to view the excellent short documentaries submitted by video students for competition. You might be looking at the work of a future Academy Award winner.

TRIVIA

8–10 p.m. Saturday

For individuals or team competition. Test your knowledge of current events, popular college, sports and other topics. Prizes for the winners. Check your phones at the door.

OPEN MIC

8–11 p.m. Saturday

Got something others need to hear? Bring your guitar or ukulele, share your poem or monologue, sing your favorite song, or just be a supportive member of the audience.

ADVISER-ONLY ACTIVITIES

ADVISER LUNCHEONS • \$35

Registration deadline: March 15

Meat and vegetarian options. Make reservations early, especially if you are being recognized Saturday.

Often the best adviser information and advice happens during informal conversations over a meal. It's an opportunity to make new friends, ask questions and share experiences.

Friday's Luncheon

Noon-1:30 p.m.

The Friday adviser luncheon returns in Seattle. Take a breather from the convention to socialize and to laugh. Luncheon speaker will be motivational humorist Sharon Lacey, a stand-up comic and former media specialist in Portland, Oregon. Fern Valentine, a longtime adviser and First Amendment freedom fighter, also will be honored. Register at wjea.org.

Saturday's Luncheon

Noon-2:20 p.m.

JEA will honor spring award and certification recipients. Speakers will be the National Broadcast Adviser of the Year and the H.L. Hall National Yearbook Adviser of the Year. Sponsored by Herff Jones.

ADVISER RECEPTIONS

Advisers are invited to attend these evening receptions. They are a great way to meet new colleagues and relax with old friends.

Thursday Kickoff Reception

9-10:30 p.m.

Following the keynote speech, this reception will give new and first-time attendee advisers a chance to meet the local committee, the JEA and NSPA board members and staffs.

Friday's Reception

8:30-11 p.m.

Desserts will be featured. There will be an auction/silent auction to benefit the Student Press Law Center. Those who are judging Write-off competitions are especially encouraged to attend after they finish judging.

ADVISER HOSPITALITY

7:30 a.m.-5 p.m. Friday and 7:30 a.m.-1 p.m. Saturday

Meet with colleagues from across the country in the adviser hospitality suite. Local team members will be available to recommend sightseeing, dining and entertainment options.

FIRST-TIME ATTENDEE ORIENTATION MEETING

6:45 p.m. Thursday

Advisers attending their first convention are encouraged to attend this short orientation, which includes a general overview and explanation of events and how to get the most out of them. Check the convention program, website or app for location.

CONTINUING EDUCATION UNIT

Attendance certificates signed by both organizations are available in the adviser tote bags, JEA Bookstore and at seattle.journalismconvention.org at no charge. Check with your school district to see if these certificates will be recognized for CEU credits. These certificates are for advisers only and do not have an affiliation with a university.

CERTIFICATION TESTING

3:30-6 p.m. Friday, April 7

Application deadline: Feb. 1

jea.org/certification

All applicants must be current JEA members. Fees cover a portion of administration, judging, mailing, cost of pins and certificates.

CJE Applicants • \$60

CJE applicants must complete an application, provide evidence of a valid state teaching certificate and provide evidence of journalistic training from one of three options:

Option A: Copies of transcripts showing a college major or minor in journalism or mass communications, or 18 semester (27 quarter) credits of journalism including course work in newswriting and reporting, communications law and publications advising. Credit may be from undergraduate or graduate courses, workshops, independent study (correspondence) or technology classes.

Option B: Provide evidence of at least three years' journalism teaching or advising and pass a written examination administered by JEA at a convention.

Option C: Provide evidence of at least three years' journalism teaching or advising, or work as a practicing journalist, sales representative, educational consultant or other position with a commercial or professional organization associated with scholastic journalism. Applicants must pass a written examination administered by JEA at a convention and obtain a letter of recommendation from a current CJE or MJE.

Test results will be sent about eight weeks after the convention, and applicants will be notified about selection as soon as all application procedures are complete. Those who pass the test in Seattle will be honored Nov. 18 at the Dallas convention.

MJE Applicants • \$85

Applicants for Master Journalism Educator must have earned CJE status; verify five years of journalism teaching or advising experience; submit a letter of endorsement from a supervisor; show evidence of participation in scholastic journalism professional growth activities at local, state, regional or national levels; pass the MJE exam; and submit a pre-approved project, paper or teaching unit.

CJE award certificates and pins or MJE plaques and pins for those who have completed requirements since the fall convention will be presented during the Saturday Adviser Luncheon.

Questions?

785-532-5532, staff@jea.org



“Thank you so much for such great service and excellent quality papers. They were a huge hit at school”

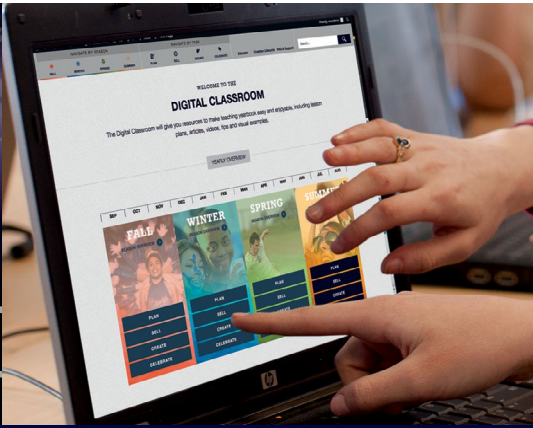
Susan Lee = Berkeley MBA student / editor-in-chief

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. And we're all in.



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CONTESTS AND CRITIQUES

NSPA BEST OF SHOW • \$20

All high school staffs (with students attending) and junior high advisers are invited to enter their website, newspaper, yearbook, newsmagazine, broadcast production or literary arts magazine in the NSPA Best of Show competition. Winners will be announced at the awards ceremony at 3:30 p.m. Saturday, April 8.

Go to seattle.journalismconvention.org for categories and competition rules.

Entries are due by **4 p.m. Friday, April 7.**

NSPA membership is **REQUIRED** to participate in all Best of Show contests. Student staff members must be in attendance. Entry fee is \$20 per category, payable by cash, check or credit card. Payment is due at the time of entry.

NSPA

ON-SITE CRITIQUES • \$30

Noon–3:30 p.m. Friday
8 a.m.–noon Saturday
Preregistration required.

Both beginning and experienced staffs can benefit from a critique. Staff members and advisers will sit down with an experienced adviser or professional and go over the school's most recent publications or broadcasts. This one-on-one opportunity allows staffs to ask questions and get clarifications as needed. Each critique will last 25 minutes.

You do not need to mail your publication to a judge before the start of the convention. Bring your publication/URL with you to your appointed critique time. Sign up during convention registration.

Check out the convention website for more details.

Questions?

critiques@studentpress.org

NEED-BASED SCHOLARSHIPS

Deadline: March 1, 2017

Sponsored by Balfour, JEA and NSPA are offering up to 50 need-based registration scholarships. Each scholarship recipient will receive free registration. Priority will be given to students from underrepresented groups and low-income students. To apply, complete the application form at seattle.journalismconvention.org/scholarship.

Students will be asked to include a written explanation of why they want to attend the convention and how the scholarship would help them. A letter of recommendation from the adviser or school administrator should address the student's interest in journalism and their financial need.

Each scholarship will cover the registration fee, but not hotel, travel or other expenses. Students attending the convention must be accompanied by a media adviser or other responsible adult.

Recipients will be notified no later than March 6, 2017.



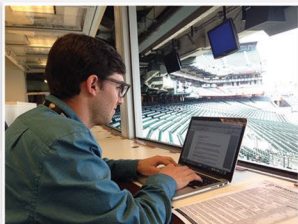
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POVICH povichcenter.org

CNS cnsmaryland.org

WRITE-OFF COMPETITION

REGISTER ONLINE for Write-offs by March 8, 2017, at writeoffs.jea.org.

All Write-off rules and descriptions are available at www.jea.org/home/awards-honors/write-off-contests/.

It is **IMPERATIVE** that advisers and contestants **CAREFULLY** read all the rules to make sure all deadlines and requirements are met. All contests require students to bring their own supplies.

A FEW OF THE BASICS

1. Each student may enter just one category. A school may enter just one student per category except for Contests 36-41 and 46. All contestants must be in attendance at the convention and attend the Write-off session/critique Friday, April 7 or the entry will be disqualified. In online-submission contests that allow a team to enter, all students must register and pay; however, only one needs to be present at the convention for the entry to be eligible for the contest.
2. Contestants will be disqualified if they fail to follow the rules available on the JEA website at www.jea.org/home/awards-honors/write-off-contests/.
3. Register early. Some venues have limited seating for the contests. In the event the number of registrants for a contest category fills the seating capacity of the assigned contest room and a larger room is not available, JEA will CLOSE registration for that category.
4. All contests marked ONLINE SUBMISSION (photography contests 28-35, design contests 9-10, 16-19, 23-26 and broadcast contests 36-42) must be uploaded by 7 p.m. Eastern Time Wednesday, March 8, 2017. Specific instructions are available at www.jea.org/home/awards-honors/write-off-contests/. All material for the contests will be available at www.jea.org the day Write-off registration opens. No late entries will be accepted for judging or critique. **START EARLY — CALL FOR HELP** if necessary. (A working email and a password must be provided for each student entered in a contest. This is especially important in contests submitted online before the convention.)

CONTEST/CRITIQUE SESSIONS

1. Most contests/critiques take place from 4–6 p.m., but several broadcast contests have earlier times. Check the schedule and room assignments in the Convention Booklet, available at the convention registration or online before the convention. Students late to their contests will not be able to participate.
2. Online submission contestants will be disqualified if they do not attend the entire critique session on Friday, April 7.

REGISTRATION INFORMATION

1. Students and their advisers must be registered for the convention in order to participate, and the adviser must be a member of JEA.
2. No on-site registrations will be accepted; however, name substitutions are allowed until noon Friday at the Write-off check-in desk.
3. If your student has a documentable disability, you need to request any accommodation when you register. Please notify JEA Write-off Chair Nancy Smith (nysmithjea@gmail.com) and bring documentation to the convention.
4. The rules for Write-offs can be downloaded at www.jea.org/home/awards-honors/write-off-contests/. If you have any questions, you may call JEA Headquarters toll-free at 866-532-5532 or at 785-532-5532, 8 a.m.-5 p.m. CDT, Monday through Friday, or email staff@jea.org.

CONTEST REGISTRATION STEP BY STEP

1. Adviser **MUST** be a current JEA member for the online Write-off registration form to work. Join JEA at jea.org/home/membership/registration/. To renew, go to jea.org/home/membership/member-login/ and click on "Renew Membership." Membership should be activated by March 1 in order to meet the March 8 Write-off deadline. Membership is not processed until funds are received.
2. If you don't know your username/password for jea.org/home/membership/member-login/, please contact JEA staff at 866-532-5532 or staff@jea.org. Your member number may be found on the label of C:JET magazine or on your membership card.
3. Decide with your students what to enter. Bring the rules and required supplies with you to the convention. Confer with other advisers in your school to decide what students will participate in each category. Although it's preferred one adviser enters all entries from a school, two or more advisers may enter their students separately if paying separately. Please collaborate on this.
4. Go to writeoffs.jea.org and log in with your JEA member profile Home Email and password. Click on "Add a Student" to register students. Type carefully, capitalizing the first letter of first and last names and lowercasing the rest. The database from this form will be used to process certificates. All students **MUST** have working emails and passwords. This is particularly crucial for students doing online submissions. You may want to write them down as you register them since this is how they will log in to get their photography critiques.
5. Payment of \$20 per student may be made with various credit cards, through PayPal, check or purchase order. Mail check to JEA Seattle Write-off Contest, 105 Kedzie Hall, 828 Mid-Campus Drive S., Manhattan, KS 66506. Official, signed purchase orders may be mailed, emailed to staff@jea.org or faxed to 785-532-5563. Write-off entries must be paid in full before the contests begin April 7, 2017.

JEA MEMBERSHIP FORM

Join online at www.jea.org or complete this form and return it with payment.

Check one:

- ☐ New member
☐ Renew
(____ years as member)

Check one:

- ☐ Teacher/Adviser \$60
☐ Associate \$75

I advise:

- ☐ Newspaper
☐ Newsmagazine
☐ Yearbook
☐ Online
☐ Lit Magazine
☐ Radio
☐ TV
☐ Photography

Check the address where you want your mailings sent (home or school).

Name		
<input type="radio"/> Home Address		
Home City	State	ZIP
School Name		
<input type="radio"/> School Address		
School City	State	ZIP
Home Phone	Work Phone/Ext.	



Listserv Email Address	<input type="radio"/> Add me to listserv <input type="radio"/> Do NOT add me
Method of Payment: <input type="radio"/> Check (payable to JEA) <input type="radio"/> PO <input type="radio"/> Card	
Membership is activated when payment is received.	
Check or PO number	
Card Number <input type="radio"/> Visa <input type="radio"/> MasterCard <input type="radio"/> Discover <input type="radio"/> AmEx	Exp. Date Security Code
Cardholder's Signature	

Send form and fee to:
105 Kedzie Hall
828 Mid-Campus Drive S.
Manhattan, KS 66506-1500

Email: staff@jea.org
Fax: 785-532-5563

The following contests will be offered for Seattle. Descriptions and complete rules can be found on www.jea.org. Advisers and students should read all rules carefully and email or phone us if you have questions. Failure to follow the rules or meet deadlines will result in an automatic disqualification.

ON-SITE CONTESTS

These categories all take place at the convention. No work is required in advance. Most of the contests run from 4–6 p.m. Friday. Only ONE student from each school may enter each contest unless a team entry is indicated.

Newspaper Contests

- 01: NEWSWRITING
- 02: EDITORIAL WRITING
- 03: FEATURE WRITING
- 04: SPORTS WRITING
- 05: REVIEW WRITING
- 06: EDITORIAL CARTOONING
- 07: COMMENTARY WRITING
- 08: NEWS EDITING/HEADLINE WRITING
- 11: PRESS LAW & ETHICS

Yearbook Contests

- 12: YEARBOOK COPY/CAPTIONS: SPORTS
- 13: YEARBOOK COPY/CAPTIONS: ACADEMICS
- 14: YEARBOOK COPY/CAPTIONS: CLUBS
- 15: YEARBOOK COPY/CAPTIONS: STUDENT LIFE

Literary Magazine Contests

- 20: LITERARY MAGAZINE POETRY
- 21: LITERARY MAGAZINE ILLUSTRATION
- 22: LITERARY MAGAZINE PHOTOGRAPHY

Broadcast Contests

Check convention program for times and locations of broadcast contests. Some contests begin at 8 a.m. Friday. Students must have their Contestant ID Label to compete.

- 43: ONLINE NEWS PACKAGE (team of 2 or 3)
- 44: ON-AIR REPORTER
- 45: BROADCAST NEWSWRITING
- 46: BROADCAST PACKAGE (team of 2)
- 47: VIDEOGRAPHY
- 48: BROADCAST COMMENTARY

ONLINE SUBMISSION CONTESTS

Students who compete in these categories must complete the work BEFORE the convention. These contests require students to attend a two-hour critique session 4–6 p.m. Friday, April 7. A school may enter just one student per contest unless a team entry is indicated. Each student may enter just one contest.

Newspaper, Yearbook, Literary Magazine Layout Contests

Material for the Seattle online submission contests will be available the day Write-off registration opens Jan. 30 at jea.org/home/awards-honors/write-off-contests/.

Entries must be uploaded as a PDF no larger than 4MB to writeoffs.jea.org no later than 7 p.m. Eastern Time Wednesday, March 8, 2017. Entries not uploaded by this date will be disqualified.

- 09: NEWSPAPER LAYOUT
- 10: NEWSMAGAZINE LAYOUT
- 16: YEARBOOK LAYOUT: THEME
- 17: YEARBOOK LAYOUT: INSIDE PAGES
- 18: YEARBOOK COVER/ENDSHEETS
- 19: LITERARY MAGAZINE: LAYOUT

Graphic Design Contests

Material for the Seattle-submission contests will be available at jea.org/home/awards-honors/write-off-contests/ the day Write-off registration opens. All entries must be uploaded as a PDF no larger than 4MB to writeoffs.jea.org no later than 7 p.m. Eastern Time Wednesday, March 8, 2017. Entries not uploaded by this date will be disqualified.

- 23: GRAPHIC DESIGN: LOGO
- 24: GRAPHIC DESIGN: INFOGRAPHICS
- 25: GRAPHIC DESIGN: ADVERTISING
- 26: GRAPHIC DESIGN: PHOTO ILLUSTRATION

Photography Contests

Please read the rules that apply to all photography contests, including caption requirements. Entries that do not follow the rules will be disqualified. Entrants must attend a two-hour group critique 4–6 p.m. Friday, April 7. All entries must be uploaded to writeoffs.jea.org no later than 7 p.m. Eastern Time Wednesday, March 8, 2017. Entries not uploaded by this date will be disqualified.

- 27: THEMED PHOTOGRAPHY (theme available Feb. 6)
- 28: SPORTS ACTION PHOTOGRAPHY (NEW CONTEST)
- 29: SPORTS FEATURE PHOTOGRAPHY (NEW CONTEST)
- 30: FEATURE PHOTOGRAPHY (NEW CONTEST)
- 31: GENERAL OR SPOT NEWS PHOTOGRAPHY (NEW CONTEST)
- 32: PHOTO STORY
- 33: PORTFOLIO
- 34: PHOTO PORTRAIT
- 35: FIRST-YEAR PHOTO

Broadcast Contests

See Write-off rules at jea.org/home/awards-honors/write-off-contests/ for specific submission instructions for each contest. Entries must not have been submitted in any previous JEA contest. Read the rules carefully. Entries that do not follow the rules will be disqualified. These contests require students to upload entries to a third-party site for judging no later than 7 p.m. Eastern Time Wednesday, March 8, 2017. Entries not uploaded by this date will be disqualified. Students must be present at their scheduled critique April 7 or entries will be disqualified. At least one member of an entry's team must be registered at the convention, but all members must pay the Write-off contest entry fee.

- 36: BROADCAST NEWS STORY (individual or pair)
- 37: BROADCAST SPORTS STORY (individual or pair)
- 38: BROADCAST FEATURE STORY (individual or pair)
- 39: BROADCAST COMMERCIAL/PSA (individual or pair)
- 40: SOCIAL MEDIA REPORTING (online submission team of 2)
- 41: SHORT DOCUMENTARY (radio or television format, individual or pair)
- 42: VIDEO PACKAGE EDITING (material available at www.jea.org)

Adviser must be a JEA member for students to enter a Write-off competition. Go online or use the form on Page 20 to qualify for lower member rates immediately!

www.jea.org

Registration/upload deadline: 7 p.m. EDT Wednesday, March 8, 2017

Late entries will not be accepted.
Start the process early.

Questions? Contact JEA at staff@jea.org or 866-532-5532. Hours: 7:30 a.m.–5 p.m. CDT.

Contest rules:
jea.org/awards-honors/write-off-contests/
Contest registration: writeoffs.jea.org

CONVENTION HOTEL

SHERATON SEATTLE

1400 Sixth Ave.
Seattle, WA 98101

ROOM RATES

\$199 single/double, \$209 triple and
\$219 quad, plus 15.6% state tax and a
\$2 per room night tourism tax.

RESERVATION DEADLINE

March 3, 2017

RESERVATIONS

Reservation information will be found
in your registration confirmation email.
You must register for the convention
before you can reserve rooms.

To take full advantage of the convention, delegates who live outside the Seattle area are encouraged to stay at the Sheraton Seattle, the sanctioned and officially designated JEA/NSPA convention hotel.

NEW THIS YEAR: Convention attendees must be registered before you can book rooms at the convention hotel in the room block. Information on how to book your room will be found in your registration confirmation email. This new rule is in place because of issues with attendees reserving more rooms than necessary and canceling at the last minute. This results in additional fees from the hotel for JEA/NSPA which affects the price of future conventions and prevents other potential attendees from reserving rooms in the block. You should know how many students are attending before you register and book your rooms.

Please realize that although a March 3, 2017, deadline for reservations has been set, neither the hotel nor JEA/NSPA can guarantee availability.

FLIGHT DISCOUNTS

Delta Airlines

Book online with the offer code NMNXV for a discount of up to 10 percent for groups of 15 or more traveling together. Discount depends on booking class.

delta.com

JetBlue Airlines

JetBlue offers its lowest available airfare for groups of 10 or more who book together.

jetblue.com/travel/groups

United Airlines

United Airlines offers a discount for groups of 10 or more.

bit.ly/UnitedGroup



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CONVENTION REGISTRATION FORM



JEA/NSPA Spring National High School Journalism Convention

April 6-9, 2017, Seattle

To sign up for pre-convention workshops, media tours, Swap Shops, Break with a Pro, NSPA Best of Show, JEA Write-offs, adviser luncheon or shirt pre-orders, you must register online.

seattle.journalismconvention.org

School Name		
Publication/Broadcast Name		
Media Type (Newspaper, Yearbook, etc.)		
Mailing Address		
City	State	ZIP
School Phone	Adviser/Chaperone Cellphone Number(s)	
Adviser email address		

I/my publication/media are members of: ☐ JEA ☐ NSPA ☐ Both ☐ Neither

REGISTRATION FEES	EARLY BIRD	STANDARD
JEA and NSPA members	\$90 per delegate	\$100 per delegate
Nonmember students or advisers	\$110 per delegate	\$120 per delegate
Nonmember professionals	\$150 per delegate	\$150 per delegate

Complimentary registrations: Speakers who present two or more sessions (or present one session and judge) and who are JEA or NSPA members receive complimentary registrations. No more than two registrations per school will be complimentary; no students will be comped for presenting sessions.

PAYMENT

All fees for items on this form should be made payable to NSPA.

TOTAL DUE/ENCLOSED:

☐ Check enclosed

☐ Purchase order enclosed

#

#

Pursuant to Minnesota Statute 60A.113, NSPA is authorized to charge \$50 for any check that is returned for insufficient funds.

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Name of Card	
Card Number	Expiration Date
Signature	

Mail to: JEA/NSPA Spring Convention
2221 University Ave. SE, Suite 121
Minneapolis, MN 55414

Fax: 612-626-0720
Questions: 612-625-9311
register@studentpress.org

REGISTRATIONS

	QUANTITY	x	RATE	=	TOTAL
Student Registrations		x		=	
Adviser Registrations		x		=	
Professional Registrations		x	\$150	=	
Complimentary Registrations		x	\$0	=	\$0

ADVISER/NONSTUDENT ATTENDEES

Enter names and appropriate designations below. At least one adviser/nonstudent attendee must be registered at the convention for students to participate.

1. <input type="radio"/> CJJE <input type="radio"/> MJJE <input type="radio"/> 1st Time Attendee
2. <input type="radio"/> CJJE <input type="radio"/> MJJE <input type="radio"/> 1st Time Attendee

STUDENT ATTENDEES

Type or print students' full names as clearly as possible. Substitutions may be made later by email or fax. Names are being collected for security and insurance purposes.

THIS PAYMENT IS FOR CONVENTION REGISTRATION ONLY. Do not include fees for Write-offs, critiques or membership in the payment for registration fees. Make them payable to the correct group (see each form for reference) and mail them to the addresses on the appropriate forms.

Plan carefully. Make check or purchase orders for convention registration payable to NSPA. Submission of a purchase order indicates your intention to pay fees in full and does not constitute payment itself. If payment is not received with registration, NSPA requests that you pay via check or credit card or provide a purchase order number within 10 business days of your registration or upon arrival at the convention, whichever comes first. NSPA will require payment in full of any outstanding balance at the convention registration desk. Unpaid registrations may be subject to an administrative fee, and there is a \$50 fee for all returned checks. Absolutely no refunds; however, substitutions can be made at any time.

Do not mail after March 17, 2017. After that date contact NSPA for availability or register online or at the convention.

Convention Photography/Video: Participants give permission for photographs and/or video to be taken during the activities at the convention. These images and video will remain the property of the photographer or JEA/NSPA and may be used in publications and marketing campaigns for future conventions with or without names of those pictured.

Special Considerations:

☐ Check here if anyone in your delegation has a disability that may affect his/her participation in this event. Attach a statement regarding your disability-related needs. NSPA must be notified by March 15 to ensure appropriate accommodations.

I, the undersigned, have read the rules of conduct below, and I will assist convention officials in their enforcement.

Adviser Signature

National Scholastic Press Association

2221 University Ave. S.E., Suite 121
Minneapolis, MN 55414



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