

# SEATTLE



## **JEA/NSPA Spring National High School Journalism Convention**

April 6-9, 2017 • Seattle Sheraton & Washington State Convention Center

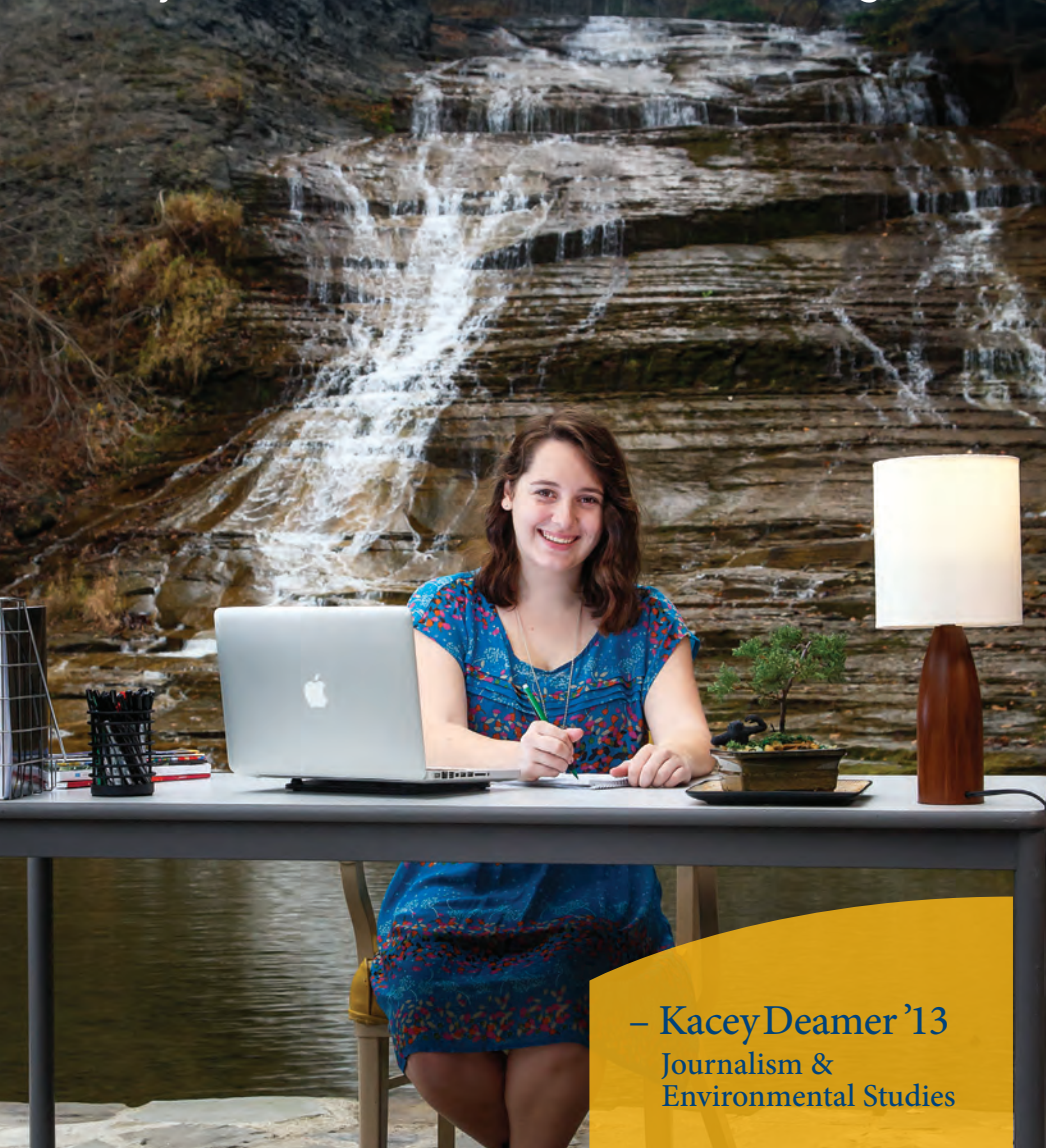




# PARK SCHOLAR PROGRAM

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 [ithaca.edu/parkscholars](http://ithaca.edu/parkscholars)

 ITHACA COLLEGE



# SEA *the* POSSIBILITIES

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## SEA *the* COLOR



## SEA *the* SIGHTS



## SEA *the* JOURNALISM



**COVER:** EMP Museum and the Seattle Space Needle share acreage on the Seattle Center grounds. Photo by Tim Thompson.

**UPPER RIGHT:** Pike Place Market is one of the nation's oldest continuously operated farmer's markets, best known for its offering of fresh, regional seafood and beautiful flowers. Photo by Visit Seattle.

**CENTER:** The Seattle Great Wheel, located at the waterfront, extends over Elliott Bay. Photo by Alabastro Photography.

**LOWER RIGHT:** Students work together during a breakout session at last spring's convention. Photo by Evert Nelson.

# CONVENTION OFFICIALS

**Linda S. Puntney, MJE**  
JEA Interim  
Executive Director



## 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



### OFFICERS

**President:** Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.  
**Vice President:** Sarah Nichols, MJE, Whitney High School, Rocklin, Calif.  
**Past President:** Candace Perkins Bowen, MJE, Kent (Ohio) State University

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**Educational Initiatives:** Megan Fromm, MJE, Colorado Mesa University, Grand Junction, Colo.  
**Scholastic Press Rights:** John Bowen, MJE, Kent (Ohio) State University  
**Director at Large:** Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.  
**Director at Large:** Stan Zoller, MJE, Buffalo Grove, Ill.

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**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, MJE, Niles West High School, Skokie, Ill.

**Mark Newton, MJE**  
JEA President



**Laura Widmer**  
NSPA Executive  
Director



## NATIONAL SCHOLASTIC PRESS ASSOCIATION

### HEADQUARTERS STAFF

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**Gary Lundgren**, associate director  
**Amber Billings**, communications director  
**Ashley Tilley**, membership outreach coordinator  
**Olivia Rezac**, communications intern  
**Roy Aker and Julia Bauer**, volunteers



**Jane Kirtley**,  
NSPA Interim  
President



### BOARD OF DIRECTORS

**Interim President:** Jane Kirtley, University of Minnesota, Minneapolis  
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**Sandra Coyer, MJE**,  
Local Team Chair





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Chris Grasseschi, Bishop Blanchet High School, Seattle  
Annie Green, CJE, Glacier Peak High School, Snohomish  
Anne Hayman, MJE, Arlington High School, Arlington  
Casey Henry, Northshore School District, Bothell  
Tom Kaup, MJE, Auburn High School, Auburn  
Miguel Llanos, Overlake School, Redmond  
Kay Locey, CJE, retired, Gov. John R. Rogers High School, Puyallup  
Pia Longinotti, CJE, Freeman High School, Rockford  
Dave Riggs, Wenatchee High School, Wenatchee  
Kathy Schrier, MJE, Executive Director, Washington Journalism Education Association, Seattle  
Teresa Scribner, CJE, Cleveland High School, Seattle  
Michael Smith, Ballard High School, Seattle  
Nancy E. Smith, CJE, Hanford High School, Richland  
Kevin Smyth, CJE, Emerald Ridge High School, South Hill  
Fern Valentine, MJE, retired, Auburn High School, Auburn  
Kirsten Vesely, CJE, Inglemoor High School, Kenmore  
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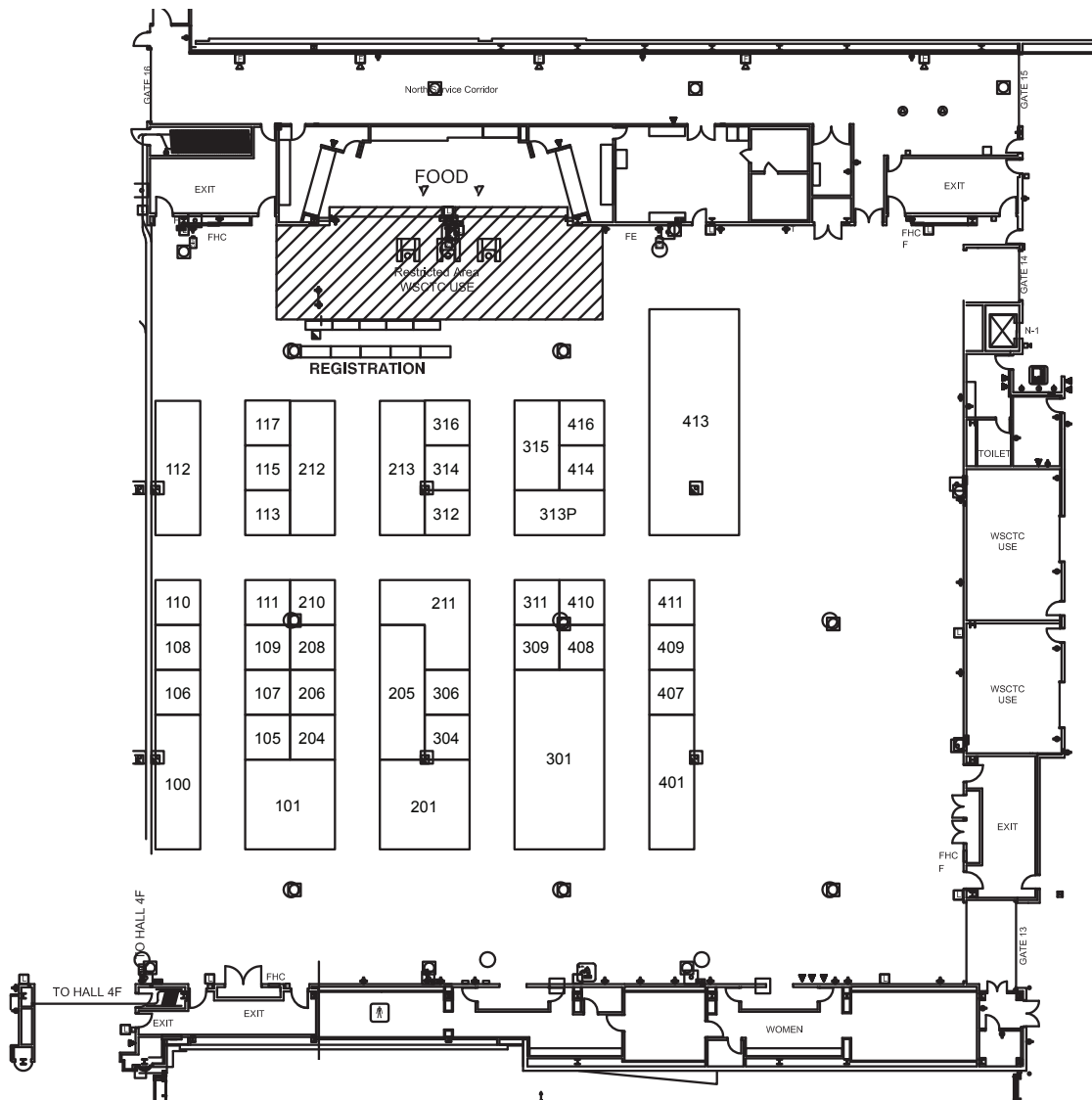
# EXHIBITORS AND ADVERTISERS

Arizona State University Cronkite  
School of Journalism and Mass  
Communication, Booth 304  
Balfour, Booths 212-213, Pages 28, 52  
Ball State University Journalism  
Workshops, Booth 309, Page 57  
Central Washington University, Booth  
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Booth 113, inside front cover, Page 43

Jostens, Booth 413, Page 44, back cover  
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Western Washington University, Booth  
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Wisconsin Indian Education Association/  
Veterans for Peace, Booth 205  
Write the World, Booth 407  
Youth Radio, Booth 106

## TRADE SHOW, ROOM 4F, WASHINGTON STATE CONVENTION CENTER



**1-7 P.M.  
THURSDAY  
AND  
8 A.M.-4 P.M.  
FRIDAY**

**ALSO ON THE  
TRADE FLOOR:**

- CONVENTION  
REGISTRATION/  
CHECK-IN
- BEST OF SHOW  
DESK
- WRITE-OFF  
DESK
- SHIRT  
DISTRIBUTION
- LOST AND  
FOUND
- EDITOR-IN-  
RESIDENCE



# WELCOME TO SEATTLE!



Take a Northwestern  
Direction and come  
visit the Medill  
Lounge at **Booth 100**  
in the **Exhibit Hall**

- » Talk to our faculty  
and students
- » Check out our  
global programs
- » Enter our adviser-  
only raffle



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# KEYNOTE SPEAKER

## TIM HARROWER

7:30 p.m. Thursday, Hall 4E, Convention Center

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 1980s 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 hosts journalism workshops, consults on redesigns, dabbles in multimedia and composes music in his cottage deep in the Oregon woods.



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

1. Download the free Guidebook app.

2. Search "JEA/NSPA Spring 2017" and download the guide.



*Sponsored by Friesens*

## CONVENTION GUIDELINES

**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 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.

# FEATURED SPEAKERS

## COREY duBROWA



Corey duBrowa is senior vice president of global communications and international public affairs for Starbucks. He leads the development of strategies to enhance and protect the company's brand and corporate image: brand marketing campaigns, product launches, executive thought leadership and employee engagement. He

served on the Board of Advisers for the USC Annenberg Center on Communication Leadership & Policy in 2016. He holds a bachelor's degree in journalism from the University of Oregon.

***Why public relations is the career of choice, 11 a.m. Saturday, Room 3B, CC***

## 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 Student Press Law Center 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.

***Administrators and assertive student journalism: Embrace it, 9 a.m. Friday, Room 3AB, CC***

## 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 all 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.

***Techniques in news photography, 11 a.m. Friday, Room 4C1-2, CC***

## 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, 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.

***Breaking into visual journalism, 2 p.m. Friday, Room 3AB, CC***

## ESMY JIMENEZ



Esmey Jimenez, born in Mexico but raised in rural Washington, is an undocumented mestiza scholar, organizer, and now journalist. After graduating from University of Southern California in Los Angeles, she moved to Seattle, where she is an editor for the Sightline Institute. A former Seattle Globalist apprentice, her work has

appeared in La Raze del Noroeste, Femme Feminism and other publications.

***Applying an intersectional lens in media, 10 a.m. Saturday, Room 3B, CC***

## 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.

***Let Pinterest die, 1 p.m. Saturday, Room 3B, CC***

## 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. She travels the world as a

stand-up comedian and motivational humorist.

***Friday adviser luncheon, Cirrus, 35th Floor, Sheraton Turn your challenges into opportunities, 2 p.m. Friday, Metropolitan B, 3rd Floor, Sheraton***

## JERRY LARGE



Jerry Large's column appears each Monday and Thursday in 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.

***You will write our nation's future, 10 a.m. Saturday, Room 4C4, CC***



# FEATURED SPEAKERS

## 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.

*The evolving world of news broadcasting, 1 p.m. Friday, Metropolitan B, 3rd Floor, Sheraton*

## 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.

*The changing face of broadcast news, noon Friday, Metropolitan B, 3rd Floor, Sheraton*

## PATRICIA MURPHY



Patricia Murphy is a feature reporter for KUOW, where she has worked since 2000. Murphy 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.

*How to succeed in a general-assignment newsroom, 11 a.m. Friday, Room 3AB, CC*

## 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.

*Journalism: To serve and engage, 9 a.m. Friday, Room 4C1-2, CC*

## 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.

*How to do a better interview, 10 a.m. Friday, Room 4C1-2, CC*

## 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 and engagement on education. Prior to that, she worked as an education reporter and in 2008, won a first-place award in beat reporting from the Education Writers Association.

*One Story: 'Under Our Skin', 9-10:50 a.m. Friday, Metropolitan A, 3rd Floor, Sheraton*

## 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, TVW and The Seattle Times.

*Getting your foot in the door, 10 a.m. Friday, Room 3AB, CC*

# SPECIAL ACTIVITIES

## REGISTRATION AND TRADE SHOW

### MEDIA TOUR CHECK-IN

The media tour check-in table is located in the Convention Center lobby near the Convention Place exit. Please check in at the designated media-tour time listed on the website and in the registration booklet. Tour buses will leave from this area.

**7:30 a.m.-1:30 p.m. Thursday, Lobby near the Convention Place entrance, 1st Floor, CC**

### CONVENTION 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, Hall 4F, CC; 8 a.m.-1 p.m. Saturday, Hall 4D Registration Desk, CC**

### 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, Hall 4F, CC**

### 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, Hall 4F, CC**

### 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 Saturday award ceremony.

**Desk open: 1-7 p.m. Thursday and 8 a.m.-4 p.m. Friday, Hall 4F, CC**

### 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. After noon Friday, come to Juniper, 2nd Floor, Sheraton, for ticket replacement.

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

**Desk open: 1-7 p.m. Thursday and 8 a.m.-noon Friday, Hall 4F, CC; noon-3 p.m. Friday, Juniper, 2nd Floor, Sheraton**

### 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 and 9 a.m.-1 p.m. Saturday, Hall 4E, CC**

### JEA BOOKSTORE

Check out the new books, as well as popular best-sellers, at the JEA Bookstore. Nearly 300 items relating to journalism are available, including textbooks, curriculum development, yearbook, newspaper, design, photography, writing, desktop publishing, new media, advertising and broadcast. Did you forget Write-off supplies? Check here to buy stylebooks, paper, pens, pencils, pencil sharpeners, 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 4C3, CC**

### CONTINUING EDUCATION UNIT

Attendance certificates signed by both organizations' leaders are available in the adviser tote bags, in the JEA Bookstore and on the convention website 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 4C3, CC**

### PUBLICATION EXCHANGE

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

**1 p.m. Thursday through 7 p.m. Saturday, Hall 4D, CC**

## ADVISER EVENTS

### DAY OF DOING

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.

**8 a.m. Thursday, and 7:30 a.m. Friday and Saturday, Spruce, 2nd Floor, Sheraton**

### 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, Hall 4E, CC**

### ADVISER KICKOFF RECEPTION

After the keynote speech, all advisers are welcome to attend this reception to socialize with new colleagues and relax with old friends. New and first-time attendee advisers will have a chance to meet the local convention team, plus JEA and NSPA board members and staffs. Sponsor for this event is Issuu.

**9-10:30 p.m. Thursday, Room 4C1-2, CC**

### ADVISER 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, Seattle-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 Issuu.

**8:30-11 p.m. Friday, Metropolitan B, 3rd Floor, Sheraton**



# SPECIAL ACTIVITIES

## 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 sponsored by Temple University Lew Klein College of Media and Communication.

**7:30 a.m.-5 p.m. Friday and 7:30 a.m.-1 p.m. Saturday, Room 4C3, CC**

## FRIDAY ADVISER LUNCHEON

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, will be honored. Preregistration through WJEA was required. Please bring your ticket.

**Noon-1:30 p.m. Friday, Cirrus, Pike Street Tower, 35th Floor, Sheraton**

## ADVISER RECOGNITION LUNCHEON

JEA and NSPA will present awards at this special event. New and renewing Certified Journalism Educators and Master Journalism Educators will be recognized. Speakers will include Nancy Y. Smith, Yearbook Adviser of the Year, and Alyssa Boehringer, Broadcast Adviser of the Year, who will provide a video. There also will be special presentation honoring the 2016 Carl Towley Award winner, Nick Ferentinos.

Preregistration was required. Please bring your ticket. Sponsors include Herff Jones and Northwestern University Medill School of Journalism, Media and Integrated Marketing Communications.

**Noon-2:20 p.m. Saturday, Metropolitan Ballroom, 3rd Floor, Sheraton**

## ADMINISTRATOR ACTIVITY

### A CONVERSATION ABOUT SCHOLASTIC MEDIA

JEA President Mark Newton invites all school administrators to an informal discussion of the ultimate 21st century educational opportunity: journalism and student media. Participants will meet in the Sheraton lobby before going to the JEA Suite.

**4-5:30 p.m. Friday, Sheraton Lobby, then to JEA Suite**

## STUDENT ACTIVITIES

### 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 Hall 4F, CC, at the JEA Bookstore in Room 4C3, CC, and on Facebook and Twitter.

**Test: 8 a.m. Friday, Windows, 2nd Floor, Sheraton; Buzzer Rounds: 8-10:50 a.m. Saturday, Willow, 2nd Floor, Sheraton**

### JOURNALIST OF THE YEAR MEET AND GREET

Per feedback from contest participants, we are offering the first-ever meet and greet for 2017 Journalist of the Year national candidates (state winners) and judges to come together. This is a chance to network and reflect with each other about the contest and future plans.

**10-10:50 a.m. Saturday, Room 307, CC**

### 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, Hall 4E, CC**

### 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**

## MEDIA SWAP SHOPS

Newspaper, newsmagazine, yearbook, literary magazine, website and broadcast Swap Shops are prime opportunities for preregistered students to share useful ideas and concepts with others. Bring at least nine samples of your newspaper, newsmagazine or literary magazine or one copy of your yearbook. Broadcast stories and websites may be shared if students bring a laptop.

Each delegate attending Swap Shops must have a ticket, which will be in the school registration packet.

**8 and 9 p.m. Friday, Windows, 2nd Floor, Sheraton**

## LIVE MUSIC

Live music in the ballroom. 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.

**8-11 p.m. Friday, Grand Ballroom, 2nd Floor, Sheraton**

## TRIVIA NIGHT

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.

**8-10 p.m. Saturday, Willow, 2nd Floor, Sheraton**

## AWARDS CEREMONIES

### 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.

**3:30-5:30 p.m. Saturday, Hall 4E, CC**

### JEA AWARDS AND CLOSING CEREMONY

Winners of JEA Write-off contest, National Journalist of the Year competition, Aspiring Young Journalist and Student Journalist Impact Award 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 in your envelope, contact JEA at [staff@jea.org](mailto:staff@jea.org).

**8:30-10:30 a.m. Sunday, Hall 4E, CC**



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# *inspiring*



Kudos to the 28 middle and high school yearbooks created by Herff Jones staffs and recognized as NSPA's 2016 *Pacemaker Finalists* — and to staffs everywhere that created yearbooks loved by their readers for their story telling, design, coverage, photography and more. Stop by our booth to see lots of great yearbooks, meet other yerds and score great swag.



YEARBOOK. IT'S WHAT WE DO. AND WHO WE ARE.



# NSPA congratulates the finalists and winners in its annual Pacemaker competitions

## 2016 YEARBOOK PACEMAKER FINALISTS

presented on Saturday, April 8, 2017; national winners announced at that time

<b>Hornet</b> Bryant (Arkansas) HS	<b>The Prowl</b> Powell MS Littleton, Colorado	<b>The Scrapbook</b> Westfield (Indiana) MS	<b>The Howl</b> Southwest Career and Technical Academy Las Vegas	<b>Cornerstones</b> Hockaday School Dallas	<b>Lair</b> Lake Braddock HS Burke, Virginia
<b>Nugget</b> Cupertino (California) HS	<b>Golden Images</b> Chaparral HS Parker, Colorado	<b>Indian</b> Shawnee Mission North HS Overland Park, Kansas	<b>Tesserae</b> Corning-Painted Post HS Corning, New York	<b>Marksmen</b> St. Mark's School of Texas Dallas	<b>Odyssey</b> Chantilly (Virginia) HS
<b>Jamboree</b> Toby Johnson MS Elk Grove, California	<b>Eagle Eye View</b> Sierra MS Parker, Colorado	<b>Hauber</b> Shawnee Mission East HS Prairie Village, Kansas	<b>Invictus</b> Ward Melville HS East Setauket, New York	<b>Hoofbeats</b> Burgess HS El Paso, Texas	<b>The Guardian</b> Westfield HS Chantilly, Virginia
<b>Ursus</b> Granite Bay (California) HS	<b>Trillium</b> Trumbull (Connecticut) HS	<b>Lair</b> Shawnee (Kansas) Mission Northwest HS	<b>Westwind</b> West Henderson HS Hendersonville, North Carolina	<b>Triune</b> Trinity HS Euleless, Texas	<b>Sentry</b> Robinson MS Fairfax, Virginia
<b>Farrier</b> Mirman School Los Angeles	<b>Greyhound</b> Lyman HS Longwood, Florida	<b>Stampede</b> Maize South MS Wichita, Kansas	<b>Paw Prints</b> Ursuline Academy Cincinnati	<b>The Tribute</b> Heritage HS Frisco, Texas	<b>Columbian</b> George C. Marshall HS Falls Church, Virginia
<b>Wingspan</b> James C. Enochs HS Modesto, California	<b>Legend</b> William R. Boone HS Orlando, Florida	<b>Fentonian</b> Fenton (Michigan) HS	<b>MUNHINOTU</b> Gresham (Oregon) HS	<b>Buffalo</b> Haltom HS Haltom City, Texas	<b>The Clan</b> McLean (Virginia) HS
<b>Rampages</b> Casa Roble HS Orangevale, California	<b>Panther</b> H.B. Plant HS Tampa, Florida	<b>PAWESEHI</b> Parkway West HS Ballwin, Missouri	<b>Lion's Roar</b> Christ Presbyterian Academy Nashville, Tennessee	<b>Reata</b> Memorial HS Houston	<b>Saga</b> Loudoun Valley HS Purcellville, Virginia
<b>Wings</b> Arrowhead Christian Academy Redlands, California	<b>The Stampede</b> J.W. Mitchell HS Trinity, Florida	<b>Le Flambeau</b> Notre Dame de Sion HS Kansas City, Missouri	<b>Lone Star</b> James Bowie HS Austin, Texas	<b>The Lair</b> Leander (Texas) HS	<b>Aquila</b> Freedom HS South Riding, Virginia
<b>Details</b> Whitney HS Rocklin, California	<b>Jabberwock</b> Darlington School Rome, Georgia	<b>Pioneer</b> Kirkwood (Missouri) HS	<b>The Vespa</b> Kealing MS Austin, Texas	<b>The Arena</b> Legacy HS Mansfield, Texas	<b>The Apollo</b> Colonial Forge HS Stafford, Virginia
<b>Sword &amp; Shield</b> Saugus (California) HS	<b>Etruscan</b> Glenbrook (Illinois) South HS	<b>Excalibur</b> Francis Howell North HS St. Charles, Missouri	<b>El Paisano</b> Westlake HS Austin, Texas	<b>Dragon</b> Round Rock (Texas) HS	<b>Legacy</b> Potomac Falls HS Sterling, Virginia
<b>Prowler</b> Pioneer MS Tustin, California	<b>Paragon</b> Munster (Indiana) HS	<b>The Legend</b> Lafayette HS Wildwood, Missouri	<b>The Lonestar</b> Vista Ridge HS Cedar Park, Texas	<b>The Hawk</b> Pleasant Grove HS Texarkana, Texas	<b>Legend</b> Brookfield (Wisconsin) Central HS
<b>The Black and Gold</b> Rock Canyon HS Highlands Ranch, Colorado	<b>Quiver</b> Lake Central HS St. John, Indiana	<b>Legacy</b> Green Valley HS Henderson, Nevada			

## 2016 MAGAZINE FINALISTS

presented on Saturday, April 8, 2017; national winners announced at that time

<b>Shadows: Masque</b> Cactus Shadows HS Cave Creek, Arizona	<b>Rapier</b> Marist School, Atlanta	<b>Soupstone</b> Yorktown HS Yorktown Heights, New York
<b>Connotations</b> Fayetteville (Arkansas) HS	<b>Silent Voices</b> Woodward Academy College Park, Georgia	<b>Roars and Whispers</b> Providence Sr. HS Charlotte, North Carolina
<b>Footnotes</b> Haas Hall Academy Fayetteville, Arkansas	<b>Spectator</b> Walter Johnson HS Bethesda, Maryland	<b>PenSoul</b> Bismarck (North Dakota) HS
<b>The Rambler</b> Sierra Canyon School Chatsworth, California	<b>The Phoenix</b> Townsend Harris HS Flushing, New York	<b>Vibrato</b> The Hockaday School Dallas
<b>The Unmasking</b> Henry W. Grady HS Atlanta	<b>Galaxy</b> Brighton HS Rochester, New York	<b>Inkblots</b> The John Cooper School The Woodlands, Texas

## 2016 BROADCAST WINNERS

presented on Saturday, Nov. 12, 2016, in Indianapolis

<b>WINNERS</b> <b>Nighthawk News</b> Rocky Heights MS Littleton, Colorado	<b>MHS1</b> McKinney (Texas) HS	<b>Southside Scoop/PHS-TV</b> Park Hill South HS Riverside, Missouri
<b>CCNN Live</b> Christopher Columbus HS Miami	<b>CHS Wired</b> Cody (Wyoming) HS	<b>Frisco ISD-TV</b> Frisco (Texas) ISD Career & Technical Education Center
<b>Mustang Magazine</b> Norwood (Massachusetts) HS	<b>FINALISTS</b> <b>WAHS News</b> American Heritage School Plantation, Florida	<b>NTV-North Television</b> McKinney (Texas) North HS
<b>Wave TV</b> Summerville (South Carolina) HS	<b>DTV News Live</b> Davison (Michigan) HS	
	<b>Tiger Broadcasting</b> Lee's Summit (Missouri) HS	

## 2017 ONLINE PACEMAKER FINALISTS

presented on Saturday, April 8, 2017; national winners announced at that time

### Roundup

Brophy College  
Preparatory School  
Phoenix, Arizona

### El Estoque Online

Monta Vista HS  
Cupertino, California

### Blue Devil Hub

Davis (California) Sr. HS

### The Oracle

Archer School for Girls  
Los Angeles

### The Boiling Point

Shalhevet HS  
Los Angeles

### The Paly Voice

Palo Alto (California) HS

### Verde Magazine

Palo Alto (California) HS

### The Broadview

Convent of the  
Sacred Heart HS  
San Francisco

### The Foothill Dragon Press

Foothill Technology HS  
Ventura, California

### HHSToday.com

Hillsborough HS  
Tampa, Florida

### Odyssey Online

Clarke Central HS  
Athens, Georgia

### 3TEN

Decatur (Georgia) HS

### The Prowler

Starr's Mill HS  
Fayetteville, Georgia

### Sequoit Media

Antioch (Illinois) Comm. HS

### Metea Media

Metea Valley HS  
Aurora, Illinois

### HiLite Online

Carmel (Indiana) HS

### The Little Hawk

Iowa City (Iowa) HS

### West Side Story

Iowa City (Iowa) West HS

### The Mustang Moon

Mount Vernon (Iowa) HS

### The Harbinger Online

Shawnee Mission East HS  
Prairie Village, Kansas

### Mill Valley News

Mill Valley HS  
Shawnee, Kansas

### The Patriot

John Carroll School  
Bel Air, Maryland

### Wayland Student Press Network

Wayland (Massachusetts) HS

### Knight Errant

Benilde-St. Margaret's School  
St. Louis Park, Minnesota

### Echo

St. Louis Park (Minnesota) HS

### RubicOnline

St. Paul (Minnesota)  
Academy and Summit  
School

### Dart News Online

St. Teresa's Academy  
Kansas City, Missouri

### Tonka News

Winnetonka HS  
Kansas City, Missouri

### The Kirkwood Call

Kirkwood (Missouri) HS

### FHNtoday.com

Francis Howell North HS  
St. Charles, Missouri

### Southwest Shadow

Southwest Career and  
Technical Academy  
Las Vegas, Nevada

### The Eagle's Tale

Canyon (Texas) HS

### Coppell Student Media

Coppell (Texas) HS

### Wingspan

Liberty HS  
Frisco, Texas

### The Review Online

St. John's School  
Houston, Texas

### The Red Ledger

Lovejoy HS  
Lucas, Texas

### The Rider Online

Legacy HS  
Mansfield, Texas

### TRNWired

Prince George (Virginia) HS

## 2016 NEWSPAPER PACEMAKERS

presented on Saturday, Nov. 12, 2016, in Indianapolis

### WINNERS

#### The Titan Times

Antelope (California) HS

#### Verde

Palo Alto (California) HS

#### The Broadview

Convent of the  
Sacred Heart HS  
San Francisco

#### J. Hop Times

John Hopkins MS  
St. Petersburg, Florida

#### Carpe Diem

Decatur (Georgia) HS

#### The HiLite

Carmel (Indiana) HS

#### The Little Hawk

Iowa City (Iowa) HS

#### The Express

Blue Valley Northwest HS  
Overland Park, Kansas

#### Standard

Blue Valley Southwest HS  
Overland Park, Kansas

#### The JagWire

Mill Valley HS  
Shawnee, Kansas

#### The Northwest Passage

Shawnee Mission  
Northwest HS  
Shawnee, Kansas

#### On the Record

duPont Manual HS  
Louisville, Kentucky

#### Uncaged

Stockbridge (Michigan) HS

#### Marquette Messenger

Marquette HS  
Chesterfield, Missouri

#### Globe

Clayton (Missouri) HS

#### The Kirkwood Call

Kirkwood (Missouri) HS

#### North Star

Francis Howell North HS  
St. Charles, Missouri

#### Spark

Lakota East HS  
Liberty Township, Ohio

#### Featherduster

Westlake HS  
Austin, Texas

#### The ReMarker

St. Mark's School of Texas  
Dallas

#### Raider Rumbler

Rouse HS  
Leander, Texas

#### Prowler

Stony Point HS  
Round Rock, Texas

#### Uncaged

Freedom HS  
South Riding, Virginia

### FINALISTS

#### The CS Press

Cactus Shadows HS  
Cave Creek, Arizona

#### El Estoque

Monta Vista HS  
Cupertino, California

#### The Town Crier

Paul Revere Charter MS  
Los Angeles

#### Eye of the Tiger

Roseville (California) HS

#### The Saratoga Falcon

Saratoga (California) HS

#### The Lake

Standley Lake HS  
Westminster, Colorado

#### The Lion's Tale

Oviedo (Florida) HS

#### Odyssey

Clarke Central HS  
Athens, Georgia

#### Blade

Woodward Academy  
College Park, Georgia

#### The Triangle

Columbus (Indiana) North HS

#### Inklings

Crown Point (Indiana) HS

#### Crier

Munster (Indiana) HS

#### Black & White

Johnston (Iowa) HS

#### The Harbinger

Shawnee Mission East HS  
Prairie Village, Kansas

#### Paladin

Kapaun Mount Carmel HS  
Wichita, Kansas

#### Communicator

Community HS  
Ann Arbor, Michigan

#### The Echo

St. Louis Park (Minnesota) HS

#### The View

Park Hill South HS  
Riverside, 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

#### The Eagle Angle

Allen (Texas) HS

#### Digit

Gorzycki MS  
Austin, Texas

#### The Blazer

Timberline HS  
Lacey, Washington

#### Hawkeye

Mountlake Terrace  
(Washington) HS

#### Puma Press

University Prep HS  
Seattle

# NSPA

The Pacemaker has recognized outstanding student journalism since 1927. Entries in the contest are judged on coverage and content, quality of writing and reporting, layout/design and photography, art and graphics. The Pacemaker recognizes the best in scholastic journalism.

Pacemaker finalists break new ground in student journalism and truly set the pace for other news organizations to emulate.



# SPRING 2017 AWARD WINNERS

## H.L. HALL YEARBOOK ADVISER OF THE YEAR

Nancy Y. Smith, MJE  
Lafayette High School  
Wildwood, Mo.



## BROADCAST ADVISER OF THE YEAR

Alyssa Boehringer  
McKinney (Texas) High School



*The awards listed here and on the next page will be presented at noon Saturday in the Metropolitan Ballroom, Sheraton.*

### DISTINGUISHED YEARBOOK ADVISER

Justin Daigle, CJE, Brighton (Colo.) High School

### SPECIAL RECOGNITION YEARBOOK ADVISER

Adrienne Forgette, MJE, Darlington School, Rome, Ga.  
Leland Mallett, CJE, Legacy High School, Mansfield, Texas

### RISING STAR AWARD

Travis Armknecht, CJE, Grand Center Arts Academy, St. Louis  
Katie Comeford, Phoenix Military Academy, Chicago  
John Horvath, Hill Country Christian School, Austin, Texas  
Jordyn Kiel, CJE, Francis Howell North High School, St. Charles, Mo.  
Dennis Leizear, CJE, Padua Academy, Wilmington, Del.  
Susan McNulty, J.W. Mitchell High School, New Port Ritchey, Fla.  
Alicia Merrifield, The Village School, Houston  
Time Ryckman, Rocky Heights Middle School, Highlands Ranch, Colo.  
Veronica Sarmiento, CJE, Seminole High School, Sanford, Fla.  
Andrew Young, Woodland Junior High School, Fayetteville, Ark.

### DIVERSITY AWARD

Barbara Bateman, CJE, Murphy High School, Mobile, Ala.

### DIVERSITY AWARD RUNNERS-UP

Camille Respass and Erin Castellano, CJE, Clayton (Mo.) High School  
Thomas Kaup, MJE, Auburn (Wash.) High School

### DISTINGUISHED BROADCAST ADVISERS

Christina Geabhart, MJE, Oak Park High School, Kansas City, Mo.  
Thomas Gregory, CJE, Gahanna (Ohio) Lincoln High School  
Brian Kennedy, Prosper (Texas) High School

### SPECIAL RECOGNITION BROADCAST ADVISERS

Jane Bannester, Ritenour High School, St. Louis  
Andrew Chambers, Richland Northeast High School, Columbia, S.C.  
Jonathan Rogers, MJE, Iowa City (Iowa) High School

### LINDA S. PUNTNEY TEACHER INSPIRATION AWARD

Nancy Hastings, MJE, Highland, Ind.

*The following awards will be presented  
7:30 p.m. Thursday in Hall 4E, Convention Center:*

### FIRST AMENDMENT PRESS FREEDOM AWARD

The Archer School for Girls, Los Angeles  
Chantilly (Va.) High School  
Convent of the Sacred Heart High School, San Francisco  
Grosse Pointe North High School, Grosse Pointe Woods, Mich.  
Francis Howell North High School, St. Charles, Mo.  
Harrisonburg (Va.) High School  
Kirkwood (Mo.) High School  
Mountlake Terrace (Wash.) High School  
Smoky Hill High School, Aurora, Colo.  
St. Louis Park (Minn.) High School  
Whitney High School, Rocklin, Calif.

*Journalist of the Year, Student Journalist Impact Award and Aspiring Young Journalist will be awarded  
at 8:30 a.m. Sunday in Hall 4E, Convention Center.*



# JEA CERTIFICATION RECIPIENTS

## CERTIFIED JOURNALISM EDUCATORS

Paul R. Aubrey, North Kansas City (Mo.) High School  
Sara E. Brookshire, Oak Hill High School, Converse, Ind.  
Erin Sucher Castellano, Clayton (Mo.) High School  
Shelby Nicole Dinkel, Salina (Kan.) Central High School  
Jeremiah Daniel Garber, Salina (Kan.) Central High School  
Samantha M. Gerwe-Perkins, Walnut Hills High School, Cincinnati  
Samantha Goetting, Herrin (Ill.) High School  
Sarah-Anne Lanman, Munster (Ind.) High School  
Steven Listopad, North Dakota State University, Fargo, N.D.  
Adam Livesay, Walsworth Yearbooks, Tampa, Fla.  
Thomas J. McHale, Hunterdon Central Regional High School, Flemington, N.J.  
Janell Johnson Mikels, Valley High School, West Des Moines, Iowa  
Catherine Misar, Washington-Lee High School, Arlington, Va.  
Erika Quick, Cody (Wyo.) High School  
Lisa Stine, Bryant (Ark.) High School

## CJE RENEWALS

Angela J. Banfield, Early College High School, Colorado Springs, Colo.  
John W. Bradford, Creekview High School, Canton, Ga.  
Judy L. Cannaday, Palm Harbor (Fla.) University High School  
Keith R. Carlson, Naperville Central (Ill.) High School  
Shetye Cypher, Tompkins High School, Katy, Texas  
Karen W. Ford, Holton (Kan.) High School  
Kelly R. Furnas, Elon (N.C.) University  
JoAnn M. Gage, Mount Vernon (Iowa) High School  
Clare A. Gartlan, Chantilly (Va.) High School  
Suzanne M. Gill, Stafford High School, Falmouth, Va.  
Mary E. Gillis, Rolla (Mo.) High School

John J. Gonczy, Marist High School, Chicago  
Laurie Hansen, Stillwater (Minn.) Area High School  
Gabrielle S. Herbst, Beverly Hills (Calif.) High School  
Brian T. Heyman, Pattonville High School, Maryland Heights, Mo.  
Adrienne Hollifield, Charles D. Owen High School, Black Mountain, N.C.  
Heather L. Hooper, Topeka (Kan.) High School  
Trudy J. Hurd, Cisne (Ill.) High School  
Kari L. Johnson, Platte County High School, Platte City, Mo.  
Sheila L. Jones, Littleton, Colo.  
Kate N. LaForge, Allen (Texas) I.S.D.  
Matthew S. LaPorte, Southwest Career and Technical Academy, Las Vegas  
Julie A. Mancini, Dunnellon (Fla.) High School  
Beatrice Y. Motamedi, Global Student Square, Oakland, Calif.  
Nancy A. Olson, Putney, Vt.  
Katina Paron, Baruch College, New York  
Kyle N. Phillips, George Washington High School, Cedar Rapids, Iowa  
Ellen F. Regen, Sugar Hill, N.H.  
Monica B. Rodriguez, Gulliver Preparatory School, Miami  
Stephen H. Slagle, Walnut, Calif.  
Karla Rae Happis Sprague, Har-Ber High School, Springdale, Ark.  
Larry E. Steinmetz, Bullitt East High School, Mount Washington, Ky.  
Brandi D. Stout, Washington High School, Kansas City, Kan.  
Jennifer Swanson, Arroyo High School, El Monte, Calif.  
Karla Thompson, Lee's Summit (Mo.) High School  
Lisa A. Wieland, Assumption High School, Louisville, Ky.  
Lea A. Williams, Christian Academy of Myrtle Beach, S.C.  
William A. Wolfe, Taft (Calif.) Union High School  
Karen Zajac, Glenbard South High School, Glen Ellyn, Ill.

## MASTER JOURNALISM EDUCATORS

Megan E. Fromm, Colorado Mesa University, Grand Junction, Colo.  
Mary E. Gillis, Rolla (Mo.) High School  
Evelyn A. Lauer, Niles West High School, Skokie, Ill.  
Meghan J. Percival, McLean (Va.) High School  
Beth Skaggs, Colgan High School, Manassas, Va.

## MJE RENEWALS

Sue Ellen Blackmon, Klein Forest High School, Houston  
Cindy M. Carey, Shenendehowa High School, Clifton Park, N.Y.  
Julie E. Dodd, University of Florida-Gainesville  
Mary Kay Downes, Chantilly (Va.) High School  
Thomas J. Kaup, Auburn (Wash.) High School  
Joseph A. Mirando, Southeastern Louisiana University, Hammond, La.  
Amy Morgan, Shawnee Mission West High School, Overland Park, Kan.  
Robin C. Morris, Richland Wash.  
Timm Pilcher, Brody Middle School, Des Moines, Iowa  
Wayna C. Polk, Carbon, Texas  
Rodney N. Satterthwaite, Palo Alto (Calif.) High School  
Kathy Schrier, Seattle Public Schools  
Nancy Y. Smith, Lafayette High School, Wildwood, Mo.  
Ronna Sparks-Woodward, Liberty (Mo.) North High School  
Susan Hathaway Tantillo, Naples, Fla.  
Nathan S. Thompson, Tussey Mountain High School, Saxton, Pa.  
Bradley Wilson, Midwestern State University, Wichita Falls, Texas



For more information about  
JEA certification and awards:

[www.jea.org](http://www.jea.org)

# **TAKE CHARGE OF YOUR FUTURE**

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# THURSDAY AT A GLANCE

See floor plans on Page 88, inside back cover

ROOM	8 a.m.	Noon	1 p.m.	3 p.m.	5 p.m.	Evening
Convention Pl. entrance lobby, 1st Fl., CC	Media tour check-in desk (7:30 a.m.-1:30 p.m.)					
Room 4C1-2, CC						Adviser kickoff reception (9 p.m.)
Room 4C3, CC			JEA Bookstore (1-7 p.m.)			
Hall 4D, CC			Publication exchange tables (1-10:30 p.m.)			
Hall 4E, CC					Adviser orientation (6:45 p.m.)	Opening/keynote (7:30-9 p.m.)
Hall 4F, CC			Convention check-in/registration, trade show, Write-off check-in, Best of Show drop-off, shirt distribution, lost and found (1-7 p.m.)			
Diamond, 1st Fl., Sheraton	IJW workshop (9 a.m.-noon)		Social media workshop (1-5 p.m.)			
Aspen, 2nd Fl., Sheraton	JEA board meeting (8:30 a.m.-3:30 p.m.)					
Cedar, 2nd Fl., Sheraton	Student leadership (9 a.m.-noon)		Adviser leadership seminar (1-4 p.m.)			
Juniper, 2nd Fl., Sheraton	Write-off headquarters					
Redwood, 2nd Fl., Sheraton	Creative coaching (8:30 a.m.-4 p.m.)					
Spruce, 2nd Fl., Sheraton	Day of Doing workspace (8 a.m.-11 p.m.)					
Willow A, 2nd Fl., Sheraton	Digital photography workshop (8:30 a.m.-4:30 p.m.)					
Willow B, 2nd Fl., Sheraton	Team storytelling (8:30 a.m.-5 p.m.)					
Ballard, 3rd Fl., Sheraton	Photoshop workflow (8:30-noon)		Advanced InDesign (1-5 p.m.)			
Capitol Hill, 3rd Fl., Sheraton	Sports seminar (9 a.m.-4 p.m.)					
Greenwood, 3rd Fl., Sheraton	In-depth legal training (9 a.m.-3 p.m.)					
Issaquah, 3rd Fl., Sheraton	Broadcast and video boot camp (8:30 a.m.-5 p.m.)					
Kirkland, 3rd Fl., Sheraton	JEA Outreach Academy (8:30 a.m.-4:30 p.m.)					
Leschi, 3rd Fl., Sheraton	Mentor forum (8 a.m.-5 p.m.)					
Metropolitan A, 3rd Fl., Sheraton	Writers' workshop (8:30 a.m.-4 p.m.)					
Metropolitan B, 3rd Fl., Sheraton	Fast and Furious: The Society for News Design QuickCourse (8:30 a.m.-4:30 p.m.)					
Ravena, 3rd Fl., Sheraton	Online boot camp (8:30 a.m.-4 p.m.)					

■ ADVISING/TEACHING  
■ CONTEST  
■ DESIGN  
■ EDITING

■ ENTREPRENEURSHIP  
■ KEYNOTE  
■ GENERAL AUDIENCE  
■ LAW/ETHICS

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

■ NEWS LITERACY  
■ PHOTOJOURNALISM  
■ WEB  
■ WRITING



# 7:30 a.m. THURSDAY

## EVENT

### ● MEDIA TOUR CHECK-IN

Please check in at the designated media-tour time listed on the website and on Page 11 in the registration booklet.

**7:30 a.m.-1:30 p.m. Thursday, Lobby near Convention Place entrance, 1st Floor, CC**

**8 a.m.**

## 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, Milwaukie, Ore.; Peggy Gregory, CJE, Phoenix; and Mary Anne McCloud, Newton, Kan.

**8 a.m.-5 p.m. Thursday, Leschi, 3rd Floor, Sheraton (40)**

**8:30 a.m.**

## 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. Thursday, Aspen, 2nd Floor, Sheraton (125)**



## 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) ISD

**8:30 a.m. -noon Thursday, Ballard, 3rd Floor, Sheraton (100)**



## 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

## WHAT DOES IT MEAN?

CC — Convention Center

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

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. Preregistration was required.

EVALUATION CODE: 4566

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

**8:30 a.m.-5 p.m. Thursday, Issaquah, 3rd Floor, Sheraton (110)**

## 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, Portland, Ore.

**8:30 a.m.-4:30 p.m. Thursday, Kirkland, 3rd Floor, Sheraton (40)**

## 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 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. Preregistration was required.

EVALUATION CODE: 4288

Dan Austin, Casa Roble High School, Orangevale, Calif.

**8:30 a.m. Thursday, Metropolitan A, 3rd Floor, Sheraton (380)**

## 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

Amy DeVault, MJE, Wichita (Kan.) State University

**8:30 a.m.-4:30 p.m. Thursday, Metropolitan B, 3rd Floor, Sheraton (400)**

## 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, Ravenna, 3rd Floor, Sheraton (170)**

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

**8:30 a.m.-4 p.m. Thursday, Redwood, 2nd Floor, Sheraton (150)**

## 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 a laptop computer with the photo-editing program (Photoshop, Lightroom) they will use. Preregistration and an off-site permission form is 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, Willow A, 2nd Floor, Sheraton (125)**

## NEWS GATHERING

**TEAM STORYTELLING**

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

EVALUATION CODE: 4556

Sara Quinn, Kansas State University, Manhattan, Kan.

**8:30 a.m.-5 p.m. Thursday, Willow B, 2nd Floor, Sheraton (125)**

9 a.m.

## LEADERSHIP AND TEAM BUILDING

**LEADERSHIP SEMINAR FOR STUDENTS**

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. 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. Preregistration was required. Sponsored by Society of Professional Journalists.

EVALUATION CODE: 5339

Tara Puckey, Society of Professional Journalists, Indianapolis

**9 a.m.-noon Thursday, Cedar, 2nd Floor, Sheraton (125)**

## WRITING

**SPORTS SEMINAR**

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 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.

EVALUATION CODE: 5618

Pete LeBlanc, Antelope (Calif.) High School, and Andrew Smith, Kansas State University, Manhattan, Kan.

**9 a.m.-4 p.m. Thursday, Capitol Hill, 3rd Floor, Sheraton (50)**

## ADVISING/TEACHING

**INTENSIVE JOURNALISTIC WRITING WORKSHOP**

Since 1988, the Intensive Journalistic Writing Institute 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. 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, Diamond, 1st Floor, Sheraton (85)**

## LAW AND ETHICS

**IN-DEPTH LEGAL TRAINING**

**Let us know how we're doing. Visit [jea.org/eval](http://jea.org/eval) and tell us what you think.**

We want to know how helpful the sessions are during the JEA/NSPA Spring 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](http://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.

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, Greenwood, 3rd Floor, Sheraton (45)**

1 p.m.

## 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, Ballard, 3rd Floor, Sheraton (100)**

## LEADERSHIP AND TEAM BUILDING

**LEADERSHIP SEMINAR FOR ADVISERS**

This session will help you figure out how you lead, and, more importantly, how others think you lead. 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. Preregistration was required. Sponsored by Society of Professional Journalists.

EVALUATION CODE: 5340

Tara Puckey, Society of Professional Journalists, Indianapolis

**1-5 p.m. Thursday, Cedar, 2nd Floor, Sheraton (125)**

## ENTREPRENEURSHIP

**SOCIAL MEDIA WORKSHOP**

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, look to be more than the viewer by learning how to

# 1 p.m. THURSDAY

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. Preregistration was required. EVALUATION CODE: 5636

Patrick Johnson, MJE, Antioch (Ill.)  
Community High School

**1-5 p.m. Thursday, Diamond, 1st Floor, Sheraton (85)**

## EVENT

### ● JEA BOOKSTORE

Take a look at nearly 300 journalism-related items in the JEA Bookstore. Check here to buy Write-off supplies. Students are welcome.

**1-7 p.m. Thursday, Room 4C3, CC (300)**

## 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 see the latest editions of high school media from coast to coast. Feel free to drop off a few copies of your publication and take some you like.

**1-10:30 p.m. Thursday, Hall 4D, CC**

## EVENT

### ● CONVENTION 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. Shirts not picked up by noon Friday will be resold.

**1-7 p.m. Thursday, Hall 4F, CC (2,263)**

## EVENT

### ● 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, Hall 4F, CC (2,263)**

## EVENT

### ● 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.



**Hammering Man stands at the entrance of the Seattle Art Museum at First and University streets. Photo by Tim Thompson.**

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

**1-7 p.m. Thursday, Hall 4F, CC (2,263)**

## EVENT

### ● 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, Hall 4F, CC (2,263)**

## CONTEST

### ● 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. Students in broadcast or online news contests with 8 a.m. Friday start times must get their ID Thursday.

**1-7 p.m. Thursday, Hall 4F, CC (2,263)**

## EVENT

### ● 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, Hall 4F, CC (2,263)**

**6:45 p.m.**



ADVISING/TEACHING

### NEW ADVISER CONVENTION ORIENTATION

Advisers attending their first JEA/NSPA convention should consider attending a short, 30-minute 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.; Stan Zoller, MJE, Lake Forest (Ill.) College; and Teresa Scribner, CJE, Cleveland High School, Seattle

**6:45 p.m. Thursday, Hall 4E, CC (5,030)**

**7:30 p.m.**

## EVENT

### ● OPENING CEREMONY/KEYNOTE ADDRESS

JEA, NSPA and the local convention team welcome you to the Seattle. Tim Harrower will present the keynote address. Kellen Browning, 2016 National High School Journalist of the Year, also will speak. First Amendment Press Freedom Awards will be presented.

**7:30 p.m. Thursday, Hall 4E, CC (5,030)**

**9 p.m.**

## ADVISER EVENT

### ● ADVISER KICKOFF RECEPTION

After the keynote speech, all advisers are welcome to attend this reception to socialize with new colleagues and relax with 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. Sponsor for this event is Issuu.

**9 p.m. Thursday, Room 4C1-2, CC (570)**



# YEARBOOK ADVISORS

visit our booth for a chance to

# WIN

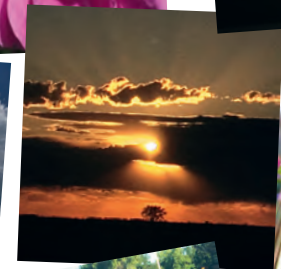
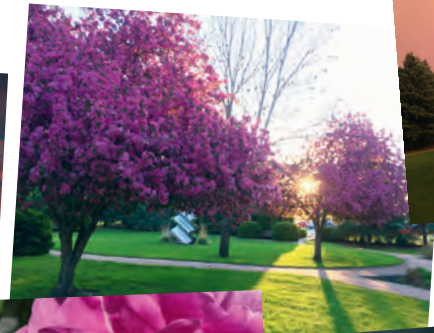
## A TRIP FOR 2

to

# CANADA

## and pick up a free monopod!

\*some restrictions may apply



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MEMORIES CRAFTED IN PRINT

## #ItsNotAlwaysWhiteUpNorth

[YEARBOOKS.FRIESENS.COM](http://YEARBOOKS.FRIESENS.COM)

# FRIDAY AT A GLANCE

ROOM	8 a.m.	9 a.m.	10 a.m.	11 a.m.	
Room 201, CC		It's OK to be funny	Icing the cake: Details complete the book	For your info(graphic)	
Room 203, CC		Great editor = Great leader	A truly useful session on review writing	Not another student at a desk ...	
Room 204, CC		Plays well with others	Bare essentials of design	Survival of the fittest	
Room 205, CC		Lids: 5 hats you must wear in sports writing	Critique yourselves	'Third Wave': A classroom dictatorship at 50	
Room 211, CC		Why diversity matters	Covering American inequalities	Leadership in the newsroom	
Room 212, CC		Avoid staff infection	What do WWII, feature writing have in common?	May the Force be with you	
Room 213, CC		Heading in the right direction	The most challenging human task: Consensus	China 360 in photojournalism	
Room 2AB, CC		Photography for the non-photographer	The design is right	Be an action hero	
Room 303, CC		You can't handle the truth	Strangers on the street	Not your momma's yearbook	
Room 304, CC		The dynamic duo	Cut it out	We're bringing reporting back	
Room 305, CC		Meet and share ideas with the NSPA	To lead, you must first serve	Using the research: Women and media	
Room 306, CC		Design that wows	Design Quest: Sparking yearbook creativity	Twinkle toes? Or two left feet?	
Room 307, CC		State laws protecting student press freedom	Designating a publication as a public forum	Dropping the journalistic F-bomb	
Room 308, CC		Motion graphics, animation and modern journalism	Copyright and fair use	Game on: Ethics in action	
Room 310, CC		Introduction to intellectual property	Introduction to the First Amendment	Beyond the home page: Driving traffic to your site	
Room 3AB, CC		Administrators and assertive student journalism ...	Getting your foot in the door	Succeed in a general-assignment newsroom	
Room 401, CC		Copy editing in 5 simple steps	Promoting your program	Make a new plan, Stan	
Room 4C1-2, CC		Journalism: To serve and engage	How to do a better interview	Techniques in news photography	
Room 4C3, CC	JEA Bookstore/Adviser Hospitality (7:30 a.m.-5 p.m.)				
Room 4C4, CC		Just your type	Trends in yearbook	Ideas from the professionals	
Hall 4D, CC	Publication exchange tables				
Hall 4E, CC		Break with a Pro (9 and 10 a.m.)			
Hall 4F, CC	Convention check-in/registration, trade show, shirt distribution, lost and found (8 a.m.-4 p.m.) Write-off check-in (8 a.m.-noon)				

■ ADVISING/TEACHING  
■ CONTEST  
■ DESIGN  
■ EDITING

■ ENTREPRENEURSHIP  
■ KEYNOTE/FEATURED SPEAKER  
■ GENERAL AUDIENCE  
■ LAW/ETHICS

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

■ NEWS LITERACY  
■ PHOTOJOURNALISM  
■ WEB  
■ WRITING

Noon	1 p.m.	2 p.m.	4 p.m.	Evening
You're doing it wrong: Photo and quote packages	Give 'em what they paid for	Design smarter, not harder		
It's not them ; it's you	Journalism is about relationships	Review writing: Getting it all	Write-off: 17 Yearbook layout inside pages	
What it feels like to burn the box	Creating a story like a storyteller	Designing to tell your story	Write-off: 19 Literary magazine layout	
	Captivate your reader	Covering controversial topics responsibly	Write-off: 16 Yearbook layout theme	
Source diversity: How to get it	How diverse thinking produces better reporting	Digital journalism: 8 differences from print		
	Writing as a social activity	Add stature through freelance writing	Write-off: 18 Yearbook cover/endsheets	
Aerial photography and videography	Jobs for journalists	The journalist's toolbox	Write-off: 26 Graphic design photo illustration	
10 must-have images of photojournalism	Tell your story through environmental portraits	The art of photo editng	Write-off: 01 News writing	
Taste the rainbow: True colors	How to investigate criminal justice issues	Be an interview ninja		
Deadline — It's not a dirty word	From the ground up	Best practices make perfect	Write off: 10 Newsmagazine layout	
	Transitioning from classroom to newsroom	Work hard, play hard	Write-off: 23 Graphic design logo	
Join this club (section)	Theme fit	4 design principles 4 U		
Going beyond the headlines	3 essentials for understanding copyright ...	Get proactive! Writing great free-speech policy	Write off: 25 Graphic design advertising	
Developing ethical online news policies	Digging dirt through access laws	Using social media to expand coverage	Write off: 09 Newspaper layout	
Plugging print skills into digital	Journalism beyond high school	Ready ... set ... lede!	Write-off: 24 Graphic design infographics	
Improve your captions in 1, 2, 3	Design inspiration from hidden places	Breaking into visual journalism	Write-off: 03 Feature writing	
Building a program with administration's help	Beat the Tweet news writing workshop	To push, pull or sit back and watch	Best of Show judging (4:30-8 p.m.)	
Activating girls' voices	Just how far is too far?	Head in the game	Write-off: 12-15 Yearbook copy/caption (all)	
JEA Bookstore/Adviser Hospitality (7:30 a.m.-5 p.m.)				
Using gestalt principles in design	Surviving yearbook: Small staff, large school	Balancing act: Building a theme verbally, visually	Write off: 05 Review writing	
Publication exchange tables				
On-site critiques (Noon-3:30 p.m.)			Write-off: 27-35 Photography (all)	
Convention check-in/registration, trade show, shirt distribution, lost and found (8 a.m.-4 p.m.)				



# FRIDAY AT A GLANCE

ROOM	8 a.m.	9 a.m.	10 a.m.	11 a.m.	
Diamond, 1st, Sheraton		InDesign tips and techniques for student publications (2 hours)		Instagram micro packages	
Aspen, 2nd, Sheraton		Pinterest: A creative resource for design, photo ...	Avoiding marshmallow fluff	Open forum on press rights	
Cedar A, 2nd, Sheraton		Strengthening your journalistic foundation (Pt. 1)	Taming the grading monster	Legal and ethical issues for advisers	
Cedar B, 2nd, Sheraton		Covering controversy: Video journalism, social respons.	Beyond daily announcements: video news stories for impact	Publications come alive with Aurasma	
Grand Ballroom, 2nd, Sheraton					
Juniper, 2nd, Sheraton	Write-off headquarters	Quiz Bowl grading	Write-off headquarters		
Redwood, 2nd, Sheraton		Going beyond the game	Socialnomics	Bits to bytes: Digital marketing explained	
Spruce, 2nd, Sheraton	Day of Doing (7:30 a.m. meeting) and workspace				
Willow, 2nd, Sheraton	Quiz Bowl qualifying test	The anatomy of a broadcast package	Move like a videographer	Lighting techniques for video and photojournalism	
Windows, 2nd, Sheraton					
Ballard, 3rd, Sheraton	JEA general membership meeting	JEA state directors meeting	Show your style	In the room where it happens	
Capitol Hill, 3rd, Sheraton		Editing video stories in Premiere	Blackfish, Murrow, Time Warner ... oh my!	All together now	
Everett, 3rd, Sheraton		Yearbook adviser roundtable	Newspaper adviser roundtable	Advising multiple publications roundtable	
Fremont, 3rd, Sheraton					
Greenwood, 3rd, Sheraton	Write-off: 47 Videography		Broadcast judging		
Issaquah, 3rd, Sheraton	Write-off: 43 Online news package (8 a.m.-12:30 p.m.)				
Kirkland, 3rd, Sheraton					
Leschi, 3rd, Sheraton		Advisers: Shoot for the stars	What I wish I had known as a new adviser	The great journalism lock-in adventure	
Medina, 3rd, Sheraton			The book is done, now have some fun!		
Metropolitan A, 3rd, Sheraton		One Story: 'Under Our Skin' (2 hours)		Copy this!	
Metropolitan B, 3rd, Sheraton		The future of your local newspaper	It's the little things	Doing one thing really well	
Ravenna A-B, 3rd, Sheraton	Write-off: 46 Broadcast package (8 a.m.-12:30 p.m.)				
Ravenna C, 3rd, Sheraton	Photography judging (8 a.m.-noon)				
Cirrus, Pike St. Tower, 35th Floor, Sheraton					
JEA Suite, Sheraton					

■ ADVISING/TEACHING  
 ■ CONTEST  
 ■ DESIGN  
 ■ EDITING

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

■ NEWS LITERACY  
 ■ PHOTOJOURNALISM  
 ■ WEB  
 ■ WRITING

Noon	1 p.m.	2 p.m.	4 p.m.	Evening
InDesign tricks and tips	InDesign: Work smarter, not harder	Not another InDesign session	Certification test for CJE and MJE candidates	
Stress management for the staffer	10 timely tips	What will the principal say?	Write-off: 07 Commentary writing	
	Photojournalism basics for advisers	CJE/MJE certification study session	Write-off: 20: Lit mag poetry 21: Lit mag illustration	
	Advanced Aurasma	Follow the rubric road	41: Documentary (3 p.m.) 42: Video pkg. edit. (4:30 p.m.)	
				Live music (8-11 p.m.)
Write-off headquarters	Write-off lead judges check in (1-3:30 p.m.)		Write-off headquarters	
Entrepreneurship and the teen journalist	Creative ways to market your yearbooks	Other career opportunities for yerds	Write-off: 04 Sports writing	
Day of Doing workspace				
Produce like a pro	Journalistic ethics: A crash course	Drones and the media	Write-off: 02 Editorial writing; 06 Ed. cartooning	
				Media Swap Shops (8 and 9 p.m.)
You want to major in WHAT?	It's all about the culture	Pop-up reporting on refugees in Paris	Write-off: 38 Broadcast feature story	
Build a better grading system	High school live broadcast	Staff organization and motivation	40 Social media rep. (3 p.m.) 36: Broadcast news (4:30 p.m.)	
Roundtable for online advisers	Roundtable for lit mag advisers	Roundtable for broadcast advisers	Taping for contest 44 On-air reporting	
			Taping for contest 48 Broadcast commentary	
Broadcast judging			Write-off: 45 Broadcast newswriting	
			48 Broadcast comm. (3 p.m.) 08: News editing (4 p.m.)	
			Write-off: 21 Lit mag illustration	
	Remember to breathe	Using your local resources	37: Broadcast sports (3 p.m.) 39: Commercial (4:30 p.m.)	
	Coverage, content and reporting for advisers	Using springtime to get ahead	Write-off: 22 Literary magazine photography	
Humans of Harker	Breaking barriers: Indigenous representation	LGBTQ media: Beyond the letters		Write-off judges dinner and judging (6 p.m.)
The changing face of broadcast news	The evolving world of news broadcasting	Turn your challenges into opportunities		Adviser reception/SPLC auction (8:30-11 p.m.)
			44: On-air reporter (3 p.m.) 11: Press law/ethics (4 p.m.)	
	Broadcast judging (1-6 p.m.)			
WJEA luncheon (noon-1:30 p.m.)				
Lunch with the JEA president			A conversation about scholastic media	



#### BAL4.tv

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



#### eYearbook

The only truly interactive yearbook that students can view on a computer or mobile device



#### BalfourTools

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



#### ImageShare

Allow everyone in your school community to contribute photos and content for the yearbook with this easy-to-use mobile app



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balfour.com

# b your best yearbook.

Your yearbook: It's the story of the school year. There's no better match for your yearbook staff's enthusiasm and commitment than Balfour's innovative technology, classroom resources and attentive customer care. We're here to help you be your best yearbook.



eYearbook



BalfourTools



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# WRITE-OFF ROOM ASSIGNMENTS

**Advisers:** Check in at the Write-off desk in the Hall 4F, CC, 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 Juniper, 2nd Floor, Sheraton. 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](http://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 Juniper, 2nd Floor, Sheraton.

**Photography Judges:** 8 a.m.-noon, Ravena C, 3rd Floor, Sheraton

**Broadcast Judges:** 10:30 a.m. Greenwood, 3rd, Sheraton; 1 p.m. Ravena C, 3rd, Sheraton (check schedule for assigned room/time).

**Write-off Judges' Dinner/Judging:** 6 p.m., Metropolitan A, 3rd Floor, Sheraton

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

01 Newswriting.....	4 p.m., Room 2AB, CC
02 Editorial Writing .....	4 p.m., Willow, 2nd Floor, Sheraton
03 Feature Writing.....	4 p.m., Room 3AB, CC
04 Sports Writing .....	4 p.m., Redwood, 2nd Floor, Sheraton
05 Review Writing.....	4 p.m., Room 4C4, CC
06 Editorial Cartooning.....	4 p.m., Willow, 2nd Floor, Sheraton
07 Commentary Writing .....	4 p.m., Aspen, 2nd Floor, Sheraton
08 News Editing/Headline Writing.....	4 p.m., Issaquah, 3rd Floor, Sheraton
09 Newspaper Layout (online).....	4 p.m., Room 308, CC, stay for critique
10 Newsmagazine Layout (online).....	4 p.m., Room 304, CC, stay for critique
11 Press Law & Ethics .....	4 p.m., Ravenna A-B, 3rd Floor, Sheraton
12 Yearbook Copy/Caption: Sports.....	4 p.m., Room 4C1-2, CC
13 Yearbook Copy/Caption: Academics.....	4 p.m., Room 4C1-2, CCr
14 Yearbook Copy/Caption: Clubs.....	4 p.m., Room 4C1-2, CC
15 Yearbook Copy/Caption: Student Life .....	4 p.m., Room 4C1-2, CC
16 Yearbook Layout: Theme (online).....	4 p.m., Room 205, CC, stay for critique
17 Yearbook Layout: Inside Pages (online).....	4 p.m., Room 203, CC, stay for critique
18 Yearbook Cover/End Sheets (online).....	4 p.m., Room 212, CC, stay for critique
19 Literary Magazine Layout (online).....	4 p.m., Room 204, CC, stay for critique
20 Literary Magazine Poetry .....	4 p.m., Cedar A, 2nd Floor, Sheraton
21 Literary Magazine Illustration.....	4 p.m., Kirkland, 3rd Floor, Sheraton
22 Literary Magazine Photography .....	4 p.m., Medina, 2nd, Sheraton
23 Graphic Design: Logo (online).....	4 p.m., Room 305, CC stay for critique
24 Graphic Design: Infographics (online) .....	4 p.m., Room 310, CC, stay for critique
25 Graphic Design: Advertising (online).....	4 p.m., Room 307, CC stay for critique
26 Graphic Design: Photo Illustration (online).....	4 p.m., Room 213, CC, stay for critique
27 Themed Photo (online).....	4 p.m., Hall 4E, CC, stay for critique
28 Sports Action Photography (online).....	4 p.m., Hall 4E, CC, stay for critique
29 Sports Feature Photography (online).....	4 p.m., Hall 4E, CC, stay for critique
30 Feature Photography (online).....	4 p.m., Hall 4E, CC, stay for critique
31 General or Spot News Photography (online) .....	4 p.m., Hall 4E, CC, stay for critique
32 Photo Story (online) .....	4 p.m., Hall 4E, CC, stay for critique
33 Portfolio (online).....	4 p.m., Hall 4E, CC, stay for critique
34 Photo Portrait (online).....	4 p.m., Hall 4E, CC, stay for critique
35 First-year Photo (online).....	4 p.m., Hall 4E, CC, stay for critique
36 Broadcast News Story (online) .....	4:30 p.m., Capitol Hill, 3rd Floor, Sheraton, stay for critique
37 Broadcast Sports Story (online).....	3 p.m., Leschi, 3rd Floor, Sheraton, stay for critique
38 Broadcast Feature Story (online).....	4 p.m., Ballard, 3rd Floor, Sheraton, stay for critique
39 Broadcast Commercial/PSA (online).....	4:30 p.m., Leschi, 3rd Floor, Sheraton, stay for critique
40 Social Media Reporting (online).....	3 p.m., Capitol Hill, 3rd Floor, Sheraton, stay for critique
41 Short Documentary (online).....	3 p.m., Cedar B, 2nd Floor, Sheraton, stay for critique
42 Video Package Editing (online) .....	4:30 p.m., Cedar B, 2nd Floor, Sheraton, stay for critique
43 Online News Package (on-site) .....	8 a.m., Issaquah, 3rd Floor, Sheraton. Turn in entry by 12:30 p.m.
44 On-Air Reporter (on-site).....	3 p.m., Ravenna A-B, 3rd Floor, Sheraton (taping in Everett)
45 Broadcast Newswriting (on-site).....	4 p.m., Greenwood, 3rd Floor, Sheraton
46 Broadcast Package (on-site).....	8 a.m., Ravenna A-B, 3rd Floor, Sheraton. Turn in entry by 12:30 p.m.
47 Videography (on-site).....	8 a.m., Greenwood, 3rd Floor, Sheraton. Turn in entry by 10:30 a.m. to Greenwood.
48 Broadcast Commentary (on-site).....	3 p.m., Issaquah, 3rd Floor, Sheraton (taping in Fremont)

# 7:30 a.m. FRIDAY

## EVENT

### ● PUBLICATION EXCHANGE

Interested in seeing what kind of work other high schools around the nation are producing? Stop by the exchange tables to gander at the latest editions of high school publications from coast to coast. Drop off a few copies of your media and take some you like.

**All day Friday, Hall 4D, CC**

**7:30 a.m.**

## 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. Friday refreshments are underwritten by Temple University Lew Klein College of Media and Communication.

**7:30 a.m.-5 p.m. Friday, Room 4C3, CC (300)**

## EVENT

### ● JEA BOOKSTORE

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

**7:30 a.m.-5 p.m. Friday, Room 4C3, CC (300)**

**8 a.m.**

## MEETING

### JEA GENERAL MEMBERSHIP MEETING

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

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

**8 a.m. Friday, Ballard, 3rd Floor, Sheraton (100)**

## EVENT

### ● 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. Lost and found is here.

**8 a.m.-4 p.m. Friday, Hall 4F, CC (2,263)**

## CONTEST

### 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. Write-off personnel will move at noon to the Juniper, 2nd Floor, Sheraton.

**8 a.m.-noon Friday, Hall 4F, CC (2,263)**

## EVENT

### ● 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 awards ceremony Saturday.

**8 a.m.-4 p.m. Friday, Hall 4F, CC (2,263)**

## EVENT

### ● 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, Hall 4F, CC (2,263)**

## CONTEST

### PHOTOGRAPHY CONTEST JUDGING

Those who agreed to judge photography entries for the JEA Write-off will meet.

**8 a.m.-noon Friday, Ravenna C, 3rd Floor, Sheraton (50)**

## CONTEST

### WRITE-OFF CONTEST 47: VIDEOGRAPHY CONTEST INSTRUCTIONAL MEETING

Students will meet to get instructions. Contest ID label must be shown to enter. Turn in entry by 10:30 a.m.

**8 a.m. Friday, Greenwood, 3rd Floor, Sheraton (45)**

## CONTEST

### WRITE-OFF CONTEST 43: ONLINE NEWS PACKAGE

If you registered for this contest, bring your Contest ID so you can get your assignment. Read the rules so you will know what equipment to bring to prepare your entry. Final

entries must be completed by noon.

**8 a.m.-12:30 p.m. Friday, Issaquah, 3rd Floor, Sheraton (40)**

## CONTEST

### WRITE-OFF CONTEST 46: BROADCAST PACKAGE

Students will meet for the broadcast package contest. Contest ID label must be shown to enter. Final entries must be completed by noon.

**8 a.m.-12:30 p.m. Friday, Ravenna A-B, 3rd Floor, Sheraton (40)**

## STUDENT EVENT

### ● 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 to compete in the live buzzer rounds 8-10:50 a.m. Saturday. The list of qualifying teams will be posted by 11 a.m. Friday at the Write-off desk in Hall 4F, at the JEA Bookstore in Room 4C3, and on Facebook and Twitter.

**April van Buren, MJE, La Follette High School, Madison, Wis.**

**8 a.m. Friday, Willow, 2nd Floor, Sheraton (300)**

**9 a.m.**

## DESIGN

### PINTEREST: A CREATIVE RESOURCE FOR DESIGN, PHOTOGRAPHY, FOOD

We will explore a variety of ways to use Pinterest in the journalism/graphic arts classroom. From design ideas to photography to deadline snacks, this app can be an adviser's lifeline or a student's best resource.

EVALUATION CODE: 5432

**Linda Drake, MJE, Chase County Jr./Sr. High School, Cottonwood Falls, Kan.**

**9 a.m. Friday, Aspen, 2nd Floor, Sheraton (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.

EVALUATION CODE: 2028

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

**9 a.m. Friday, Ballard, 3rd Floor, Sheraton (100)**

## 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, Capitol Hill, 3rd Floor, Sheraton (50)**

LAW AND ETHICS

## STRENGTHENING YOUR JOURNALISTIC FOUNDATION (PART 1)

Focus on your journalistic foundation by strengthening your editorial policy, ethical guidelines and staff manual procedures in this first of two sessions. This session will cover basics and what should be included. (For advisers, students and administrators.)

EVALUATION CODE: 5142

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

**9 a.m. Friday, Cedar A, 2nd Floor, Sheraton (50)**

MULTIMEDIA BROADCAST

## COVERING CONTROVERSY: VIDEO JOURNALISM AND SOCIAL RESPONSIBILITY

Follow Pacemaker-winning Mustang Morning News adviser through case studies of how they've succeeded — and sometimes failed — to report on topics that people in the community don't want to see the light of day. We'll share tips and advice so your broadcast program can cover controversy.

EVALUATION CODE: 4897

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

**9 a.m. Friday, Cedar B, 2nd Floor, Sheraton (50)**

DESIGN

## INDESIGN TIPS AND TECHNIQUES FOR STUDENT PUBLICATIONS (2 HOURS)

Tips, tricks and techniques to help you get the most out of Adobe InDesign in your publication. Beginning and advanced techniques will be covered. Bring a laptop with InDesign installed AND your questions/challenges to get the most out of this session.

EVALUATION CODE: 5573

**Hal Schmidt, Balfour Yearbooks, Houston David Graves, St. Thomas' Episcopal School, Houston**

**9 a.m. Friday, Diamond, 1st Floor, Sheraton (85)**

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



## EDITOR-IN-RESIDENCE

Bill Elsen, primarily an editor during a 33 1/2-year career at The Washington Post, is editor-in-residence at the JEA/NSPA Spring National High School Journalism Convention.

**Sign up in the registration area, Hall 4F, CC,** to meet him and discuss internship and job possibilities, your portfolio and anything else on your mind.

At The Post, he spent 7 1/2 years as a director of recruiting and hiring for the newsroom. He also worked as a night and assignment editor on the national desk, a sports and metro copy editor, executive sports editor, metro staff writer, assistant foreign editor, night city editor and night news editor.

He is now an editor for the Maynard Institute for Journalism Education and Twice Media Productions, and is a board member of the Sigma Delta Chi Foundation of Washington, D.C. He continues to teach at journalism conventions and workshops, and has been a consultant in college newsrooms.

session to ask questions, solve problems and benefit from the experience of JEA mentors.

EVALUATION CODE: 4447

**Carol Strauss, Newport Beach, Calif., and Ray Hopfer, CJE, Tillamook, Ore.**

**9 a.m. Friday, Everett, 3rd Floor, Sheraton (20)**

ADVISING/TEACHING

## ADVISERS: SHOOT FOR THE STARS

Do you want to maximize the effectiveness of your journalism program? Make it the best it can be by picking up some tips on teaching, recruiting, fund-raising, fostering diversity, and establishing community connections.

EVALUATION CODE: 5628

**Dave Riggs, Wenatchee (Wash.) High School**

**9 a.m. Friday, Leschi, 3rd Floor, Sheraton (40)**

GENERAL AUDIENCE

## ONE STORY: 'UNDER OUR SKIN' (2 HOURS)

Journalists from The Seattle Times share a multimedia project about the words we use to talk about race. They will then discuss what they've learned from this project, and how we can improve our reporting to better reflect our communities.

EVALUATION CODE: 5584

**Shirley Qiu, Corinne Chin, Tyrone Beason and Linda Shaw, The Seattle Times**

**9 a.m. Friday, Metropolitan A, 3rd Floor, Sheraton (380)**

GENERAL AUDIENCE

## THE FUTURE OF YOUR LOCAL NEWSPAPER

The daily newspaper has been a staple of American life for the nation's history. Today, though, many newspapers are hanging on by a thin thread as their traditional business model dissolves. Will your local paper survive? And should you even care? The former editor-in-chief of The Seattle Times, now a dean at

Temple University, offers a perspective and leads a discussion.

EVALUATION CODE: 5551

**David Boardman, Temple University, College of Media and Communication, Philadelphia**

**9 a.m. Friday, Metropolitan B, 3rd Floor, Sheraton (400)**

ENTREPRENEURSHIP

## GOING BEYOND THE GAME

Social media is a game changer. In our schools, it's helping us go beyond the game in a number of fun and easy ways. In this session, come learn about four ways you can use social media to give your community a glimpse behind the scenes.

EVALUATION CODE: 5495

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

**9 a.m. Friday, Redwood, 2nd Floor, Sheraton (150)**

MULTIMEDIA BROADCAST

## THE ANATOMY OF A BROADCAST PACKAGE

A former network producer will show how broadcast packages are structured so you can report and write efficiently. Learn to set up a package in a newscast for the most impact.

EVALUATION CODE: 5554

**Paul Niwa, CJE, Emerson College, Boston**

**9 a.m. Friday, Willow, 2nd Floor, Sheraton (300)**

STUDENT EVENT

## ● BREAK WITH A PRO

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

**9 and 10 a.m. Friday, Hall 4E, CC (5,030)**



## 9 a.m. FRIDAY

### 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 High School, Palo Alto, Calif.

9 a.m. Friday, Room 201, CC (147)

### LEADERSHIP AND TEAM BUILDING

#### GREAT EDITOR = GREAT 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: 3917

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

9 a.m. Friday, Room 203, CC (81)

### LEADERSHIP AND TEAM BUILDING

#### 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. Join us in learning how to build a harmonious communications environment.

EVALUATION CODE: 4892

Michael Malcom-Bjorklund, CJE, River City Science Academy Innovation, Jacksonville, Fla.

9 a.m. Friday, Room 204, CC (119)

### 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

9 a.m. Friday, Room 205, CC (96)

### PHOTOJOURNALISM

#### PHOTOGRAPHY FOR THE NON-PHOTOGRAPHER

Here's a quick guide to taking photos even if you're not a “photographer” on your staff. You never know when you might be expected/

needed to take photos while on assignment. Fancy camera or point-and-shoot camera, we'll help you be prepared.

EVALUATION CODE: 5576

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

9 a.m. Friday, Room 2AB, CC (325)



GENERAL AUDIENCE, DIVERSITY

#### WHY DIVERSITY MATTERS

This session explores the importance of diversity in journalism and the media, told through personal anecdotes and stories.

EVALUATION CODE: 5587

Zaki Hamid, Humanities Washington, Seattle

9 a.m. Friday, Room 211, CC (119)

### LEADERSHIP AND TEAM BUILDING

#### AVOID STAFF INFECTION

Don't stress out every time you walk in to the journalism room. Use our tips to help motivate and inspire your staff.

EVALUATION CODE: 5500

Jeff Moffitt, MJE, Jostens, Dallas, and Brian Martinez, CJE, Jostens, Houston

9 a.m. Friday, Room 212, CC (65)

### 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, CJE, Walsworth Yearbooks, Tampa, Fla.

9 a.m. Friday, Room 213, CC (70)

### NEWS GATHERING

#### YOU CAN'T HANDLE THE TRUTH!

The 2016 election has shown public trust in the media is falling. Many feel we get the story wrong more than we get it right. This session will teach you how to be accurate in your reporting in a world of fast deadlines.

EVALUATION CODE: 5499

Brad Lewis, MJE, St. Teresa's Academy, Kansas City, Mo.

9 a.m. Friday, Room 303, CC (117)

### DESIGN

#### THE DYNAMIC DUO

Great yearbooks are built on beautiful and effective design AND journalistic, interesting and relevant writing. Here are some tips on blending divine design with writing that wows to create an award-winning publication.

EVALUATION CODE: 5517

Charla Harris, CJE, Pleasant Grove High School, Texarkana, Texas

9 a.m. Friday, Room 304, CC (79)

### ADVISING/TEACHING

#### MEET AND SHARE IDEAS WITH THE NSPA

Come in and chat with NSPA's executive and associate directors to brainstorm how to strengthen services, awards, workshops and resources offered by NSPA. They want to hear your ideas on how the organization can better serve you.

EVALUATION CODE: 5338

Laura Widmer and Gary Lundgren, National Scholastic Press Association, Minneapolis

9 a.m. Friday, Room 305, CC (55)

### DESIGN

#### DESIGN THAT WOWS

Be inspired. Look at trends for ways to go beyond basic principles of design to create a truly innovative, fresh, reader-relevant publication with design that WOWS!

EVALUATION CODE: 5632

Tamra McCarthy, CJE, James Enochs High School, Modesto, Calif.

9 a.m. Friday, Room 306, CC (53)

### LAW AND ETHICS

#### STATE LAWS PROTECTING STUDENT PRESS FREEDOM

Ten state legislatures have enacted laws protecting the rights of student journalists; other lawmakers are discussing ways to protect your expression each year. Learn how existing state laws work, where this effort is heading and how you how you could enact legislation.

EVALUATION CODE: 3379

Mark Goodman, Kent (Ohio) State University

9 a.m. Friday, Room 307, CC (67)

### DESIGN

#### JUST YOUR TYPE

Typography can make or break your yearbook. Learn the basic rules of typography to create a readable look; then learn how and why to break the rules to “visually speak” your message.

EVALUATION CODE: 5043

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

9 a.m. Friday, Room 4C4, CC (289)

### WEB

#### MOTION GRAPHICS, ANIMATION AND MODERN JOURNALISM

This presentation will touch on the process of creating every major form of multimedia while focusing on motion graphics, the animation style used frequently by professional news websites. Whether you are a journalist or a video producer, this presentation will leave you informed and inspired.

EVALUATION CODE: 5688

Peter Champelli, Ithaca (N.Y.) College

9 a.m. Friday, Room 308, CC (61)

GENERAL AUDIENCE, FEATURED SPEAKER

**ADMINISTRATORS AND ASSERTIVE STUDENT JOURNALISM: EMBRACE IT**

With all the talk about “fake news” today, it is more important than ever that we, as educators, help our students become critical consumers of the media. Our high school journalists can help lead this effort and model for their peers, and perhaps even some adults, what responsible journalism is.

EVALUATION CODE: 5585

Susan Enfield, Highline Public Schools, Burien, Wash.

9 a.m. Friday, Room 3AB, CC (325)

LAW AND ETHICS

**INTRODUCTION TO INTELLECTUAL PROPERTY**

If you found it on the internet, can you use it? This is an introduction to intellectual property laws, primarily copyright and trademarks, with tips for student journalists who want to avoid violations in their publications, and also want to protect their own work.

EVALUATION CODE: 5595

Peggy Watt, Western Washington University, Bellingham, Wash.

9 a.m. Friday, Room 310, CC (96)



EDITING

**COPY EDITING IN 5 SIMPLE STEPS**

New to copy editing? Don't know where to start? Find out what you should be looking for and how you should be editing. How do you critique your peers without them hating you? And AP style? Get all your tips here.

EVALUATION CODE: 5674

Elaine Robinson, Kapaun Mt. Carmel Catholic High School, Wichita, Kan.

9 a.m. Friday, Room 401, CC (157)

GENERAL AUDIENCE, FEATURED SPEAKER

**JOURNALISM: TO SERVE AND ENGAGE**

Being a journalist is a privilege and a responsibility. What kind of journalist do you want to be? In this session we will inspire one another by examining the principles and a few reporting tools responsible journalists adhere to in their efforts to serve and engage communities of all kinds.

EVALUATION CODE: 5645

Andrea Otanez, University of Washington, Seattle

9 a.m. Friday, Room 4C1-2, CC (570)

**10 a.m.**

NEWS GATHERING

**AVOIDING MARSHMALLOW FLUFF**

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

10 a.m. Friday, Aspen, 2nd Floor, Sheraton (125)



EDITING

**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.

10 a.m. Friday, Ballard, 3rd Floor, Sheraton (100)

NEWS LITERACY

**BLACKFISH, MURROW, TIME WARNER ... OH MY!**

Media literacy is necessary in the classroom. Journalism classes tend to focus heavily on writing. That's all good, but a solid six-week lesson/curriculum plan on media literacy can help your group understand the bias, history and genres of mass media.

EVALUATION CODE: 4258

Annette Deming, CJE, Don Antonio Lugo High School, Chino, Calif.

10 a.m. Friday, Capitol Hill, 3rd Floor, Sheraton (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 classroom. Discover some ways to evaluate every student on staff in a way that reflects individual responsibilities or assignments.

EVALUATION CODE: 2054

Bill Flechtner, MJE, Milwaukie, Ore.

10 a.m. Friday, Cedar A, 2nd Floor, Sheraton (50)

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

10 a.m. Friday, Metropolitan B, 3rd Floor, Sheraton (400)

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 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.

10 a.m. Friday, Cedar B, 2nd Floor, Sheraton (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: 4219

Kay Locey, CJE, Puyallup, Wash., and Katherine Patrick, CJE, Torrington, Wyo.

10 a.m. Friday, Everett, 3rd Floor, Sheraton (20)



ADVISING/TEACHING

**WHAT I WISH I HAD KNOWN AS A NEW ADVISER**

New advisers face all sorts of troubling situations, and this session will deal with some of those. Time will also be allowed for questions and discussion.

EVALUATION CODE: 2465

Ellen Kersey, Corban University, Salem, Ore.

10 a.m. Friday, Leschi, 3rd Floor, Sheraton (40)

ADVISING/TEACHING

**THE BOOK IS DONE, NOW HAVE SOME FUN!**

Whether you're spring or fall delivery, it is important to celebrate both a finished book, and a hard-working staff. This session will discuss ideas for large and small celebrations. From quick, simple ideas to overnight events, you're sure to find something for your end-of-year staff retreat.

EVALUATION CODE: 5691

Jessica Bramer, CJE, John Marshall High School, Glen Dale, W.Va.

10 a.m. Friday, Medina, 3rd Floor, Sheraton (40)

# 10 a.m. FRIDAY

## ENTREPRENEURSHIP

### SOCIALNOMICS

We don't have a choice on whether we do social media; the question is how well we do it. EVALUATION CODE: 5490

**Mitch Eden, MJE, Kirkwood (Mo.) High School**  
**10 a.m. Friday, Redwood, 2nd Floor, Sheraton (150)**



MULTIMEDIA BROADCAST

### MOVE LIKE A VIDEOGRAPHER

Knowing the right technique can turn an amateur video enthusiast into a polished video producer. We will learn the fundamentals of shooting and discuss how to gather enough solid footage to head back to the newsroom confidently and ready to edit.

EVALUATION CODE: 5391

**Sarahmaria Gomez, Northwestern University/ Medill, Evanston, Ill.**

**10 a.m. Friday, Willow, 2nd Floor, Sheraton (300)**

## DESIGN

### 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: 5461

**Jeff Moffitt, MJE, Jostens, Dallas**

**10 a.m. Friday, Room 201, CC (147)**

## LEADERSHIP AND TEAM BUILDING

### CRITIQUE YOURSELVES

Learn a tried-and-true method of critiquing your newspaper or website to see continuous and obvious improvement using the standards that judges use.

EVALUATION CODE: 5558

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

**10 a.m. Friday, Room 205, CC (96)**



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: 5127

**Michael Malcom-Bjorklund, CJE, River City Science Academy Innovation, Jacksonville, Fla.**

**10 a.m. Friday, Room 204, CC (119)**

## WRITING

### A TRULY USEFUL SESSION ON REVIEW WRITING

Why should anyone care what you think about what you review? What is the difference between reviewing something and "liking" it? Come learn the art of reviewing and come away with a basic writing map to help you review almost anything.

EVALUATION CODE: 3746

**Janet Ewell, MJE, Huntington Beach, Calif.**

**10 a.m. Friday, Room 203, CC (81)**

## NEWS GATHERING, DIVERSITY

### COVERING AMERICAN INEQUALITIES

America is the land of opportunity — for some far more than others. Learn how to tackle tough national issues — such as housing access, segregation in schooling and the criminal justice system — in your school paper.

EVALUATION CODE: 5513

**Erin Castellano, CJE, Clayton (Mo.) High School**

**10 a.m. Friday, Room 211, CC (119)**



WRITING

### WHAT DO WWII, FEATURE WRITING HAVE IN COMMON?

WWII correspondent Ernie Pyle became the most famous reporter of his time. People on the home front waited to read his weekly columns. It wasn't the death and destruction facts that drew his readers; it was his crafting of words. Come and hear Pyle's style.

EVALUATION CODE: 5487

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

**10 a.m. Friday, Room 212, CC (65)**

## WRITING

### THE MOST CHALLENGING HUMAN TASK: CONSENSUS

Learn to go beneath the surface of an editorial topic while honoring all sides of the argument. Develop an editorial stance by probing the conflicting positions and dignifying the opposition. Learn what creative editorial leaders do to create a unified stance. It is noble work.

EVALUATION CODE: 5207

**Susan Turner Jones, Sierra Canyon School, Chatsworth, Calif.**

**10 a.m. Friday, Room 213, CC (70)**

## DESIGN

### THE DESIGN IS RIGHT

Bring your content to life with great design. This session explores great designs fit for any medium. Fifty minutes packed full of ideas!

EVALUATION CODE: 5571

**Tom Gayda, MJE, North Central High School, Indianapolis, and Kathy Habiger, MJE, Mill**

**Valley High School, Shawnee, Kan.**

**10 a.m. Friday, Room 2AB, CC (325)**

## 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 offer good examples and practices that will work for you.

EVALUATION CODE: 5383

**Mike Taylor, CJE, Walsworth Yearbooks, Mansfield, Texas, and Sabrina Schmitz, CJE, Walsworth Yearbooks, Tampa, Fla.**

**10 a.m. Friday, Room 303, CC (117)**

## DESIGN

### CUT IT OUT

Professional-looking cutouts are a few clicks away. We'll explore the selection tools, create masks and tackle the dreaded part of any cutout — wispy hair.

EVALUATION CODE: 5660

**John Horvath, Hill Country Christian School, Austin, Texas**

**10 a.m. Friday, Room 304, CC (79)**

## DESIGN

### DESIGN QUEST: SPARKING YEARBOOK CREATIVITY

This session will stimulate your thinking as you embark on the journey of designing your 2018 book. Where do the great yearbook designers get all those great ideas? Come see what the professionals are doing and find new sources of inspiration for your 2018 book.

EVALUATION CODE: 5520

**Jim Jordan, Del Campo High School, Fair Oaks, Calif.**

**10 a.m. Friday, Room 306, CC (53)**

## LEADERSHIP AND TEAM BUILDING

### TO LEAD, YOU MUST FIRST SERVE

What kind of servant are you? Your answer to that question will determine how great a leader you can become. Come learn how to lead your staff by first learning how to serve your staff.

EVALUATION CODE: 5531

**Jim McCrossen, Blue Valley Northwest High School, Overland Park, Kan.**

**10 a.m. Friday, Room 305, CC (55)**

## LAW AND ETHICS

### DESIGNATING YOUR PUBLICATION AS A PUBLIC FORUM

Courts say the forum status of each student publication makes all the difference in your free press rights. Learn how to determine whether your publication qualifies and how to work toward a forum policy that matters.

EVALUATION CODE: 4675

**Mark Goodman, Kent (Ohio) State University**

**10 a.m. Friday, Room 307, CC (67)**



## LAW AND ETHICS

**COPYRIGHT AND FAIR USE**

Can we take that off the Internet and use it in our book? The speaker will show you how she starts the copyright and fair use conversation with her students. Come prepared to share how your staff manages this topic.

EVALUATION CODE: 5536

Kate Obukowicz, Snohomish (Wash.) High School

10 a.m. Friday, Room 308, CC (61)

## LAW AND ETHICS

**INTRODUCTION TO THE FIRST AMENDMENT**

Who does the First Amendment protect and how far does it go? What are its limits and why? We'll review the basics of these fundamental freedoms and discuss current issues and cases involving controversial speech, libel and related concerns.

EVALUATION CODE: 5596

Peggy Watt, Western Washington University, Bellingham, Wash.

10 a.m. Friday, Room 310, CC (96)

## GENERAL AUDIENCE, FEATURED SPEAKER

**GETTING YOUR FOOT IN THE DOOR**

Are you wondering what it takes to get a journalism job in the current media climate? Wondering how to get your foot in the door in different media outlets? Come with your questions and prepare to get your answers.

EVALUATION CODE: 5668

Ashley Stewart, Puget Sound Business Journal, Seattle

10 a.m. Friday, Room 3AB, CC (325)



## ENTREPRENEURSHIP

**PROMOTING YOUR PROGRAM**

This session is all about making sure people see you. This should help your audience see your site, get excited about your paper, buy your yearbook and know what publications are in your school.

EVALUATION CODE: 5555

Jordyn Kiel, CJE, Francis Howell North High School, St. Charles, Mo.

10 a.m. Friday, Room 401, CC (157)

## NEWS GATHERING, FEATURED SPEAKER

**HOW TO DO A BETTER INTERVIEW**

Tips on how to conduct an interview — live or recorded — preparation, phrasing questions, strategy, including the one suggestion that will make you a better interviewer every time.

EVALUATION CODE: 5613

Ross Reynolds, KUOW-FM, Seattle

10 a.m. Friday, Room 4C1-2, CC (570)

## DESIGN

**TRENDS IN YEARBOOK**

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, Room 4C4, CC (289)

10:30 a.m.

## CONTEST

**BROADCAST CONTEST JUDGING**

Those who agreed to judge broadcast contests 44, 46 and 47 for the JEA Write-off will meet.

10:30 a.m.-3:45 p.m. Friday, Greenwood, 3rd Floor, Sheraton (45)

11 a.m.

## 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: 5140

John Bowen, MJE, Kent (Ohio) State University

11 a.m. Friday, Aspen, 2nd Floor, Sheraton (125)

## WRITING

**IN THE ROOM WHERE IT HAPPENS**

In this hands-on session on narrative writing, we'll write copy that puts readers in the room where it happens. This type of writing relies on the ability to use all the senses to observe what's happening.

EVALUATION CODE: 5590

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

11 a.m. Friday, Ballard, 3rd Floor, Sheraton (100)

## 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

11 a.m. Friday, Capitol Hill, 3rd Floor, Sheraton (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: 2164

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

11 a.m. Friday, Cedar A, 2nd Floor, Sheraton (50)

## GENERAL AUDIENCE

**PUBLICATIONS COME ALIVE WITH AURASMA**

Use augmented reality app Aurasma to bring your publications to life. This is an intro session on using Aurasma to increase engagement and/or sales of your publication. If you don't know what it is or haven't used it yet, this session is for you.

EVALUATION CODE: 5612

John Dent, Dos Pueblos High School, Goleta, Calif.

11 a.m. Friday, Cedar B, 2nd Floor, Sheraton (50)

## MULTIMEDIA BROADCAST

**INSTAGRAM MICRO PACKAGES**

In a world dominated by social media, we must learn to adapt the way we share our information. In this session we will discuss a new and unique approach to sharing stories using a variety of audio and visual actions.

EVALUATION CODE: 5699

Joel Garver, CJE, Junction City (Kan.) High School

11 a.m. Friday, Diamond, 1st Floor, Sheraton (85)



## 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., and Joy Lessard, Ellensburg, Wash.

11 a.m. Friday, Everett, 3rd Floor, Sheraton (20)

## ADVISING/TEACHING

**THE GREAT JOURNALISM LOCK-IN ADVENTURE**

Starting off the school year with an overnight retreat is a great staff bonding experience. But, also, a little scary. This session will talk about the benefits and the challenges of an up-all-night journalism extravaganza.

EVALUATION CODE: 5503

R.J. Morgan, CJE, University of Mississippi, University, Miss.

11 a.m. Friday, Leschi, 3rd Floor, Sheraton (40)

# 11 a.m. FRIDAY

## WRITING

### COPY THIS!

This speaker needs no Powerpoint or other techy gizmos to rev students up to meet the challenge and banish boredom from lackluster yearbook copy. Imagine you are in a revival meeting; come to be inspired and leave fired up to make changes in your process.

EVALUATION CODE: 5514

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

**11 a.m. Friday, Metropolitan A, 3rd Floor, Sheraton (380)**

## GENERAL AUDIENCE

### DOING ONE THING REALLY WELL

You know that suspicion you have that all your online work is getting lost in the muddy currents of the web? Trust your feelings! This session is not anti-Internet so much as passionately pro-print, and is aimed at helping news publications renew their focus.

EVALUATION CODE: 5524

**Jack Kennedy, MJE, Colorado Student Media Association, Highlands Ranch, Colo.**

**11 a.m. Friday, Metropolitan B, 3rd Floor, Sheraton (400)**

## ENTREPRENEURSHIP

### BITS TO BYTES: DIGITAL MARKETING EXPLAINED

From Apple to Target, digital marketing campaigns have transformed brands from traditional marketing mediums (print advertisements) to new frontiers. In this session, we'll take a look at fresh ideas for bringing print and digital marketing campaigns together.

#MarketingLove

EVALUATION CODE: 5497

**Jason Kaiser, CJE, Jostens Inc., Minneapolis**

**11 a.m. Friday, Redwood, 2nd Floor, Sheraton (150)**

## PHOTOJOURNALISM

### LIGHTING TECHNIQUES FOR VIDEO AND PHOTOJOURNALISM

Visual journalists know it's all about the light. Learn how to use natural light to produce high-quality photojournalism and video. We also will learn the basics of how to light a still portrait and video interview using an affordable lighting kit.

EVALUATION CODE: 5392

**Sarahmaria Gomez, Northwestern University/Medill, Evanston, Ill.**

**11 a.m. Friday, Willow, 2nd Floor, Sheraton (300)**

## DESIGN

### 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, Room 201, CC (147)**

## NEWS GATHERING

### NOT ANOTHER STUDENT AT A DESK

Every day there are at least two to three moments happening on campus that could make great stories, but are deemed "boring." Strangely, students at desks then make the cut. Come learn how to re-evaluate what you think is boring.

EVALUATION CODE: 5565

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

**11 a.m. Friday, Room 203, CC (81)**

## LEADERSHIP AND TEAM BUILDING

### SURVIVAL OF THE FITTEST

From missing photos to constant deadlines, organization provides the keys to a production staff. This session will offer tips to help yearbook and newspaper staffs stay organized and on deadline, while advisers maintain their sanity.

EVALUATION CODE: 4687

**Nancy Hastings, MJE, Highland, Ind.**

**11 a.m. Friday, Room 204, CC (119)**

## GENERAL AUDIENCE

### 'THIRD WAVE': A CLASSROOM DICTATORSHIP AT 50

Fifty years ago this week, history teacher Ron Jones launched what would become one of the 20th century's most frightening social science experiments. Find out how one student staff commemorated the experience and how you can bring its timely lessons about authoritarianism to your readers.

EVALUATION CODE: 5673

**Paul Kandell, Palo Alto (Calif.) High School**

**11 a.m. Friday, Room 205, CC (96)**

## LEADERSHIP AND TEAM BUILDING

### LEADERSHIP IN THE NEWSROOM

The best leaders inspire, provide clear direction, and create a safe environment that fosters trust and collaboration. This session focuses on tapping into human biology to get the best, most meaningful work from your staff.

EVALUATION CODE: 5485

**Erin Castellano, CJE, Clayton (Mo.) High School**

**11 a.m. Friday, Room 211, CC (119)**

## PHOTOJOURNALISM

### BE AN ACTION HERO

With great power comes great responsibility." You may not be Spider-Man, but that press pass gives you the power and the responsibility

to capture images that transform your publications' pages. Channel your inner Peter Parker as we reveal the secrets of taking compelling action photos.

EVALUATION CODE: 2155

**Cindy Todd, Austin, Texas, and Deanne Brown, Westlake High School, Austin, Texas**

**11 a.m. Friday, Room 2AB, CC (325)**

## LEADERSHIP AND TEAM BUILDING

### MAY THE FORCE BE WITH YOU

Empower your staff! Sharing responsibility produces better books and happier people. We will discuss proven ways to delegate, develop confidence and teach others how to lead.

EVALUATION CODE: 3038

**Heather Nagel, CJE, Christ Presbyterian Academy, Nashville, Tenn.**

**11 a.m. Friday, Room 212, CC (65)**

## PHOTOJOURNALISM

### CHINA 360 IN PHOTOJOURNALISM

Learn more about the modern China 360 through photojournalism and shape your perspectives differently. Get to see scenes in China you have never seen before and learn your new global knowledge.

EVALUATION CODE: 5629

**Jason Zhu, JEA China, Shanghai, China**

**11 a.m. Friday, Room 213, CC (70)**

## GENERAL AUDIENCE

### NOT YOUR MOMMA'S YEARBOOK

Heck, it's not even your big sister's book! Just because we call it a yearbook does not mean your coverage and design should stay the same. Many new ideas on coverage, design and writing will be discussed. Take a leap! Move your 2018 publication ahead.

EVALUATION CODE: 5505

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

**11 a.m. Friday, Room 303, CC (117)**

## NEWS GATHERING

### WE'RE BRINGING REPORTING BACK

Is your writing in a rut? It all comes down to the interview. Learn techniques for having a natural conversation to get the facts needed to write a great story.

EVALUATION CODE: 5560

**Justin Daigle, CJE, Brighton (Colo.) High School, and Carrie Hendrix, CJE, Lewis-Palmer High School, Monument, Colo.**

**11 a.m. Friday, Room 304, CC (79)**

## GENERAL AUDIENCE

### USING THE RESEARCH: WOMEN AND MEDIA

The range of recent research on women and media has a lot to offer the high school student

publication. This session breaks down recent studies on women in media and presents real-world application opportunities for writing, editing and classroom discussion.

EVALUATION CODE: 5537

[Erica Salkin, Whitworth University, Spokane, Wash.](#)

**11 a.m. Friday, Room 305, CC (55)**

LEADERSHIP AND TEAM BUILDING

### **TWINKLE TOES? OR TWO LEFT FEET?**

Dealing with surprises that accompany leadership requires a dose of experience, a dash of success, and a lot of good old tap-dancing. This forum-style session will let us learn from each other as we share our trials and successes and you share some of yours.

EVALUATION CODE: 5523

[Crystal Kazmierski, Arrowhead Christian Academy, Redlands, Calif.;](#) [Susan Massy, Shawnee Mission Northwest High School, Shawnee, Kan.;](#) and [Jim Jordan, Del Campo High School, Fair Oaks, Calif.](#)

**11 a.m. Friday, Room 306, CC (53)**

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](#)

**11 a.m. Friday, Room 307, CC (67)**

LAW AND ETHICS

### **GAME ON: ETHICS IN ACTION**

Dilemmas and scenarios involving media ethics are common in the media classroom and program. In this session, learn about new resources being released by Quill and Scroll to help navigate ethical dilemmas and improve decision making in your programs.

EVALUATION CODE: 5564

[Jessica Young, MJE, Orange Glen High School, Escondido, Calif.;](#) and [Patrick Johnson, MJE, Antioch \(Ill.\) Community High School](#)

**11 a.m. Friday, Room 308, CC (61)**

WEB

### **BEYOND THE HOME PAGE: DRIVING TRAFFIC TO YOUR WEBSITE**

With the rise of social media, home pages are becoming less important. This session will show examples of how student publications are using Shapchat, Twitter, Instagram and Facebook to drive traffic to their websites without using the home page.

EVALUATION CODE: 5528

[Jonathan Rogers, MJE, Iowa City \(Iowa\) High School, and Evelyn Lauer, MJE, Niles West High School, Skokie, Ill.](#)

**11 a.m. Friday, Room 310, CC (96)**

NEWS GATHERING, FEATURED SPEAKER

### **HOW TO SUCCEED IN A GENERAL-ASSIGNMENT NEWSROOM**

Most small and some large newsrooms are filled with general-assignment reporters. That means you've got to be a little bit of an expert on everything. It's not easy but there are ways to make it work.

EVALUATION CODE: 5534

[Patricia Murphy, KUOW 94.9 Puget Sound Public Radio, Seattle](#)

**11 a.m. Friday, Room 3AB, CC (325)**

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](#)

**11 a.m. Friday, Room 401, CC (157)**

PHOTOJOURNALISM, FEATURED SPEAKER

### **TECHNIQUES IN NEWS PHOTOGRAPHY**

Veteran news photographer Peter Haley shows and explains techniques of shooting stills and video anywhere from a local elementary school to a raid in Mosul, Iraq.

EVALUATION CODE: 5549

[Peter Haley, The News Tribune, Tacoma, Wash.](#)

**11 a.m. Friday, Room 4C1-2, CC (570)**

DESIGN

### **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, Room 4C4, CC (289)**

## **Noon**

ADVISER EVENT

### **● FRIDAY ADVISER LUNCHEON**

Preregistration was required for this luncheon, featuring speaker Sharon Lacey, a stand-up comic and former media specialist in Portland, Oregon. Fern Valentine, a longtime adviser

and First Amendment freedom fighter, will be honored.

**Noon-1:30 p.m. Friday, Cirrus, 35th Floor, Sheraton**

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 time to learn some stress-busting tips.

EVALUATION CODE: 4611

[Jessica Bramer, CJE, John Marshall High School, Glen Dale, W.Va.](#)

**Noon Friday, Aspen, Sheraton (65)**

GENERAL AUDIENCE

### **YOU WANT TO MAJOR IN WHAT?**

You want to do journalism in college and beyond. But your parents (and you) worry about job prospects. Most journalism schools prepare you beyond writing and designing newspapers. Learn how strategic communication employs journalism's best practices – interviewing, writing, storytelling – and envision your future.

EVALUATION CODE: 5646

[Peter Bobkowski and Kerry Benson, University of Kansas, Lawrence, Kan.](#)

**Noon Friday, Ballard, 3rd Floor, Sheraton (100)**

ADVISING/TEACHING

### **BUILD A BETTER GRADING SYSTEM**

From rubrics to points to checklists, grading is a necessary part of every classroom. Discover a range of grading philosophies to help you build a grading system reflecting your values and priorities while balancing external demands. Experienced editors welcome.

EVALUATION CODE: 5687

[Logan Aimone, MJE, University of Chicago Lab High School, Chicago](#)

**Noon Friday, Capitol Hill, 3rd Floor, Sheraton (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 Jr./Sr. High School, Cottonwood Falls, Kan.](#)

**Noon Friday, Diamond, 1st Floor, Sheraton (85)**

ADVISING/TEACHING

### **ROUNDTABLE FOR ONLINE ADVISERS**

If you're new to advising an online program or want to start one or need ideas to make your program even better, come to this informal session to ask questions, solve problems and benefit from the experience of a JEA mentor.



# Noon FRIDAY

EVALUATION CODE: 5633

Sheila Jones, CJE, Littleton, Colo., and Jo Zimmerman, MJE, Thousand Oaks, Calif.

Noon Friday, Everett, 3rd Floor, Sheraton (20)

## EVENT

### ● 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.

Noon-3:30 p.m. Friday, Hall 4E, CC (5,030)

## STUDENT EVENT

### ● LUNCH WITH THE PRESIDENT

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

EVALUATION CODE: 3664

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

Noon Friday, JEA Suite, Sheraton

## NEWS GATHERING

### HUMANS OF HARKER

Interested in where your staff can go with a HONY-style project? Hear from the cross-staff "team" who created 190 profiles of the senior class, with a multi-platform commitment involving yearbook, newspaper, online and social media. Includes tricks and tips for organizing your own HONY initiative.

EVALUATION CODE: 5675

Ellen Austin, MJE, The Harker School, San Jose, Calif.

Noon Friday, Metropolitan A, 3rd Floor, Sheraton (380)

## MULTIMEDIA BROADCAST, FEATURED SPEAKER

### THE CHANGING FACE OF BROADCAST NEWS

Broadcast news is facing an uncertain future. To continue reaching an audience and serving the public, the industry must evolve in dramatic fashion. We will discuss the challenges ahead and what those changes may involve.

EVALUATION CODE: 5530

Travis Mayfield, Q13 News, Seattle

Noon Friday, Metropolitan B, 3rd Floor, Sheraton (400)

## MULTIMEDIA BROADCAST

### PRODUCE LIKE A PRO

Your newscast should be more than talking heads and packages. Learn the tricks of the trade from a former TV news producer. This

session will look at ways to strengthen your editorial content and make it more attention-grabbing.

EVALUATION CODE: 5546

Scott Collins, Raytown (Mo.) High School

Noon Friday, Willow, 2nd Floor, Sheraton (300)

## ENTREPRENEURSHIP

### ENTREPRENEURSHIP AND THE TEEN JOURNALIST

The speaker will describe her journey from shy freshman to the founder of a global website and author of a book on Gen Z, helping her peers and their advisers understand how to use entrepreneurship to craft interesting and successful journalistic careers.

EVALUATION CODE: 5547

Grace Masback, Catlin Gabel School, Portland, Ore.

Noon Friday, Redwood, 2nd Floor, Sheraton (150)

## DESIGN

### YOU'RE DOING IT WRONG: PHOTO AND QUOTE PACKAGES

One of the weakest content, coverage and design elements in any publication has to be the quote and photo combination. Make the mundane a thing of the past with well-designed and planned elements. Banish the "favorite" and "best" questions to reveal personality-driven content.

EVALUATION CODE: 5591

Shannon Williams, aMomentum Group, Chicago, and Mandy Mahan, d'Iberville High School, Biloxi, Miss.

Noon Friday, Room 201, CC (147)

## NEWS GATHERING

### 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

Noon Friday, Room 203, CC (81)

## WRITING

### WHAT IT FEELS LIKE TO BURN THE BOX

This session is all about getting out of the box and developing specialized stories that will pull on heartstrings. Learn about what it feels like to \_\_\_\_, finding out what you wish you knew about \_\_\_\_, and just trying \_\_\_\_ out. Come burn the box.

EVALUATION CODE: 5496

Patrick Johnson, MJE, Antioch (Ill.) Community High School

Noon Friday, Room 204, CC (119)

## NEWS GATHERING

### SOURCE DIVERSITY: HOW TO GET IT

Source diversity is more important than ever. Opposing views matter, but we also need sources representative of our readers. In this workshop, we explain how source diversity influences trust and authority. Participants leave with strategies professional reporters use to connect with sources.

EVALUATION CODE: 5654

Margot Lester, The Word Factory, Carrboro, N.C., and Steve Peha, Teaching That Makes Sense Inc., Carrboro, N.C.

Noon Friday, Room 211, CC (119)

## PHOTOJOURNALISM

### AERIAL PHOTOGRAPHY AND VIDEOGRAPHY

Find out how to get into, improve and master drone and aerial photography. Learn how to make and tell a story with aerial cinematography.

EVALUATION CODE: 5594

Dylan Stewart, John W. North High School, Riverside, Calif.

Noon Friday, Room 213, CC (70)

## PHOTOJOURNALISM

### 10 MUST-HAVE IMAGES OF PHOTOJOURNALISM

We have all returned from photo assignments, reviewed our images and thought, "Why don't I have pictures that tell the whole story of the event?" This session will provide a checklist of essential images that you can take back to your photo staff.

EVALUATION CODE: 5540

Eric Thomas, MJE, University of Kansas, Lawrence, Kan.

Noon Friday, Room 2AB, CC (325)

## LEADERSHIP AND TEAM BUILDING

### TASTE THE RAINBOW: TRUE COLORS

Are you an orange? A green? A blue-gold? Your staff is made up of a variety of different personality types and understanding each person's strengths, weaknesses and learning styles can drastically increase productivity, harmony and unity. Come taste the rainbow and learn your true colors.

EVALUATION CODE: 4787

Jessica Young, MJE, Orange Glen High School, Escondido, Calif.

Noon Friday, Room 303, CC (117)

## LEADERSHIP AND TEAM BUILDING

### DEADLINE — IT'S NOT A DIRTY WORD

Does your staff have trouble meeting their deadlines? If so, that stops today. Learn 10

ideas to make sure your staff stays on track, and deadlines are completed on time with ease.

EVALUATION CODE: 5561

**Justin Daigle, CJE, Brighton (Colo.) High School, and Carrie Hendrix, CJE, Lewis-Palmer High School, Monument, Colo.**

**Noon Friday, Room 304, CC (79)**

DESIGN

## JOIN THIS CLUB (SECTION)

What does it take to create an outstanding organizations section in your yearbook? This session will walk you through the stages of club picture day (before, during and after) and examine effective ways to cover campus clubs.

EVALUATION CODE: 5588

**Jill Burns, MJE, Hillsborough High School, Tampa, Fla.**

**Noon Friday, Room 306, CC (53)**

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**

**Noon Friday, Room 307, CC (67)**

WEB

## PLUGGING PRINT SKILLS INTO DIGITAL

Website content is becoming more sophisticated, which means the demand for talented, versatile writers, editors and photographers is great. What skills are the most useful, and how do they apply online?

EVALUATION CODE: 5657

**John Taylor, Townsquare Media, Yakima, Wash.**

**Noon Friday, Room 310, CC (96)**

LAW AND ETHICS

## DEVELOPING ETHICAL ONLINE NEWS POLICIES

Citing an online source in a story? Augmenting your story with social media? Engaging with readers and sources online comes with its own ethical responsibilities. This session will help your leadership facilitate policy development that responds to the ever-changing reporting landscape of news gathering.

EVALUATION CODE: 5545

**Kathryn Campbell, St. Paul (Minn.) Academy and Summit School**

**Noon Friday, Room 308, CC (61)**

WRITING

## IMPROVE YOUR CAPTIONS IN 1, 2, 3

The most-read copy in your publication usually gets the least attention: captions. We'll highlight a straightforward strategy for developing solid, journalistic captions that do service to the story of the year and will be valuable to your readers decades from now!

EVALUATION CODE: 4974

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

**Noon Friday, Room 3AB, CC (325)**

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.**

**Noon Friday, Room 4C1-2, CC (570)**

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## Noon FRIDAY

### 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.

Noon Friday, Room 401, CC (157)



### DESIGN

#### **USING GESTALT PRINCIPLES IN DESIGN**

Understanding how people perceive objects and order them is important in good design. Learn about several gestalt principles and how you can incorporate them in your publication's design.

EVALUATION CODE: 5566

William Love, Sandpoint (Idaho) High School

Noon Friday, Room 4C4, CC (289)

1 p.m.

### GENERAL AUDIENCE

#### **10 TIMELY TIPS**

Come learn some helpful pointers on how to get the most of Photoshop and InDesign. We'll present five easy tips for each program that we hope will make your life just a tiny bit easier. We recommend no more than one person per school attend.

EVALUATION CODE: 5501

Brian Martinez, CJE, Jostens, Houston, and Jason Kaiser, CJE, Jostens Inc., Minneapolis

1 p.m. Friday, Aspen, 2nd Floor, Sheraton (125)

### LEADERSHIP AND TEAM BUILDING

#### **IT'S ALL ABOUT THE CULTURE**

One key to building a successful media program is creating a classroom culture of empowerment and empathy. Journalism classrooms should be like no other on campus, engaging students in high-energy, innovative and fun activities.

EVALUATION CODE: 5489

Mitch Eden, MJE, Kirkwood (Mo.) High School

1 p.m. Friday, Ballard, 3rd Floor, Sheraton (100)



### MULTIMEDIA BROADCAST

#### **HIGH SCHOOL LIVE BROADCAST**

The Cold Spring Harbor Jr./Sr. High School broadcasting class airs a daily morning broadcast to every classroom. This is how the student body stays up to date with club and sport announcements. This presentation will give attendees a look into how their school can create a live broadcast.

EVALUATION CODE: 5506

Bailey Whitney, Cold Spring Harbor (N.Y.) Jr./Sr. High School

1 p.m. Friday, Capitol Hill, 3rd Floor, Sheraton (50)



### ADVISING/TEACHING

#### **PHOTOJOURNALISM BASICS FOR ADVISERS**

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

EVALUATION CODE: 3684

Rod Satterthwaite, MJE, Palo Alto (Calif.) High School

1 p.m. Friday, Cedar A, 2nd Floor, Sheraton (50)

### GENERAL AUDIENCE

#### **ADVANCED AURASMA**

Come learn how to take Aurasma to the next level with click-through auras, texting, Instagram follows and more. Computers or devices with Aurasma studio account access will make this a more valuable experience. Bring videos and trigger images from your publication. Advanced users recommended.

EVALUATION CODE: 5611

John Dent, Dos Pueblos High School, Goleta, Calif.

1 p.m. Friday, Cedar B, 2nd Floor, Sheraton (50)

### DESIGN

#### **INDESIGN: WORK SMARTER, NOT HARDER**

In this session, users will work with InDesign to learn techniques to make less work while creating layouts. Users will also learn tips and tricks to enhance their design skills. Users will need a laptop with InDesign for this session.

EVALUATION CODE: 5601

Cassandra Workman, CJE, Centennial High School, Las Vegas

1 p.m. Friday, Diamond, 1st Floor, Sheraton (85)

### ADVISING/TEACHING

#### **ROUNDTABLE FOR LIT MAG ADVISERS**

If you're new to advising a literary magazine, want to start one or need ideas to make your magazine even better, come to this informal session to ask questions, solve problems and benefit from the experience of a JEA mentor.

EVALUATION CODE: 4448

Gary Lindsay, MJE, Cedar Rapids, Iowa, and Linda Ballew, MJE, Great Falls (Mont.) Education Association

1 p.m. Friday, Everett, 3rd Floor, Sheraton (20)

### 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, Juniper, 2nd Floor, Sheraton (45)



### ADVISING/TEACHING

#### **REMEMBER TO BREATHE**

Are you a new adviser? Welcome to the yearbook world! Not only are you a teacher, you are now the CEO, bookkeeper and counselor of your school's small business. This session will provide ideas of how to tame this fun and exciting world.

EVALUATION CODE: 5486

Gina Claus, Castle Rock (Colo.) Middle School

1 p.m. Friday, Leschi, 3rd Floor, Sheraton (40)

### ADVISING/TEACHING

#### **COVERAGE, CONTENT AND REPORTING FOR ADVISERS**

This is a "Get Certified!" session helpful to those studying for the CJE exam and open to all advisers. If you want to be more familiar with coverage, content and reporting issues in student media, this is the session for you. Whether it's learning how to improve coverage in your school, fine-tuning the content in your publications, or improving the writing process, here is the place to find out what's essential and how you can teach it.

EVALUATION CODE: 3296

Lizabeth Walsh, MJE, Reno (Nev.) High School

1 p.m. Friday, Medina, 3rd Floor, Sheraton (40)

### GENERAL AUDIENCE, DIVERSITY

#### **BREAKING BARRIERS: INDIGENOUS REPRESENTATION AND MEDIA**

Discuss and explore how social and digital media created by natives are being used to combat negative misconceptions of indigenous people and culture while allowing for native perspectives to be recognized and included in mainstream media discussions.

EVALUATION CODE: 5580

Johnnie Jae Morris, A Tribe Called Geek, Lawton, Okla.

1 p.m. Friday, Metropolitan A, 3rd Floor, Sheraton (380)

### FEATURED SPEAKER, MULTIMEDIA BROADCAST

#### **THE EVOLVING WORLD OF NEWS BROADCASTING**

People today get their news and information on many platforms. That means journalists need to be on those platforms as well. See how the KING 5 newsroom demands have evolved over the last couple of years and how



technology informs how they do their research and reporting.

EVALUATION CODE: 5586

Lori Matsukawa, King 5 News, Seattle

1 p.m. Friday, Metropolitan B, 3rd Floor, Sheraton (400)

#### CONTEST

### BROADCAST CONTEST JUDGING

Those who agreed to judge broadcast entries for contests 36-42 in the JEA Write-off will meet.

1 p.m. Friday, Ravenna C, 3rd Floor, Sheraton (50)

#### ENTREPRENEURSHIP

### CREATIVE WAYS TO MARKET YOUR YEARBOOK

If your school is struggling to sell the yearbook, learn how El Paso, Texas, schools are getting creative in marketing to increase sales. Some of these strategies work for schools with a zero budget! This class is also perfect for new advisers.

EVALUATION CODE: 5642

Carlos Briano, CJE, El Paso (Texas) Fire Department, and Lori Garcia, Walsworth Yearbooks, El Paso, Texas

1 p.m. Friday, Redwood, 2nd Floor, Sheraton (150)

#### LAW AND ETHICS

### JOURNALISTIC ETHICS: A CRASH COURSE

What do Kant, John Stuart Mills, and Aristotle have to do with your reporting and editing? This session discusses the principles we might use to help us in publishing decisions, with a sidebar on what the student press can do to counter "fake news."

EVALUATION CODE: 5669

Jack Kennedy, MJE, Colorado Student Media Association, Highlands Ranch, Colo.

1 p.m. Friday, Willow, 2nd Floor, Sheraton (300)

#### DESIGN

### GIVE 'EM WHAT THEY PAID FOR

Businesses who support your program deserve more than a scanned business card. This crash course in effective ad design will help you give them what they deserve.

EVALUATION CODE: 5672

Cindy Todd, Austin, Texas

1 p.m. Friday, Room 201, CC (147)

#### LEADERSHIP AND TEAM BUILDING

### JOURNALISM IS ABOUT RELATIONSHIPS

Do you or your staff have a problem with motivation and enthusiasm? Successful stories, designs and staffs 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, MJE, McLean (Va.) High School; and Erinn Harris, MJE, Thomas Jefferson High School for Science and Technology, Alexandria, Va.

1 p.m. Friday, Room 203, CC (81)

#### 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.

1 p.m. Friday, Room 205, CC (96)

#### WRITING

### CREATING A STORY LIKE A STORYTELLER

The age-old tradition of oral storytelling can be woven into how we write and design yearbook spreads to tell our stories. Learn how to use the best storytelling techniques to pull the readers in and make them want to read your stories.

EVALUATION CODE: 5569

Carolyn Henderson, CJE, Walsworth Yearbooks, Matthews, N.C., and Missy Green, Walsworth Yearbooks, New Smyrna Beach, Fla.

1 p.m. Friday, Room 204, CC (119)

#### LEADERSHIP AND TEAM BUILDING

### HOW DIVERSE THINKING PRODUCES BETTER REPORTING

Intellectual diversity is crucial. In this workshop, we explore why newsrooms need staffers with different backgrounds and different ways of thinking, and how to make deliberation and decision-making more effective. Learn strategies for leveraging intellectual diversity to produce better coverage and techniques for resolving conflicts.

EVALUATION CODE: 5649

Margot Lester, The Word Factory, Carrboro, N.C., and Steve Peha, Teaching That Makes Sense Inc., Carrboro, N.C.

1 p.m. Friday, Room 211, CC (119)

#### WRITING

### WRITING AS A SOCIAL ACTIVITY

Students will examine the broad benefits of belonging to a writing community — whether that be face to face or virtual. The workshop will focus on the importance of review in establishing connections with other young writers as well as improving one's own writing practice.

EVALUATION CODE: 5568

Clare McFadden, Write the World, Cambridge, Mass.

1 p.m. Friday, Room 212, CC (65)

#### GENERAL AUDIENCE

### JOBS FOR JOURNALISTS

A veteran newspaper editor and communications professional offers an overview of today's journalism and media-communication job market, from legacy news jobs to emerging new opportunities. Times may be challenging for traditional newshounds, but storytelling skills have never been in greater demand.

EVALUATION CODE: 5623

T. Andrew Wahl, Everett (Wash.) Community College

1 p.m. Friday, Room 213, CC (70)

#### PHOTOJOURNALISM

### TELL YOUR STORY THROUGH ENVIRONMENTAL PORTRAITS

If a picture is worth a thousand words, an effective environmental portrait is worth a short story. This session will offer tips and techniques for capturing your subject in the best light using the best poses.

EVALUATION CODE: 4998

Kathy Daly, KDaly Photography, Denver

1 p.m. Friday, Room 2AB, CC (325)

#### NEWS GATHERING

### HOW TO INVESTIGATE CRIMINAL JUSTICE ISSUES

Since 1999, Northwestern University's The Medill Justice Project has investigated potentially wrongful murder convictions, uncovering revelatory information that has impacted people's lives and the criminal justice system. Learn how college students have obtained records, tracked down sources and uncovered new evidence in criminal cases.

EVALUATION CODE: 4778

Amanda Westrich, The Medill Justice Project, Evanston, Ill.

1 p.m. Friday, Room 303, CC (117)

#### DESIGN

### FROM THE GROUND UP

Want to ... start? See how one adviser started with no experience and transformed his yearbook program into a Gold Medalist and All American in four years.

EVALUATION CODE: 5661

John Horvath, Hill Country Christian School, Austin, Texas

1 p.m. Friday, Room 304, CC (79)

#### WRITING

### THEME FIT

Find a theme that fits your school and covers the year in a way that's unique and all your

# 1 p.m. FRIDAY

own. We'll explore why and how theme development and copy are so important to telling that story and ways to find the voice that carries it through.

EVALUATION CODE: 4715

**Tamra McCarthy, CJE, James Enochs High School, Modesto, Calif.**

**1 p.m. Friday, Room 306, CC (53)**

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, MJE, Colorado Mesa University, Grand Junction, Colo.**

**1 p.m. Friday, Room 307, CC (67)**

GENERAL AUDIENCE

## TRANSITIONING FROM CLASSROOM TO NEWSROOM

Ask a recent graduate and newly employed reporter all the questions you've always had about journalism in college, freelancing as a student, internships, the job search and more.

EVALUATION CODE: 5627

**Holly Thorpe, Wenatchee (Wash.) World**

**1 p.m. Friday, Room 305, CC (55)**

LAW AND ETHICS

## DIGGING DIRT THROUGH ACCESS LAWS

Can the ASB kick you out of its meeting? Can you read the principal's email? Learn about public records and public meetings laws, the handy tools for student journalists to gather information and produce groundbreaking stories.

EVALUATION CODE: 5598

**Peggy Watt, Western Washington University, Bellingham, Wash.**

**1 p.m. Friday, Room 308, CC (61)**

DESIGN

## DESIGN INSPIRATION FROM HIDDEN PLACES

Get out of that design rut and start finding new sources of inspiration for your design! Explore how you could transform art, architecture and nature into fresh ideas and design elements to get your creative juices flowing.

EVALUATION CODE: 5682

**Veronica Sarmiento, CJE, Seminole High School, Sanford, Fla.**

**1 p.m. Friday, Room 3AB, CC (325)**

GENERAL AUDIENCE

## JOURNALISM BEYOND HIGH SCHOOL

There is life beyond high school. From basic college classes to paid internships, this session will look at the different ways you can break into the journalism industry after you graduate.

EVALUATION CODE: 5488

**Paige Cornwell, The Seattle Times**

**1 p.m. Friday, Room 310, CC (96)**

NEWS GATHERING

## BEAT THE TWEET NEWS WRITING WORKSHOP

"Beat the Tweet" teaches reporters to respond quickly to situations in the field and be the first ones to report the news, accurately and without mistakes. Students will leave the workshop equipped for the ever-changing world of journalism.

EVALUATION CODE: 5550

**Caleb Ragan and Hannah Schoenbaum, Los Angeles (Calif.) Times High School Insider**

**1 p.m. Friday, Room 401, CC (157)**

PHOTOJOURNALISM

## JUST HOW FAR IS TOO FAR?

Designers and photojournalists have been manipulating images for more than 100 years to make them "look better." The reality becomes the reality that the photojournalist wanted. But just how far is too far when it comes to digitally editing images?

EVALUATION CODE: 5508

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

**1 p.m. Friday, Room 4C1-2, CC (570)**

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

**Barbara Bateman, CJE, Murphy High School, Mobile, Ala.**

**1 p.m. Friday, Room 4C4, CC (289)**

## 2 p.m.

NEWS GATHERING

## WHAT WILL THE PRINCIPAL SAY?

Join the 2016 JEA Administrator of the Year and the director of journalism at the Harker School for a presentation of tips for advisers and publication leaders, followed by a Q&A session about building strong relationships between

publications and the principal.

EVALUATION CODE: 5676

**Ellen Austin, MJE, and Samuel "Butch" Keller, The Harker School, San Jose, Calif.**

**2 p.m. Friday, Aspen, 2nd Floor, Sheraton (125)**



WEB

## POP-UP REPORTING ON REFUGEES IN PARIS

Can 10th graders tackle global problems?

Students at the American School of Paris did, working with Global Student Square and a local NGO to produce "Here Today," a storytelling project by, for and about refugees. Learn more and discuss doing collaborative pop-ups where you live.

EVALUATION CODE: 5532

**Beatrice Motamedi, CJE, Global Student Square, Oakland, Calif.**

**2 p.m. Friday, Ballard, 3rd Floor, Sheraton (100)**

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, Capitol Hill, 3rd Floor (50)**

ADVISING/TEACHING

## CJE/MJE CERTIFICATION STUDY SESSION

Teachers who will take the JEA certification tests today are invited to this pre-test study session.

**Kim Green, MJE, Ball State University, Muncie, Ind.**

**2 p.m. Friday, Cedar A, 2nd Floor, Sheraton (50)**

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 their own use.

EVALUATION CODE: 5252

**Cathy Wall, MJE, Harrisburg (Ill.) High School**

**2 p.m. Friday, Cedar B, 2nd Floor, Sheraton (50)**

DESIGN

## NOT ANOTHER INDESIGN SESSION

Yes. Another InDesign session but be prepared for high-octane training. You're guaranteed to learn something you didn't know before you walked into the session. Anyone using CS5 through the current version will benefit from these time-saving tips, tricks and Easter eggs.

EVALUATION CODE: 5592

Shannon Williams, aMomentum Group,  
Chicago**2 p.m. Friday, Diamond, 1st Floor, Sheraton (85)**

ADVISING/TEACHING

**ROUNDTABLE FOR BROADCAST ADVISERS**

If you're new to advising a broadcast program want to start one or need ideas to make your program even better, come to this informal session to ask questions, solve problems and benefit from the experience of a JEA mentor.

EVALUATION CODE: 5029

Joy McCaleb, Cookeville, Tenn.

**2 p.m. Friday, Everett, 3rd Floor, Sheraton (20)**

ADVISING/TEACHING

**USE SPRINGTIME TO GET AHEAD**

Unsure how you should make use of the down time between final deadline and the end of school? Come find out how individual and group projects, in-class activities and alternative final exam preparation can make this time the most productive ever.

EVALUATION CODE: 2486

Lizabeth Walsh, MJE, Reno (Nev.) High School

**2 p.m. Friday, Medina, 3rd Floor, Sheraton (40)**

GENERAL AUDIENCE

**LGBTQ MEDIA: BEYOND THE LETTERS**

There was a time when writing about the LGBT community was considered writing on the edge. Today, LGBT people are an accepted part of the professional and personal work environments of most everyone. Still, however, challenges remain, for both reporters and their subjects.

EVALUATION CODE: 5493

Bethany Grace Howe, University of Oregon,  
Eugene, Ore.**2 p.m. Friday, Metropolitan A, 3rd Floor,  
Sheraton (380)**

ADVISING/TEACHING

**USING YOUR LOCAL RESOURCES**

Let's talk about how to take advantage of the journalism resources in your area to set up an adviser think tank and a local training opportunity for your students. Find resources around you to strengthen your program.

EVALUATION CODE: 5518

Anne Hayman, MJE, Arlington (Wash.) High School

**2 p.m. Friday, Leschi, 3rd Floor, Sheraton (40)**

GENERAL AUDIENCE, FEATURED SPEAKER

**TURN YOUR CHALLENGES INTO OPPORTUNITIES**

Life doesn't always fall into place the way you plan it. If you can be open to facing your challenges and working through them, you also might be opening your life to amazing, unexpected opportunities.

EVALUATION CODE: 5526

Sharon Lacey, Portland, Ore.

**2 p.m. Friday, Metropolitan B, 3rd Floor,  
Sheraton (400)**

GENERAL AUDIENCE

**OTHER CAREER OPPORTUNITIES FOR YERDS**

Love being in student publications but don't want to be a journalist or broadcaster? Other employers out there want and need your skills! Listen to a public information officer from a fire department and a yearbook rep share how they use their yerd skills daily professionally.

EVALUATION CODE: 5640

Carlos Briano, CJE, El Paso (Texas) Fire Department, and Lori Garcia, Walsworth Yearbooks, El Paso, Texas

**2 p.m. Friday, Redwood, 2nd Floor, Sheraton (150)**THE ROY H. PARK SCHOOL OF COMMUNICATIONS  
WOULD LIKE TO CONGRATULATE THE 2016**S'Park Media Mentor  
Award Winners**

**LEFT TO RIGHT:** Joseph Schieve, Johnson City Senior High School, Johnson City, New York • Bruce Miller, Bergen County Technical High School, Teterboro, New Jersey • Michael Britt, Central Educational Center, Newnan, Georgia • Sarah Ann Lanman, Munster High School, Munster, Indiana

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“

The thing I really like is that my students can go online at home and work on their pages. I don't think I had a single student who had an Adobe program on their computer at home. Not only has Monarch made it easier for us but it has made it fun for them.”

— Mary Patrick,  
Maize South Middle School [KS]

You have totally converted me. It took my guys about one hour to figure out the index, compared to at least two weeks in the past. To quote one of my guys: “Indexing with Monarch is the bomb!”

— Ray Westbrook, St. Mark's  
School of Texas [TX]

It's becoming harder and harder for educators to maintain Adobe InDesign in their classroom. Using Monarch has eliminated all those worries.”

— Tessa Shirley,  
North Hall High School [GA]

”





## 2 p.m. FRIDAY

### MULTIMEDIA BROADCAST

#### **DRONES AND THE MEDIA**

Unmanned aircraft systems are providing journalists new ways of viewing their communities, but the technology also has legal and ethical implications attached to it. Come learn about the why and the how of drone journalism.

EVALUATION CODE: 5662

Kelly Furnas, CJE, [Elon \(N.C.\) University](#)

**2 p.m. Friday, Willow, 2nd Floor, Sheraton (300)**

### DESIGN

#### **DESIGN SMARTER, NOT HARDER**

Good design isn't about smothering your spreads with graphics or knowing every complicated design trick. Good design is smart design. Become an intelligent designer and learn how creative thinking, clever design decisions and unique approaches to layout can help you create advanced designs that wow.

EVALUATION CODE: 4753

Sabrina Schmitz, CJE, [Walsworth Yearbooks, Tampa, Fla.](#)

**2 p.m. Friday, Room 201, CC (147)**

### LAW AND ETHICS

#### **COVERING CONTROVERSIAL TOPICS RESPONSIBLY**

This session will walk students through law and ethics scenarios involving stories about sex education and hookah smoking. It will address story idea development, coaching writing, handling parent complaints, meeting with administration, hitting the panic button and resolving the issue (hopefully) without prior review.

EVALUATION CODE: 5504

Julia Satterthwaite, CJE, [Monte Vista High School, Cupertino, Calif.](#)

**2 p.m. Friday, Room 205, CC (96)**



### 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, [Southern Intercollegiate Press Association, Columbia, S.C.](#)

**2 p.m. Friday, Room 203, CC (81)**

### DESIGN

#### **DESIGNING TO TELL YOUR STORY**

Conquer the challenge of getting students to read your stories by drawing them in with great design and photography. Learn some strategies to make sure your entire spread is telling the story and leading the reader to actually read what you write.

EVALUATION CODE: 5570

Carolyn Henderson, CJE, [Walsworth Yearbooks, Matthews, N.C.](#), and Missy Green, [Walsworth Yearbooks, New Smyrna Beach, Fla.](#)

**2 p.m. Friday, Room 204, CC (119)**

### GENERAL AUDIENCE

#### **DIGITAL JOURNALISM: 8 DIFFERENCES FROM PRINT**

Producing digital content requires more than solid reporting and writing. In this workshop, we review a list of eight things digital journalists do before filing that print-first folks don't. We explain each activity, why it matters and how to do it using real-world examples.

EVALUATION CODE: 5652

Margot Lester, [The Word Factory, Carrboro, N.C.](#), and Steve Peha, [Teaching That Makes Sense Inc., Carrboro, N.C.](#)

**2 p.m. Friday, Room 211, CC (119)**

### WRITING

#### **ADD STATURE THROUGH FREELANCE WRITING**

Are you a writer? Then use your talent to expand your impact through adding freelance assignments. Here's how.

EVALUATION CODE: 5617

Bob Clampett, [Camano Island, Wash.](#)

**2 p.m. Friday, Room 212, CC (65)**

### NEWS GATHERING

#### **THE JOURNALIST'S TOOLBOX**

Want to improve your work? Building better stories starts with upgrading your tools! A veteran journalist offers a collection of strategies ranging from generating better story ideas to nailing your walk-off. Recommended for anyone looking to improve his or her storytelling skills.

EVALUATION CODE: 5622

T. Andrew Wahl, [Everett \(Wash.\) Community College](#)

**2 p.m. Friday, Room 213, CC (70)**

### PHOTOJOURNALISM

#### **THE ART OF PHOTO EDITING**

Telling a story through photos is a vital aspect of being a successful photojournalist. How to decide which photos to use often makes the difference between telling a great story and just having a bunch of photos. The class is full of discussion and interaction.

EVALUATION CODE: 4738

Clif Palmberg, CJE, [Balfour Publishing, Dallas](#)

**2 p.m. Friday, Room 2AB, CC (325)**

### NEWS GATHERING

#### **BE AN INTERVIEW NINJA**

If you're on your publications staff, you'll most likely have to schedule interviews regularly. This session will show you how to go beyond your comfort zone to get the perfect interview. Learn

how to prepare and execute your interviews like a pro.

EVALUATION CODE: 5578

Julianne McClain, CJE, [Rutherford B. Hayes High School, Delaware, Ohio](#)

**2 p.m. Friday, Room 303, CC (117)**

### LEADERSHIP AND TEAM BUILDING

#### **WORK HARD, PLAY HARD**

Learn how to use team-building games and activities to build trust and community within your staff. Having fun and building relationships is an important part of a successful journalism program so come get some ideas!

EVALUATION CODE: 5516

Katie Frazier, [Seven Lakes Junior High School, Katy, Texas](#)

**2 p.m. Friday, Room 305, CC (55)**

### WEB

#### **BEST PRACTICES MAKE PERFECT**

Learn how your website can become a Distinguished Site using award-winning best practices in online journalism.

EVALUATION CODE: 5481

Abby Anderson, [SNO Sites, Bloomington, Minn.](#)

**2 p.m. Friday, Room 304, CC (79)**

### 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.

EVALUATION CODE: 5222

Linda Barrington, MJE, [Mount Mary University, Milwaukee](#)

**2 p.m. Friday, Room 306, CC (53)**

### LAW AND ETHICS

#### **GET PROACTIVE! WRITING GREAT FREE-SPEECH POLICY**

Head off potential student-administration conflict by working with administrators to create comprehensive and readable student speech policies for your school. This session walks you through the legal and practical challenges of student speech policy and offers advice on working through them.

EVALUATION CODE: 5538

Erica Salkin, [Whitworth University, Spokane, Wash.](#)

**2 p.m. Friday, Room 307, CC (67)**

### 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**

**2 p.m. Friday, Room 308, CC (61)**



WRITING

## READY ... SET ... LEDE!

Got a good story? Make sure it gets off to a 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**

**2 p.m. Friday, Room 310, CC (96)**

WRITING

## HEAD IN THE GAME

Tired of unexciting headlines? Come learn how to write and design headlines that will grab the readers' attention and make them want to read your story.

EVALUATION CODE: 4619

**Renee Burke, MJE, Boone High School, Orlando, Fla.**

**2 p.m. Friday, Room 4C1-2, CC (570)**

PHOTOJOURNALISM, FEATURED SPEAKER

## BREAKING INTO VISUAL JOURNALISM

Interested in visual journalism but don't know where to start? This presentation will explore different approaches and pathways into a career in the ever-changing, exciting, field.

EVALUATION CODE: 5609

**Corinne Chin and Bettina Hansen, The Seattle Times, and Jason Redmond, Seattle**

**2 p.m. Friday, Room 3AB, CC (325)**

LEADERSHIP AND TEAM BUILDING

## TO PUSH, PULL OR SIT BACK AND WATCH

A strong leader not only understands his or her strengths but seeks to understand the strengths of each of the team members. This session will review leadership styles, when to use what skill and ideas to develop the talents on your team.

EVALUATION CODE: 5541

**Carmen Wendt, MJE, Scottsdale, Ariz.**

**2 p.m. Friday, Room 401, CC (157)**

DESIGN

## BALANCING ACT: BUILDING A THEME VERBALLY, VISUALLY

Take a deep look into how Bryant High School developed its 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, MJE, Jostens, Dallas**

**2 p.m. Friday, Room 4C4, CC (289)**

### 3 p.m.

CONTEST

## WRITE-OFF CONTESTS

Students entered in 37: Broadcast sports story; 40: Social media reporting; and 41: Short documentary will meet for group critiques.

Those entered in 48: Broadcast commentary and 44: On-air reporter contests will meet to write for 30 minutes and to get a time for their presentation.

Contest ID label must be shown to enter.

**3 p.m. Friday, See Page 29 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 2½-hour test session. Please bring your laptop. **Kim Green, MJE, Ball State University, Muncie, Ind.**

**3:30-6 p.m. Friday, Diamond, 1st Floor, Sheraton**

### 4 p.m.

ADMINISTRATOR EVENT

## ● 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. Participants will meet in the Sheraton lobby before going to the JEA Suite.

EVALUATION CODE: 4278

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

**4-5:30 p.m. Friday, JEA Suite, Sheraton**

CONTEST

## WRITE-OFF CONTESTS

Categories 1-35 will meet at this time. Those who uploaded photography, layout or graphic design entries online will meet for a required critique session. Contest ID label must be shown to enter the room. Don't forget required contest supplies, such as paper and pens. Arrive early. Latecomers will be disqualified.

**4-6 p.m. Friday. See Page 29 for room assignments**

### 4:30 p.m.

CONTEST

## WRITE-OFF CONTESTS

Students entered in 36: Broadcast news story; 39: Commercial/PSA; and 42: Video package editing will meet for group critiques. Contest ID label must be shown.

**4:30-6 p.m. Friday, See Page 29 for room assignments**

### 6 p.m.

CONTEST

## WRITE-OFF JUDGES DINNER AND JUDGING

Those who have agreed to judge JEA's Write-off contests are invited to dinner before judging begins. Please check in at the door.

**Nancy Y. Smith, MJE, Lafayette High School, Wildwood, Mo.**

**6 p.m. Friday, Metropolitan A, 3rd Floor, Sheraton (380)**

### 8 p.m.

STUDENT EVENT

## ● LIVE MUSIC

Live music in the ballroom. 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.

**8-11 p.m. Friday, Grand Ballroom, 2nd Floor, Sheraton (1550)**

STUDENT EVENT

## ● MEDIA SWAP SHOPS

Swap Shops are prime opportunities for preregistered students to share useful ideas and concepts with others. Bring at least 10 samples of your newspaper, newsmagazine or literary magazine or one copy of your yearbook. Broadcast stories and websites may be shared if students bring a laptop. Please check the ticket for your assigned table and time.

**8 and 9 p.m. Friday, Windows, 2nd Floor, Sheraton**

### 8:30 p.m.

ADVISER EVENT

## ● ADVISER RECEPTION AND SPLC BENEFIT AUCTION

Save room for dessert. Advisers are invited to this social gathering featuring a fundraiser to benefit the Student Press Law Center. The auction will feature sports memorabilia, signed books, Seattle-related food and gifts, art and other interesting items. Sponsored by Issuu.

**8:30-11 p.m. Friday, Metropolitan B, 3rd Floor, Sheraton (400)**

# SATURDAY AT A GLANCE

ROOM	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Room 201, CC	Critical writing and reviews: The good, the bad, the ugly	Using social media for journalism	Journalism's deadly sins	What's the big idea?
Room 203, CC	Confessions of a fontaholic	Coverage that counts	10 habits of a highly effective editor	Sports in social media
Room 204, CC	Little things, big results	Don't forget to write	6 traits of effective digital writing	Credible information in a fake news world
Room 205, CC		Don't just make it good; make it great!	Storytelling: The complete picture	Write CAPTIONS, not CRAPTIONS
Room 209, CC	Editor-in-residence meetings			
Room 211, CC		Spread visual variety	Photo composition and more	Navigating through 140 characters
Room 212, CC		What is great writing?	How to get nationally published now	Authentic voice for advisers
Room 213, CC		Photo packaging in the 21st century	The writing lab	Yearbook: Opening matters
Room 2A, CC		Theme: 4 steps to awesome	Hot topics in photography	Making 'real' pictures: Getting below the surface
Room 2B, CC		The magic of 3 a.m.	Ready. Set. Shoot! (great sports photos)	Photojournalism rules
Room 303, CC		Little details, big difference	How did that happen?	Better by design
Room 307, CC		Oh, JOY: Preparing a digital portfolio	Journalist of the Year meet and greet	From list to listicle
Room 308, CC		What to do with that new drone	Better-than-basic photographers	Using '1984' in journalism
Room 3A, CC		From minority to majority: Covering diversity in school	Banning race-based mascots in our schools (2 hours)	
Room 3B, CC		Let Pinterest die	Applying an intersectional lens in media	Why public relations is the career of choice
Room 401, CC	Best of Show judging			
Room 4C3, CC	JEA Bookstore/Adviser Hospitality (7:30 a.m.-1 p.m.)			
Room 4C4, CC		Borrowing online photos: What's safe, what's not?	You will write our nation's future	The best of the best
Hall 4D, CC	Publication exchange (7 a.m.-7 p.m.)			
Hall 4D Registration Desk, CC	Convention check-in/registration (8 a.m.-1 p.m.)			
Hall 4E, CC		On-site critiques (9 a.m.-1 p.m.)		

■ ADVISING/TEACHING  
 ■ CONTEST  
 ■ DESIGN  
 ■ EDITING

■ ENTREPRENEURSHIP  
 ■ KEYNOTE/FEATURED SPEAKER  
 ■ GENERAL AUDIENCE  
 ■ LAW/ETHICS

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

■ NEWS LITERACY  
 ■ PHOTOJOURNALISM  
 ■ WEB  
 ■ WRITING

Noon	1 p.m.	2:30 p.m.	3:30 p.m.	SUNDAY
	Yearbook like you're Snapchatting	The most important sentence		
You CAN make it work	Senior ads: Make over and make money			
First Amendment: The power of ideas	Covering hot topics without getting burned			
Marketing yourself with multimedia	Method to the madness	Won't you be my neighbor?		
What's in a design theme?	Visual design for the student publication	You're doing it wrong: Dominant elements		
1+1 = Our Staff	How to be EIC			
	Pitching to print: Production cycle basics			
	Life after high school journalism: College 101	Legal rights of student journalists		
Narrative journalism: Writing nonfiction as lit.	Transgender Q&A (80 minutes)			
Photographers: Stand here	Visual portfolios for college, internships, jobs			
Trust the students; they're awesome	Editorial leadership in the real world			
	Censorship: Manage it, avoid it			
	Boot camp basics (80 minutes)	The art and craft of reviewing		
	Smarter smartphone journalism (80 minutes)	The 'quest' in question		
Publication exchange (7 a.m.-7 p.m.)				
Convention check-in/ registration				
On-site critiques			NSPA awards ceremony (3:30-5:30 p.m.)	JEA awards ceremony SUNDAY (8:30-10:30 a.m.)



# SATURDAY AT A GLANCE

ROOM	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Diamond, 1st, Sheraton		Photoshop and InDesign tips for advisers	Photoshop tips and techniques for student publications (2 hours)	
Aspen, 2nd, Sheraton	How to be the boss	Human journalism	Top advisers discuss yearbook trends	Beyond the interviewing basics
Cedar, 2nd, Sheraton	Take 5 action steps to perfect publications	Thriving as a freelance photojournalist	More than a story	Fake news: Using media literacy, paper to fight back
Juniper, 2nd, Sheraton	Write-off headquarters			
Spruce, 2nd, Sheraton	Day of Doing (meeting at 7:30 a.m.) and workspace			
Willow, 2nd, Sheraton	National Journalism Quiz Bowl (3 hours)			The WOW factor
Ballard, 3rd, Sheraton	Newspaper design strategies	On the scene: Convergent storytelling	Audio stories: Podcast storytelling techniques	Passing student press legislation
Capitol Hill, 3rd, Sheraton	JEA Scholastic Press Rights Committee meeting (7:30 a.m.)	Strengthening your journalistic foundation (Part 2)	Open forum on legal, ethical issues	From extracurricular to extraordinary
Everett, 3rd, Sheraton	JEA Diversity Committee meeting	Scholastic press association roundtable (2 hours)		JEA Awards Committee meeting
Fremont, 3rd, Sheraton		Teaching self-reflection to enhance collaboration	21st century skills workout	Evaluate and strengthen programs of study
Greenwood, 3rd, Sheraton		Staff development according to Pearl Jam	Judge me!	The team bonded; everyone had a marvelous time
Issaquah, 3rd, Sheraton		Pitch perfect: Taking your story national	No guts, no glory (2 hours)	
Kirkland, 3rd, Sheraton	JEA Digital Media Committee meeting	CTE certification for your program	Help for new advisers	Effectively coordinate your yearbook photo process
Leschi, 3rd, Sheraton	JEA Certification Committee meeting (7:30 a.m.)	Presentation of MJE projects for advisers	Why consider JEA certification?	Go with the flow
Medina, 3rd, Sheraton	From chaos to caliber	Data journalism crash course	How to create accountability for deadlines	Resources for broadcast journalists
Metropolitan, 3rd, Sheraton				
Ravenna, 3rd, Sheraton		The power of light	Build an award-winning portfolio	Sizzle and pop with a splash of color

■ ADVISING/TEACHING  
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 ■ NEWS GATHERING

■ NEWS LITERACY  
 ■ PHOTOJOURNALISM  
 ■ WEB  
 ■ WRITING

Noon	1 p.m.	2:30 p.m.	3:30 p.m.	Evening
InDesign and Photoshop: Stump the chumps	App prototyping without code			
Documentaries: Start to finish, roll to cut	Making money with photography			
Write-off headquarters			Write-off Committee meeting	
Day of Doing workspace				
				Trivia night (8-10 p.m.)
		Risky conversations: Interviews with an edge		
		Critique your book		
		Challenges and solutions: Schol. media budget cuts		
		JEA board followup		
Adviser recognition luncheon (noon-2:20 p.m.)				
		Survey says		

**Be your best yearbook.**

**balfour**  
balfour.com



**eYearbook**

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



## 7:30 a.m.

## 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, Capitol Hill, 3rd Floor, Sheraton (50)

## EVENT

**PUBLICATION EXCHANGE**

Interested in seeing what kind of work other high schools around the nation are producing? Stop by the exchange tables to gander at the latest editions of high school publications from coast to coast. Feel free to drop off a few copies of your media and take some you like.

7:30 a.m.-7 p.m. Saturday, Hall 4D, CC

## 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, Leschi, 3rd Floor, Sheraton (40)

## EVENT

**JEA BOOKSTORE**

Check out the new books, as well as popular best-sellers, at the JEA Bookstore. Nearly 300 items relating to journalism are available, 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 4C3, CC

## 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.

7:30 a.m.-1 p.m. Saturday, Room 4C3, CC

## 8 a.m.

## MEETING

**JEA DIVERSITY COMMITTEE MEETING**

Members of the committee will discuss goals and projects for the upcoming year.

## Let us know how we're doing. Visit [jea.org/eval](http://jea.org/eval) and tell us what you think.

We want to know how helpful the sessions are during the JEA/NSPA Spring 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](http://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.

Stan Zoller, MJE, Lake Forest (Ill.) College

8 a.m. Saturday, Everett, 3rd Floor, Sheraton (20)

## MEETING

**JEA DIGITAL MEDIA COMMITTEE MEETING**

This committee will meet to discuss goals and projects for the upcoming academic year.

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

8 a.m. Saturday, Kirkland, 3rd Floor, Sheraton (40)

## EVENT

**CONVENTION CHECK-IN AND REGISTRATION**

Register for the convention or pick up your school packets here. This also is convention lost and found. Items not picked up by 1 p.m. will be turned over to convention center security.

8 a.m.-1 p.m. Saturday, Hall 4D Registration Desk, CC

## LEADERSHIP AND TEAM BUILDING

**HOW TO BE THE BOSS**

Depending on the editor's relationships with the staff, the year can be smooth sailing or a rocky ride. We will discuss solutions to common issues editors have with staff members including managing workflow, communicating your vision, and dealing with difficult staff members.

EVALUATION CODE: 5572

Justin Daigle, CJE, Brighton (Colo.) High School, and Annie Gorenstein-Falkenberg, CJE, Longmont (Colo.) High School

8 a.m. Saturday, Aspen, 2nd Floor, Sheraton (125)

## DESIGN

**NEWSPAPER DESIGN STRATEGIES**

Effective newspaper design is all about strategically packaging verbal and visual content for selective readers. Learn how story

packaging, powerful visuals, eye flow and modular grid design increase the readership of your newspaper content. We'll look at lots of examples from scholastic and professional newspapers.

EVALUATION CODE: 5678

Gary Lundgren, National Scholastic Press Association, Minneapolis

8 a.m. Saturday, Ballard, 3rd Floor, Sheraton (100)

## LEADERSHIP AND TEAM BUILDING

**TAKE 5 ACTION STEPS TO PERFECT PUBLICATIONS**

The 5 P action steps – Preparation, Purpose, Participation, Progress, Persistence – are crucial tools to finding success. A project as large in scope as a yearbook or newspaper requires all five steps to excel. Create your action plan to make your publication perfect.

Kelly Glasscock, Collegian Media Group, Manhattan, Kan.

8 a.m. Saturday, Cedar, 2nd Floor, Sheraton (125)



## ADVISING/TEACHING

**FROM CHAOS TO CALIBER**

Without set parameters, learning targets and goals, advising quality publications can be chaotic, demanding and frustrating and an absolute mess. Here are some expert tips on getting your staff to excel with top-notch journalism challenges, have an award-winning publication and contain the madness.

EVALUATION CODE: 5634

Nicole Sanders, Lovejoy Independent School District, Lucas, Texas

8 a.m. Saturday, Medina, 3rd Floor, Sheraton (40)

## STUDENT EVENT

**NATIONAL JOURNALISM QUIZ BOWL (3 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, La Follette High School, Madison, Wis.

8-10:50 a.m. Saturday, Willow, 2nd Floor, Sheraton (300)

## WRITING

**CRITICAL WRITING AND REVIEWS: THE GOOD, THE BAD AND THE UGLY**

Learn the fundamentals for how to write an effective review: positive reviews for something the reviewer enjoyed, how to effectively write a negative review of something that didn't meet expectations, and what not to do.

EVALUATION CODE: 5680

Ben Sellers, Lake Braddock Secondary School, Burke, Va.

8 a.m. Saturday, Room 201, CC (132)

## 8 a.m. SATURDAY

### DESIGN

#### CONFESSIONS OF A FONTAHOLIC

With thousands of fonts available for use in our publications, it's easy to become a font fanatic. Learn how to make the most of your type to strengthen your designs while avoiding font faux pas. Check out the seven-step program to cure your font addictions.

EVALUATION CODE: 2397

Lynn Strause, CJE, Herff Jones, Waynesville, N.C.

8 a.m. Saturday, Room 203, CC (81)

### DESIGN

#### LITTLE THINGS, BIG RESULTS

We're all about yearbook theme and the little things that drive it! We'll cover how to ensure all of your elements flow together to create a cohesive product by examining and tracing the theme of several yearbooks. Big results can come from the small things.

EVALUATION CODE: 5535

Heather Nagel, CJE, and Madeline Littleton, Christ Presbyterian Academy, Nashville, Tenn.

8 a.m. Saturday, Room 204, CC (119)

## 9 a.m.

### GENERAL AUDIENCE

#### HUMAN JOURNALISM

Beyond the news and opinions, journalism has the power to create empathy and understanding. In today's media, human journalism, the uniqueness of each person's stories, creates a powerful message that crosses all platforms.

EVALUATION CODE: 5581

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

9 a.m. Saturday, Aspen, 2nd Floor, Sheraton (125)

### MULTIMEDIA BROADCAST

#### ON THE SCENE: CONVERGENT STORYTELLING

Go to the scene (on your own or with a team) to capture reporting for long-form storytelling, environmental portrait photography, audio stories and video storytelling. Add some real-time social media reporting while you're there. All in one place, all in one trip.

EVALUATION CODE: 5630

Adam Dawkins, CJE, Regis Jesuit High School, Aurora, Colo.

9 a.m. Saturday, Ballard, 3rd Floor, Sheraton (100)

### 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, Capitol Hill, 3rd Floor, Sheraton (50)

### PHOTOJOURNALISM

#### THRIVING AS A FREELANCE PHOTOJOURNALIST

Do you want to be a freelance magazine photographer, traveling and working on your own? Are you confused about how that would work? Learn how to thrive as a freelancer in this Photojournalism Business 101 discussion by a professor of photojournalism business practices.

EVALUATION CODE: 5511

Jackie Bell, Missouri School of Journalism, Columbia, Mo.

9 a.m. Saturday, Cedar, 2nd Floor, Sheraton (125)



### ADVISING/TEACHING

#### PHOTOSHOP AND INDESIGN TIPS FOR ADVISERS

Are you an adviser struggling with Photoshop or InDesign? We'll show you some techniques every adviser can use. Bring your problems, challenges and questions and let us help.

EVALUATION CODE: 5575

Hal Schmidt, Balfour Yearbooks, Houston, and David Graves, St. Thomas' Episcopal School, Houston

9 a.m. Saturday, Diamond, 1st Floor, Sheraton (85)

### LEADERSHIP AND TEAM BUILDING

#### TEACHING SELF-REFLECTION TO ENHANCE COLLABORATION

Journalism staffs confront constant change, routinely turning over a third or more of their leaders every year. Come take a look at 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.

9 a.m. Saturday, Fremont, 3rd Floor, Sheraton (20)

### 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.

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

9-10:50 a.m. Saturday, Everett, 3rd Floor, Sheraton (20)

### LEADERSHIP AND TEAM BUILDING

#### STAFF DEVELOPMENT ACCORDING TO PEARL JAM

Let the greatest rock band of all time equip you to assemble, train and motivate a staff that strives for success. (For advisers and editors.)

EVALUATION CODE: 5670

John Horvath, Hill Country Christian School, Austin, Texas

9 a.m. Saturday, Greenwood, 3rd Floor, Sheraton (45)

### MULTIMEDIA BROADCAST

#### PITCH PERFECT: TAKING YOUR STORY NATIONAL

Youth Radio, NPR's youth desk, is the premier source of youth news, and is expanding its national network of young reporters. Workshop your pitches with senior producers and editors, who will share tips on getting your print, audio and visual stories maximum impact.

EVALUATION CODE: 5656

Teresa Chin and Rebecca Martin, Youth Radio, Oakland, Calif.

9 a.m. Saturday, Issaquah, 3rd Floor, Sheraton (110)

### ADVISING/TEACHING

#### CTE CERTIFICATION FOR YOUR PROGRAM

See the steps one adviser took to make her journalism program a Career Technical Education program. Learn what it has meant for her professionally as well as how she has made the CTE requirements meaningful for her program.

EVALUATION CODE: 5525

Anne Hayman, MJE, Arlington (Wash.) High School

9 a.m. Saturday, Kirkland, 3rd Floor, Sheraton (40)

### 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&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

Moderators: Cathy Wall, MJE, Harrisburg High School, Harrisburg, Ill., and Kim Green, MJE,

Ball State University, Muncie, Ind.

Presenters: Kelly Furnas, CJE, Elon University, Elon, N.C.; Evelyn Lauer, MJE, Niles West High School, Skokie, Ill.; Meghan Percival, MJE, McLean (Va.) High School, and Patrick Johnson, MJE, Antioch (Ill.) Community High School

**9 a.m. Saturday, Leschi, 3rd Floor, Sheraton (40)**

GENERAL AUDIENCE

## DATA JOURNALISM 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, MJE, Colorado Mesa University, Grand Junction, Colo.

**9 a.m. Saturday, Medina, 3rd Floor, Sheraton (40)**

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) ISD

**9 a.m. Saturday, Ravenna, 3rd Floor, Sheraton (170)**

EVENT

## 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. Saturday, Hall 4E, CC (5,030)**

NEWS GATHERING

## USING SOCIAL MEDIA FOR JOURNALISM

This session will discuss some of the concerns with information passed through social media including information verification and confirmation. We also will spend time looking into a variety of social media mobile apps that are useful for journalists.

EVALUATION CODE: 5480

Tom Hallaq, Kansas State University, Manhattan, Kan.

**9 a.m. Saturday, Room 201, CC (147)**

GENERAL AUDIENCE

## COVERAGE THAT COUNTS

What's the hottest trend every staff should adapt? Better coverage. Explore all kinds of ideas for including more stories — and more people — in the book. Make it a book they want to buy now and look at for years to come.

EVALUATION CODE: 4912

Lynn Strause, CJE, Herff Jones, Waynesville, N.C.

**9 a.m. Saturday, Room 203, CC (81)**

WRITING

## DON'T FORGET TO WRITE

Quick reads and quotes are fun, but they are no replacement for real storytelling. The right combination of words, heart, substance and personality can provide a mental picture of the year that scattered coverage misses. We'll examine bad stories and see what it takes to make them into something special.

EVALUATION CODE: 5521

Crystal Kazmierski, Arrowhead Christian Academy, Redlands, Calif., and Susan Massy, Shawnee Mission Northwest High School, Shawnee, Kan.

**9 a.m. Saturday, Room 204, CC (119)**

DESIGN

## DON'T JUST MAKE IT GOOD; MAKE IT GREAT!

They say the devil's in the details, and nothing could be more true with design. Learn how to take a solid layout to the next level by making small adjustments that make all the difference. Let dominance, hierarchy, balance and contrast work for you!

EVALUATION CODE: 5666

John Cutsinger, CJE, Jostens, Orlando, Fla., and Brenda Field, MJE, Glenbrook South High School, Glenview, Ill.

**9 a.m. Saturday, Room 205, CC (96)**

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, Room 211, CC (119)**

WRITING

## WHAT IS GREAT WRITING?

Great writing can still knock teenagers socks off. Come find out how journalists are writing award-winning stories, awesome leads, getting great quotes and telling stories that matter in their community.

EVALUATION CODE: 5599

Jonathan Rogers, MJE, Iowa City (Iowa) High School

**9 a.m. Saturday, Room 212, CC (65)**

DESIGN

## PHOTO PACKAGING IN THE 21ST CENTURY

This session, updated with new examples, will introduce you to several tangible design tools and techniques you can use to bring your photo-packaging skills into the 21st century. The process starts with your photographers and ends with page designers. The process will give your publication the contemporary look you and your audience deserve.

EVALUATION CODE: 3459

Pete LeBlanc, Antelope (Calif.) High School, and Dan Austin, Casa Roble High School, Orangevale, Calif.

**9 a.m. Saturday, Room 213, CC (70)**

GENERAL AUDIENCE

## THEME: 4 STEPS TO AWESOME

In yearbook, the theme can make, or break, your publication. We want to show you an easy to use process to help you build an awesome theme for your 2018 book.

EVALUATION CODE: 4299

Jed Palmer, CJE, Sierra Middle School, Parker, Colo., and Nicole Arduini, CJE, Herff Jones Yearbooks, Parker, Colo.

**9 a.m. Saturday, Room 2A, CC (135)**

NEWS GATHERING

## THE MAGIC OF 3 A.M.

Emergencies and spot news never happen at a convenient time. Learn — and practice — how to cover spot news with an emphasis on working with public safety officials.

EVALUATION CODE: 5509

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

**9 a.m. Saturday, Room 2B, CC (175)**

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, Room 303, CC (117)**

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 the winning portfolio, and tips and tricks to help you leave a lasting impression on the judges.



## 9 a.m. SATURDAY

EVALUATION CODE: 4889

Rebecca Pollard, MJE, Heritage High School, Frisco, Texas, and Kellen Browning, Pomona College, Claremont, Calif.

9 a.m. Saturday, Room 307, CC (67)



GENERAL AUDIENCE

### WHAT TO DO WITH THAT NEW DRONE

This session will cover how UAS/drones can be and are being used in journalism and touch on the new FAA regulations and what that means for the beginning drone pilot.

EVALUATION CODE: 5637

Nick Homburg, Kansas State University, Manhattan, Kan.

9 a.m. Saturday, Room 308, CC (61)

LEADERSHIP AND TEAM BUILDING, DIVERSITY

### FROM MINORITY TO MAJORITY: COVERING DIVERSITY IN YOUR SCHOOL

How do you cover diversity when your staff doesn't reflect the student population?

Cleveland Publications has it all figured out.

EVALUATION CODE: 5655

Teresa Scribner, CJE, Cleveland High School, Seattle

9 a.m. Saturday, Room 3A, CC (135)

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: 5418

Mike Hiestand, Zenger Consulting, Ferndale, Wash.

9 a.m. Saturday, Room 4C4, CC (289)

DESIGN, FEATURED SPEAKER

### LET PINTEREST DIE

Pinterest has become a breeding ground for the same looking publications nationwide. This session will help you step away from tired, outdated trends by diving into social media the RIGHT way, and exploring a plethora of new design resources.

EVALUATION CODE: 5519

Allie Jones, Wexley School for Girls, Seattle

9 a.m. Saturday, Room 3B, CC (175)

## 10 a.m.

DESIGN

### TOP ADVISERS DISCUSS YEARBOOK TRENDS

Join a panel of honorees in JEA's 2016 National Yearbook Adviser of the Year competition for a far-reaching discussion and Q&A session.

EVALUATION CODE: 4309

Moderator: Renee Burke, MJE, Boone High School, Orlando, Fla. Panelists: Nancy Y. Smith, MJE, Lafayette High School, Wildwood, Mo.; and Justin Daigle, CJE, Brighton (Colo.) High School

10 a.m. Saturday, Aspen, 2nd Floor, Sheraton (125)

MULTIMEDIA BROADCAST

### AUDIO STORIES: PODCAST STORYTELLING TECHNIQUES

A look at how your coverage team can produce powerful audio stories and meet your audience where they are. Get into their rotation! Be in their playlist, in the car, while they workout, even while they "multitask" that late-night homework.

EVALUATION CODE: 5631

Adam Dawkins, CJE, Regis Jesuit High School, Aurora, Colo.

10 a.m. Saturday, Ballard, 3rd Floor, Sheraton (100)

LAW AND ETHICS

### OPEN FORUM ON LEGAL, ETHICAL ISSUES

This open forum session will empower students, advisers and administrators to raise questions or issues that are important to them with the JEA Scholastic Press Rights Committee.

EVALUATION CODE: 5141

John Bowen, MJE, Kent (Ohio) State University and JEA Scholastic Press Rights Committee

10 a.m. Saturday, Capitol Hill, 3rd Floor, Sheraton (50)

WEB

### MORE THAN A STORY

Learn to present information on the online story page — beyond just the story text. See best practices for headlines, captions, graphics, images, audio and video. Discover new ways to deliver information to your online audience through embedded information and context.

EVALUATION CODE: 5686

Logan Aimone, MJE, University of Chicago Lab High School, Chicago

10 a.m. Saturday, Cedar, 2nd Floor, Sheraton (125)

DESIGN

### PHOTOSHOP TIPS AND TECHNIQUES FOR STUDENT PUBLICATIONS (2 HOURS)

Tips, tricks, and techniques to help you get the most out of Adobe Photoshop in your publication. Beginning and advanced techniques will be covered. Bring a laptop with Photoshop installed AND your questions/challenges to get the most out of this session.

EVALUATION CODE: 5574

Hal Schmidt, Balfour Yearbooks, Houston, and David Graves, St. Thomas' Episcopal School, Houston

10-11:50 a.m. Saturday, Diamond, 1st Floor, Sheraton (85)

LEADERSHIP AND TEAM BUILDING

### 21ST CENTURY SKILLS WORKOUT

Are you banging your head against a wall because students are missing deadlines? Try honing in on your students' strengths and watch them take ownership and pride in their work. Quit playing Jenga and start coaching your students through a 21st century skills workout!

EVALUATION CODE: 4634

Sue Skalicky, MJE, Legacy High School, Bismarck, N.D.

10 a.m. Saturday, Fremont, 3rd Floor, Sheraton (20)

ADVISING/TEACHING

### JUDGE ME!

Send your yearbook for critiques. Enter contests. Solicit feedback. Students and advisers need to shed the fear of what experts might say about their work. This veteran judge and critic will lift the veil of mystery from the process so all will benefit, including your readers.

EVALUATION CODE: 5515

Mary Kay Downes, MJE, Chantilly High School, Chantilly, Va.

10 a.m. Saturday, Greenwood, 3rd Floor, Sheraton (45)

GENERAL AUDIENCE

### NO GUTS, NO GLORY (2 HOURS)

Often we forget to discuss the GUTS — the magic, the poetry within a lit magazine. Let's talk about what makes poetry gutsy. Bring poems to share, slam or traditional. How can you best represent your school by inviting the poetry (and prose) we desire?

EVALUATION CODE: 5208

Susan Turner Jones, Sierra Canyon School, Chatsworth, Calif.

10-11:50 a.m. Saturday, Issaquah, 3rd Floor, Sheraton (110)

## 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

**Moderators:** Linda Barrington, MJE, Mount Mary University, Milwaukee, and Bill Flechtner, MJE, Milwaukie, Ore.

**Panelists:** Kate Morgan, Mountain Ridge High School, Highlands Ranch, Colo.; Hannah Shapiro, Eagle Valley High School, Gypsum, Colo.; Heather Treanor, Estacada (Ore.) High School; and Hillary Currier, Tigard (Ore.) High School

**10 a.m. Saturday, Kirkland, 3rd Floor, Sheraton (40)**

## 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.

EVALUATION CODE: 2046

**Kim Green, MJE, Ball State University, Muncie, Ind.**

**10 a.m. Saturday, Leschi, 3rd Floor, Sheraton (40)**

## LEADERSHIP AND TEAM BUILDING

### HOW TO CREATE ACCOUNTABILITY FOR DEADLINES

This session is for editors and advisers who want to learn ways to promote accountability and responsibility within their staffs. Learn how to have less missing or incomplete work, and how staff members can help each other out on assignments.

EVALUATION CODE: 5602

**Cassandra Workman, CJE, Centennial High School, Las Vegas**

**10 a.m. Saturday, Medina, 3rd Floor, Sheraton (40)**

## PHOTOJOURNALISM

### 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) ISD**

**10 a.m. Saturday, Ravenna, 3rd Floor, Sheraton (170)**

## 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: 5268

**Amy Morgan, MJE, Shawnee Mission West High School, Overland Park, Kan.**

**10 a.m. Saturday, Room 201, CC (147)**

## LEADERSHIP AND TEAM BUILDING

### 10 HABITS OF A HIGHLY EFFECTIVE EDITOR

Maybe you already have a leadership role, or maybe you just want to prepare yourself for a future position as an editor. Come to this session for tips and tricks about how to lead a

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## 10 a.m. SATURDAY

staff effectively.

EVALUATION CODE: 5577

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

10 a.m. Saturday, Room 203, CC (81)

WRITING

### 6 TRAITS OF EFFECTIVE DIGITAL WRITING

In this workshop, we look at examples of digital journalism and discover why they work. Participants leave with models of good writing, a set of criteria to measure their own and others' writing against, and tools to increase the quality and consistency of digital work.

EVALUATION CODE: 5651

Margot Lester, The Word Factory, Carrboro, N.C., and Steve Peha, Teaching That Makes Sense Inc., Carrboro, N.C.

10 a.m. Saturday, Room 204, CC (119)

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: 5367

Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.; Meghan Percival, MJE, McLean (Va.) High School; and Erinn Harris, MJE, Thomas Jefferson High School for Science and Technology, Alexandria, Va.

10 a.m. Saturday, Room 205, CC (96)

WRITING

### THE WRITING LAB

In this session, we will drill down, giving you specific techniques to improve the writing in all your publications. Style Imitation will help you practice the craft of writing through imitation and repetition. Rehabilitate your writing process by coming to the realization that writing in your publication is about reporting first and writing second: Report, Observe, Quote. Yes, it's that simple. Piece of Pie will give beginning writers a formula to create professional feature copy.

EVALUATION CODE: 2628

Pete LeBlanc, Antelope (Calif.) High School, and Dan Austin, Casa Roble High School, Orangevale, Calif.

10 a.m. Saturday, Room 213, CC (70)

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, Room 211, CC (119)

WRITING

### HOW TO GET NATIONALLY PUBLISHED NOW

Find out how national organizations are publishing amazing student journalism, what they are looking for and how to get recognized and published on a national scale through Flipboard, SNO, and Los Angeles Times.

EVALUATION CODE: 5600

Jonathan Rogers, MJE, Iowa City (Iowa) High School

10 a.m. Saturday, Room 212, CC (65)

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 High School, Corning, N.Y., and Jed Palmer, CJE, Sierra Middle School, Parker, Colo.

10 a.m. Saturday, Room 2A, CC (135)

PHOTOJOURNALISM

### READY. SET. SHOOT! (GREAT SPORTS PHOTOS)

This session addresses the special challenges for photographers covering sports events. We will cover correct camera settings for all types of sports and venues as well as techniques for setting up more effective shots.

EVALUATION CODE: 4076

Kathy Daly, KDaly Photography, Denver

10 a.m. Saturday, Room 2B, CC (175)

EVENT

### ● JOURNALIST OF THE YEAR MEET AND GREET

Per feedback from contest participants, we are offering the first-ever meet and greet for 2017 Journalist of the Year national candidates and judges to come together. This is a chance to network and reflect with each other about the contest and future plans.

EVALUATION CODE: 5583

Rebecca Pollard, MJE, Heritage High School, Frisco, Texas, and Kellen Browning, Pomona College, Claremont, Calif.

10 a.m. Saturday, Room 307, CC (67)

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., and Ann Akers, MJE, Herff Jones, Charlotte, N.C.

10 a.m. Saturday, Room 303, CC (117)

PHOTOJOURNALISM

### BETTER-THAN-BASIC PHOTOGRAPHERS

This session is for photographers who feel they have mastered how to balance their camera, and they're looking for the next step in getting eye-catching photos. We'll talk about tips and tricks for before, during and after shooting.

EVALUATION CODE: 5556

Jordyn Kiel, CJE, Francis Howell North High School, St. Charles, Mo., and Sarah Semmel, Ladue Horton Watkins High School, St. Louis

10 a.m. Saturday, Room 308, CC (61)

GENERAL AUDIENCE, FEATURED SPEAKER

### YOU WILL WRITE OUR NATION'S FUTURE

Journalists don't just write about what happens. We help shape the future by giving our readers a better understanding of the world around them. Our ability to see the world clearly from multiple perspectives is a necessity for the well-being of our communities.

EVALUATION CODE: 5624

Jerry Large, The Seattle Times

10 a.m. Saturday, Room 4C4, CC (289)

GENERAL AUDIENCE

### BANNING RACE-BASED MASCOTS IN OUR SCHOOLS (2 HOURS)

Through facts and data research, along with true history, we'll share why the removal of all race-based mascots promotes the opportunity for an equal education and should be adapted nationwide. Learn how you can cover this topic in your school. A Q&A discussion will follow.

EVALUATION CODE: 5615

Dakota Brown, Native Education Raising Dedicated Students, Jackson, Calif., and Elyssia Maysee, Argonaut High School, Jackson, Calif.

10-11:50 a.m. Saturday, Room 3A, CC (135)

GENERAL AUDIENCE, FEATURED SPEAKER

### APPLYING AN INTERSECTIONAL LENS IN MEDIA

Learn to use a critical lens that includes issues of diversity, queer and gender studies, historical and economic context, and more in your effort to tell nuanced and accurate stories.

EVALUATION CODE: 5648



Esmy Jimenez, Sightline Institute/Freelance, Seattle

10 a.m. Saturday, Room 3B, CC (175)

## 11 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

11 a.m. Saturday, Aspen, 2nd Floor, Sheraton (125)

### LEADERSHIP AND TEAM BUILDING

#### FROM EXTRACURRICULAR TO EXTRAORDINARY

How do you keep staff accountable when your publication is fully extracurricular? How might we push for excellence when no grades are involved and rewards are mostly intrinsic for the team? Learn from our wins and misses related

to teambuilding, workflow management and staff motivation.

EVALUATION CODE: 5582

Kate Plows, CJE, Malvern (Pa.) Preparatory School

11 a.m. Saturday, Capitol Hill, 3rd Floor, Sheraton (50)

### ADVISING/TEACHING

#### EVALUATE AND STRENGTHEN PROGRAMS OF STUDY

This session will go over the evaluation tool that measures the effectiveness of a program based on criteria set by the Carl D. Perkins grant. Need assistance and/or support to strengthen programs of study? Ideas will be offered to develop solutions for challenging areas.

EVALUATION CODE: 5663

Nina Quintana, CJE, Bernalillo (N.M.) High School

11 a.m. Saturday, Fremont, 3rd Floor, Sheraton (20)

### LAW AND ETHICS

#### PASSING STUDENT PRESS LEGISLATION

Come learn what is working in state capitals across the nation and discuss options for your

state. Get ideas on how to get legislators to sponsor freedom of expression legislation so student voices can be heard.

EVALUATION CODE: 4848

John Bowen, MJE, and Mark Goodman, Kent (Ohio) State University; Stan Zoller, MJE, Lake Forest (Ill.) College; Kathy Schrier, MJE, Washington JEA, Seattle; and Janet Ewell, MJE, Huntington Beach, Calif.

11 a.m. Saturday, Ballard, 3rd Floor, Sheraton (100)

### NEWS LITERACY

#### FAKE NEWS: USING MEDIA LITERACY AND YOUR SCHOOL PAPER TO FIGHT BACK

Fighting back against the cry of "fake news" requires courage — and a process for strong fact-checking and verification. Join the adviser and librarian of a top research high school in a session designed to strengthen the accuracy and credibility of your publications.

EVALUATION CODE: 5677

Ellen Austin, MJE, and Sue Smith, The Harker School, San Jose, Calif.

11 a.m. Saturday, Cedar, 2nd Floor, Sheraton (125)

## JEA/NSPA SPRING NATIONAL HIGH SCHOOL JOURNALISM CONVENTION

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# 11 a.m. SATURDAY

## WRITING

### THE TEAM BONDED; EVERYONE HAD A MARVELOUS TIME

Do your articles ever have trite phrases like those in the title of this presentation? If you do, this session will point out how to eliminate the trite, the overdone, and the meaningless.

EVALUATION CODE: 5533

Ellen Kersey, Corban University, Salem, Ore.

11 a.m. Saturday, Greenwood, 3rd Floor, Sheraton (45)



## ADVISING/TEACHING

### EFFECTIVELY COORDINATE YOUR YEARBOOK PHOTOGRAPHY PROCESS

This session is for new yearbook advisers to learn how to organize photographers. Basics in teaching photojournalism skills, camera checkout, creating weekly photo assignments, grading, cataloging photos for easy access and tips on how to purchase a variety of cameras will be covered.

EVALUATION CODE: 5529

Joy Lessard, Ellensburg, Wash.

11 a.m. Saturday, Kirkland, 3rd Floor, Sheraton (40)

## MULTIMEDIA BROADCAST

### RESOURCES FOR BROADCAST JOURNALISTS

One of the best ways to learn broadcasting is to study professional examples, but how do you know where to start looking? This session will point you in the right direction. You'll leave with a list of websites and journalists to follow.

EVALUATION CODE: 5548

Scott Collins, Raytown (Mo.) High School

11 a.m. Saturday, Medina, 3rd Floor, Sheraton (40)

## ADVISING/TEACHING

### GO WITH THE FLOW

How do you organize the workflow in your newsroom? Say hello to Trello, talk about using Google, and explore other forms of organization. We will talk about how you can use different programs to organize the workflow between you and your staff.

EVALUATION CODE: 5315

Anastasia Harrison, CJE, Ashlyn Foster and Tara Diltz, Legend High School, Parker, Colo.

11 a.m. Saturday, Leschi, 3rd Floor, Sheraton (40)

## DESIGN

### SIZZLE AND POP WITH A SPLASH OF COLOR

Editors want page design to incorporate splashes of vibrant color or sophisticated shades of black/white because color draws audiences to the heart of the story. So, let's look at design examples implementing

best practices and discuss why these resources effectively incorporate color trends. Understanding this powerful tool makes pages sizzle and pop.

EVALUATION CODE: 4336

Linda Ballew, MJE, Great Falls (Mont.)

Education Association

11 a.m. Saturday, Ravenna, 3rd Floor, Sheraton (170)

## MEETING

### JEAWARDS COMMITTEE MEETING

Committee members will meet to discuss award procedures.

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

11 a.m. Saturday, Everett, 3rd Floor, Sheraton (20)

## DESIGN

### THE WOW FACTOR

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

EVALUATION CODE: 4134

Jim McGonnell, New Smyrna Beach, Fla.

11 a.m. Saturday, Willow, 2nd Floor, Sheraton (300)

## ENTREPRENEURSHIP

### SPORTS IN SOCIAL MEDIA

So you just tweet all day about sports? Learn the importance of using social media in the ever-changing world of sports and why it's so much more than just "being on the internet."

EVALUATION CODE: 5610

Alexandra Clark and Jordan Nilsen, HERO

Sports, Bellevue, Wash.

11 a.m. Saturday, Room 203, CC (81)

## WRITING

### WRITE CAPTIONS, NOT CRAPTIONS!

Take your publication to the next level by stepping up your caption game. Get rid of those lame, one sentence, vague captions that don't tell your reader anything. Learn the format for strong, journalistic, storytelling captions.

EVALUATION CODE: 5492

Jessica Young, MJE, Orange Glen High School, Escondido, Calif.

11 a.m. Saturday, Room 205, CC (96)

## NEWS GATHERING

### CREDIBLE INFORMATION IN A FAKE NEWS WORLD

It used to be a "nose for news" was all a good journalist needed. But now we need to devote at least one nostril to fake news and other unsuitable background information. In this interactive workshop, we research a

hypothetical assignment live with audience participation.

EVALUATION CODE: 5653

Margot Lester, The Word Factory, Carrboro, N.C., and Steve Peha, Teaching That Makes Sense Inc., Carrboro, N.C.

11 a.m. Saturday, Room 204, CC (119)

## GENERAL AUDIENCE

### WHAT'S THE BIG IDEA?

Behind every good publication are tons of great ideas. And behind every great idea are some really, REALLY bad ones. Getting the good stuff to rise to the surface is simply a matter of maximizing the fine art of brainstorming. We'll show you how.

EVALUATION CODE: 5522

Crystal Kazmierski, Arrowhead Christian Academy, Redlands, Calif., and Susan Massy, Shawnee Mission Northwest High School, Shawnee, Kan.

11 a.m. Saturday, Room 201, CC (147)

## NEWS GATHERING

### NAVIGATING THROUGH 140 CHARACTERS

Five hundred million tweets are sent daily. From @OBJ\_3 to @realDonaldTrump, journalists must siphon through the social media circus. In this session, we take a satirical look at the world of 140-character tweets from grammatical blunders to terrible typos and how journalists can avoid going viral.

EVALUATION CODE: 5502

Michael Malcom-Bjorklund, CJE, River City Science Academy Innovation, Jacksonville, Fla.

11 a.m. Saturday, Room 211, CC (119)

## PHOTOJOURNALISM

### MAKING 'REAL' PICTURES: GETTING BELOW THE SURFACE

Your photography will stand out if you take time with people to get beyond the superficial. See some great examples and learn a few tricks to take it to another level.

EVALUATION CODE: 3469

Andy Nelson, Register Guard, Eugene, Ore.

11 a.m. Saturday, Room 2A, CC (135)

## ADVISING/TEACHING

### AUTHENTIC VOICE FOR ADVISERS

The success of any rookie or seasoned adviser is the ability to balance all those little voices—writers, photographers, designers, editors, parents, administrators, teachers and staff members. Oh, and don't forget judges. But the most important voice is YOUR VOICE. In this session, we will discuss exploring ways to make authentic and authoritative policies and processes that work for all.

EVALUATION CODE: 5639

Margaret Sorrows, CJE, Jostens, Sherwood, Ark.; Jeff Moffitt, MJE, Jostens, Dallas; John Cutsinger, CJE, Jostens, Orlando, Fla., and Tina Cleavelin, CJE, Jostens, Parker, Colo.

11 a.m. Saturday, Room 212, CC (65)

#### 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, and Dan Austin, Casa Roble High School, Orangevale, Calif.

11 a.m. Saturday, Room 213, CC (70)

#### PHOTOJOURNALISM

### PHOTOJOURNALISM RULES

If you have ever taken that “perfect” picture only to find that it is grainy and out of focus, this session is for you. You will not only learn the rules of composition, but also how your camera actually works. No previous photo skills required.

EVALUATION CODE: 4075

Kathy Daly, KDaly Photography, Denver

11 a.m. Saturday, Room 2B, CC (175)

#### DESIGN

### BETTER BY DESIGN

These principles of design make the difference between good yearbooks and great ones. See how knowing what subtle changes to make can create a drastically different look in terms of sophistication and polish.

EVALUATION CODE: 2207

Paul Ender, Herff Jones, Palm Springs, Calif.; Ann Akers, MJE, Herff Jones, Charlotte, N.C.

11 a.m. Saturday, Room 303, CC (117)



#### WRITING

### FROM LIST TO LISTICLE

People love lists. But how can you develop your list into an article that provides news value?

Discover a six-step plan for turning a list into a “listicle” that’s newsworthy and entertaining.

EVALUATION CODE: 5567

William Love, Sandpoint (Idaho) High School

11 a.m. Saturday, Room 307, CC (67)

#### ADVISING/TEACHING

### USING ‘1984’ IN JOURNALISM

Current political events have made an old classic a recent best-seller. Learn and discuss ways to use the spring 2017 JEA One Book, “1984” by George Orwell, in the journalism classroom.



Sealth was a chief of the Suquamish tribe at the time the first settlers arrived in 1851. Seattle is a derivative of the Indian name “Sealth.” Photo by Visit Seattle.

EVALUATION CODE: 5527

Evelyn Lauer, MJE, Niles West High School, Skokie, Ill.

11 a.m. Saturday, Room 308, CC (61)

#### GENERAL AUDIENCE, FEATURED SPEAKER

### WHY PUBLIC RELATIONS IS THE CAREER OF CHOICE

Over a career spanning roles with Starbucks, Nike, Microsoft and others, Corey duBrowa has helped build brands, protect reputations and champion the people and values of some of the world’s most recognizable corporations. He will explain the role of public relations in a fake news/low trust/high stakes world and build a case for PR as the best career for future journalists and those who want to make a positive change in the world.

EVALUATION CODE: 5614

Corey duBrowa, Starbucks, Seattle

11 a.m. Saturday, Room 3B, CC (175)

#### DESIGN

### THE BEST OF THE BEST

From unique coverage to dynamic design, let’s examine the latest in yearbook journalism by studying highlights from the entries recognized as finalists in the NSPA 2016 Yearbook Pacemaker competition. Fasten your seat belts — we have ideas from 70 awesome yearbooks to share in 50 minutes.

EVALUATION CODE: 5679

Gary Lundgren, National Scholastic Press Association, Minneapolis

11 a.m. Saturday, Room 4C4, CC (289)

## Noon

#### MULTIMEDIA BROADCAST

### DOCUMENTARIES: START TO FINISH, ROLL TO CUT

This session will discuss the different types of documentaries, how to create an idea, prepare for production, production techniques, and post production editing. Wanting to try long-form storytelling? It’s fun, rewarding and gives creative minds a way to tell a story.

EVALUATION CODE: 5331

Annabel Thorpe and Stacy Short, Argyle (Texas) High School

Noon Saturday, Aspen, 2nd Floor, Sheraton (125)

#### 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

Noon Saturday, Diamond, 1st Floor, Sheraton (85)

#### ADVISER EVENT

### ADVISERS RECOGNITION LUNCHEON

JEA will present awards at this special event. New and renewing Certified Journalism Educators and Master Journalism Educators will be recognized. Speakers will include Nancy Y. Smith, Yearbook Adviser of the Year and a video by Alyssa Boehringer, Broadcast Adviser of the Year. There also will be special presentation honoring the 2016 Carl Towley winner, Nick Ferentinos. Preregistration was required. Please bring your ticket. Sponsors include Herff Jones and Northwestern University Medill School of Journalism, Media and Integrated Marketing Communications.

Noon Saturday, Metropolitan Ballroom, 3rd Floor, Sheraton (850)

#### WRITING

### YOU CAN MAKE IT WORK

“Print is a dying field. You can’t make a decent living with that major.” How many times have you heard that? Don’t listen. It’s possible. This college student is making it work while in school. This session contains the advice she wishes she had received.

EVALUATION CODE: 5697

Kaitie Marolf, Kansas State University, Manhattan, Kan.

Noon Saturday, Room 203 (72)



## Noon SATURDAY

### WRITING

#### FIRST AMENDMENT: THE POWER OF IDEAS

In this hands-on workshop, participants use a strategy that produces high-impact writing with the power to inspire, inform and persuade. Participants produce a draft piece and should come with a device or notebook for writing. This workshop is ideal for editorial writers and columnists.

EVALUATION CODE: 5650

**Margot Lester, The Word Factory, Carrboro, N.C., and Steve Peha, Teaching That Makes Sense Inc., Carrboro, N.C.**

**Noon Saturday, Room 204, CC (119)**

### ENTREPRENEURSHIP

#### MARKETING YOURSELF WITH MULTIMEDIA

This session will focus on tips and ideas to market yourself using various tools to land your dream internship or opportunity. Get advice on going from high school journalism to an innovative and successful college experience.

EVALUATION CODE: 5625

**Bryce Newberry, Arizona State University, Phoenix**

**Noon Saturday, Room 205, CC (96)**

### DESIGN

#### WHAT'S IN A DESIGN THEME?

Struggling to work out a visual theme for next year? This session will teach you how to create a unifying design for your school's magazine or yearbook. Concepts covered will include design elements such as color themes, spread design and section development.

EVALUATION CODE: 5665

**Roth Lovins, Ball State University, Muncie, Ind.**

**Noon Saturday, Room 211, CC (119)**

### LEADERSHIP AND TEAM BUILDING

#### 1 + 1 = OUR STAFF

Working with a staff of 10 or fewer may seem daunting, but it's not impossible. Learn from two editors who have guided their publication in earning an NSPA Online Pacemaker, CSPA Digital Gold Crown and NSPA First Place Best in Show — all with a small team.

EVALUATION CODE: 5562

**Alexis Drevetzki and Althea Gevero, Southwest Career and Technical Academy, Las Vegas**

**Noon Saturday, Room 212, CC (65)**

### WRITING

#### NARRATIVE JOURNALISM: WRITING NONFICTION AS LITERATURE

In a world where print stories are fighting for the reader's attention, one form of journalism continues to attract readers: narrative journalism. In this presentation, you'll learn how

to turn your straightforward story into a work of modern literature that will excite and engage readers.

EVALUATION CODE: 5681

**Bethany Grace Howe, University of Oregon, Eugene, Ore.**

**Noon Saturday, Room 2B, CC (175)**

### PHOTOJOURNALISM

#### PHOTOGRAPHERS: STAND HERE

In action photography, location is (almost) everything. The right equipment helps too. Learn a few basics about equipment and settings to help you get the winning shot. Then learn the golden locations to help you get the money shot.

EVALUATION CODE: 4969

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

**Noon Saturday, Room 303, CC (117)**

### LEADERSHIP AND TEAM BUILDING

#### TRUST THE STUDENTS; THEY'RE AWESOME

The session will focus on ideas and processes that advisers can implement now to help students lead and succeed in journalism and yearbook classrooms.

EVALUATION CODE: 5643

**Andrew Hosford, Peninsula High School, Gig Harbor, Wash.**

**Noon Saturday, Room 307, CC (67)**

1 p.m.

### ENTREPRENEURSHIP

#### MAKING MONEY WITH PHOTOGRAPHY

In this session the speakers will discuss the techniques that go into making money with photography. The Talon News has raised over \$10,000 in photo sales through its program. See how you can implement or create a similar program at your school.

EVALUATION CODE: 5007

**Stacy Short and Annabel Thorpe, Argyle (Texas) High School**

**Noon Saturday, Aspen, 2nd Floor, Sheraton (125)**

### WEB

#### APP PROTOTYPING WITHOUT CODE

Anyone can build and test their own app prototype for their own iPhone. Use what you learn to create interactive widgets or animation for YouTube. Then, see how prototypes are brought into Apple XCode for app development. Bring your own Macbook.

EVALUATION CODE: 5553

**Paul Niwa, CJE, Emerson College, Boston**

**1 p.m. Saturday, Diamond, 1st Floor, Sheraton (85)**

### WRITING

#### YEARBOOK LIKE YOU'RE SNAPCHATting

Snapchats, while short in nature, communicate our stories. This unique form of storytelling is done quickly and requires a response. When writing we struggle with the "overview" and not the story itself. This session will examine storytelling and how to tell personal stories.

EVALUATION CODE: 5557

**Andrew Ross, Walsworth Yearbooks, Arvada, Colo.**

**1 p.m. Saturday, Room 201, CC (147)**

### DESIGN

#### SENIOR ADS: MAKE OVER AND MAKE MONEY

During this session, we'll scrap the old design templates and challenge your creativity with many tips and tricks. Learn how to work with difficult parents and establish a tradition of excellent senior tributes, all while making a little extra money.

EVALUATION CODE: 5644

**Mason Chavez, Timber Creek High School, Fort Worth, Texas**

**1 p.m. Saturday, Room 203, CC (81)**

### NEWS GATHERING

#### COVERING HOT TOPICS WITHOUT GETTING BURNED

Hazing, teacher suspensions, sexual misconduct, code violations. If administrators won't cooperate, how can you find the truth in other ways? These students have chased down these stories, often resisted by school officials. Past articles: football team hazing; a history teacher's suspension; student arrests.

EVALUATION CODE: 5542

**Karen Xia, Mountain View High School, Mountain View, Calif., and Avni Singhal, University of California, Berkeley, Calif.**

**1 p.m. Saturday, Room 204, CC (119)**



### DESIGN

#### METHOD TO THE MADNESS

The ball is rolling on next year's theme. With all the brainstorming and creativity flowing, focus your planning with a formula approach to concept development. Use formulas and workflows to break away from template designs and canned coverage.

EVALUATION CODE: 5589

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

**1 p.m. Saturday, Room 205, CC (96)**

1 p.m. SATURDAY

DESIGN

**VISUAL DESIGN FOR THE STUDENT PUBLICATION**

Focus on visuals and information presentation to create engaging, exciting design in your publication. Along the way you'll learn skills that will be useful as you go on in journalism or any job that requires clear, compelling communication.

EVALUATION CODE: 5626

[Vanessa McVay, The Herald, Everett, Wash.](#)

**1 p.m. Saturday, Room 211, CC (119)**

LEADERSHIP AND TEAM BUILDING

**HOW TO BE EIC**

Being an editor-in-chief is more than just a title. It's about dedication to your staff and being the leader they need. Learn from two EICs who manage a small publication, publish daily, earn national awards and still have time for a life.

EVALUATION CODE: 5563

[Alexis Drevetzi and Althea Gevero, Southwest Career and Technical Academy, Las Vegas](#)

**1 p.m. Saturday, Room 212, CC (65)**

LEADERSHIP AND TEAM BUILDING

**PITCHING TO PRINT: PRODUCTION CYCLE BASICS**

This session will cover an editor's experience of the best way to run a publication, an in-depth discussion and dispersion of resources. She'll share tips on leadership, deadline management and how to keep your staff engaged throughout the year.

EVALUATION CODE: 5664

[Jacoby Willis, University of Washington, Seattle](#)

**1 p.m. Saturday, Room 213, CC (70)**

GENERAL AUDIENCE

**LIFE AFTER HIGH SCHOOL JOURNALISM: COLLEGE 101**

Starting college is a major milestone! Let's talk about it. Get tips and strategic advice from Katie Olsen, who's spent the past seven years teaching and mentoring college students, preparing them for internships and life after graduation. Current college students will add to the conversation.

EVALUATION CODE: 5658

[Katie Olsen, Kansas State University, Manhattan, Kan.](#)

**1 p.m. Saturday, Room 2A, CC (135)**

GENERAL AUDIENCE

**TRANSGENDER Q&A (80 MINUTES)**

A transgender educator and student, Bethany Grace will take every question you have. No question is too personal, no topic too taboo. A chance to learn about transgender people – whether you're an ally, curious or transgender yourself – Bethany has something for everyone.

EVALUATION CODE: 5494

[Bethany Grace Howe, University of Oregon, Eugene, Ore.](#)

**1-2:20 p.m. Saturday, Room 2B, CC (175)**

PHOTOJOURNALISM

**VISUAL PORTFOLIOS FOR COLLEGE, INTERNSHIPS, JOBS**

Learn how to wow prospective employers and colleges with a professional photographic, multimedia or picture editing portfolio. We'll discuss how to choose your best work, what you need to include, picking a website provider, getting eyes on your portfolio and creating a "book."

EVALUATION CODE: 5510

[Jackie Bell, Missouri School of Journalism, Columbia, Mo.](#)

**1 p.m. Saturday, Room 303, CC (117)**

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## 1 p.m. SATURDAY

### LEADERSHIP AND TEAM BUILDING

#### EDITORIAL LEADERSHIP IN THE REAL WORLD

If you can learn to be a leader on your staff then leading a team or a company later in life will be a breeze. In this session, we'll take real-world business practices and apply them in the publications classroom.

EVALUATION CODE: 4667

John Gearhart, CJE, Walsworth Yearbooks, Oklahoma City

1 p.m. Saturday, Room 307, CC (67)

### LAW AND ETHICS

#### CENSORSHIP: MANAGE IT, AVOID IT

Silicone bracelets emblazoned with "I (heart) boobies" resulted in acts of censorship and court cases. Come share your experiences with censorship and take away some ideas on how to nip censorship in the bud and how to fight it.

EVALUATION CODE: 5543

Genelle Belmas, University of Kansas, Lawrence, Kan.

1 p.m. Saturday, Room 308, CC (61)

### LEADERSHIP AND TEAM BUILDING

#### BOOT CAMP BASICS (80 MINUTES)

Tired of spending the first month of school talking about policy rather than creating a product? Learn from this adviser and her students about how to run a summer boot camp that is effective and energizing so you can hit the ground running in August.

EVALUATION CODE: 5684

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

1-2:20 p.m. Saturday, Room 3A, CC (135)

### PHOTOJOURNALISM

#### SMARTER SMARTPHONE JOURNALISM (80 MINUTES)

Still using your smartphone just to Snapchat and selfie? Let's talk about strategies to maximize your smartphone use for journalism. We'll cover photo and video tips, helpful apps, storage and battery management, and a few cool add-ons. This extended session will include an opportunity to try out strategies and get feedback from the instructor, so charge your battery.

EVALUATION CODE: 5692

Michelle Balmeo, MJE, West Albany High School, Albany, Ore.

1-2:20 p.m. Saturday, Room 3A, CC (175)



The Tlingit Indian Totem Pole and Iron Pergola stand as landmarks in the historical Pioneer Square neighborhood. Photo by Visit Seattle.

2:30 p.m.

### ADVISING/TEACHING

#### MAKING DUE WITH A SMALL STAFF

This session will discuss strategies that enable small staffs to tackle the many tasks required to create a yearbook. Topics will range from staff organization to deadline planning and everything in between. It's all about teamwork.

EVALUATION CODE: 5690

Beth Ann Brown, Northeastern High School, Manchester, Pa.

2:30 p.m. Saturday, Capitol Hill, 3rd Floor, Sheraton (50)

### DESIGN

#### SURVEY SAYS

One goal of most yearbook staffs is to find more ways to include student voices, opinions and stories. Polling your student body can be a great way to collect data to transform into infographics and other engaging coverage packages. It can also help you identify people you should interview further and stories that need to be told in your book. We'll examine the logistics of conducting a schoolwide survey, how to write good questions and explore different ways of communicating these results throughout your book.

EVALUATION CODE: 5671

Mike Simons, MJE, Corning-Painted Post High School, Corning, N.Y., and Meghan Percival, MJE, McLean (Va.) High School

2:30 p.m. Saturday, Ravenna, 3rd Floor, Sheraton (170)

### MEETING

#### JEA BOARD FOLLOWUP

The JEA board will meet to discuss items that need resolution before the convention ends.

EVALUATION CODE: 2404

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

2:30 p.m. Saturday, Medina, 3rd Floor, Sheraton (40)

### ADVISING/TEACHING

#### CRITIQUE YOUR BOOK

Improve your book and improve the personalities in your class by using critique among your own staff. Learn techniques used by design professionals to establish cohesive designs. Effective critiques give your entire staff a voice and the confidence to use it.

EVALUATION CODE: 5579

Zane Mills, Inglemoor High School, Kenmore, Wash.

2:30 p.m. Saturday, Kirkland, 3rd Floor, Sheraton (40)



## ADVISING/TEACHING

**CHALLENGES AND SOLUTIONS:  
SCHOLASTIC MEDIA BUDGET CUTS**

Based on data collected from focus groups of scholastic media advisers in Oklahoma, the director of Oklahoma Scholastic Media and her graduate assistant will present results from their study, outlining challenges of budget cuts, but also offering solutions gathered from those living the challenge.

EVALUATION CODE: 5507

Melanie Wilderman, Oklahoma Scholastic Media, Norman, Okla., and Sohana Nasrin, University of Oklahoma, Norman, Okla.

2:30 p.m. Saturday, Leschi, 3rd Floor, Sheraton (40)

## NEWS GATHERING

**RISKY CONVERSATIONS:  
INTERVIEWS WITH AN EDGE**

Throw away that boring script of questions that will help you "get a quote" for your story. This session will coach you toward having conversations that deliver vivid and storytelling quotes that keep readers engaged.

EVALUATION CODE: 5539

Eric Thomas, MJE, University of Kansas, Lawrence, Kan.

2:30 p.m. Saturday, Ballard, 3rd Floor, Sheraton (100)

## WRITING

**THE MOST IMPORTANT SENTENCE**

Learn how to write leads that work well every time, avoid classically bad leads, and write better overall stories.

EVALUATION CODE: 5559

Vicki Brennan, CJE, St. Petersburg, Fla.

2:30 p.m. Saturday, Room 201, CC (147)

## DESIGN

**YOU'RE DOING IT WRONG:  
DOMINANT ELEMENTS**

You have a big photo in the middle of the page — so what! Zero in on the dominant elements of a spread to maximize impact. Look at secondary modules with dominant features including photos, type and color.

EVALUATION CODE: 5593

Shannon Williams, aMomentum Group, Chicago, and Mandy Mahan, d'Iberville High School, Biloxi, Miss.

2:30 p.m. Saturday, Room 211, CC (119)

## LEADERSHIP AND TEAM BUILDING

**WON'T YOU BE MY NEIGHBOR?**

Mister Rogers taught generations lessons of love, friendship, respect, individuality and honesty. His enduring presence created the neighborhood where everyone felt at home. Learn from the lessons of Mister Rogers to build

newsroom culture and be the best neighbor to your fellow staffers.

EVALUATION CODE: 5313

Margie Raper, MJE, Highland Park High School, Dallas

2:30 p.m. Saturday, Room 205, CC (96)

## LAW AND ETHICS

**LEGAL RIGHTS OF STUDENT  
JOURNALISTS**

Do you leave your constitutional rights at the schoolhouse door? Well, sometimes. Get an overview of the court cases, state laws and policies regarding student speech and media, and learn what you can do to exercise and protect your rights.

EVALUATION CODE: 5597

Peggy Watt, Western Washington University, Bellingham, Wash.

2:30 p.m. Saturday, Room 2A, CC (135)

## WRITING

**THE ART AND CRAFT OF REVIEWING**

From a writer who has reviewed more than 2000 movies (and a lot of books and performances, too) — a primer on arts criticism: How to capture, in words, the sense and feeling of what you just saw. (And a few movie-star stories, too.)

EVALUATION CODE: 5700

Moir Macdonald

2:30 p.m. Saturday, Room 3A, CC (135)

## NEWS GATHERING

**THE 'QUEST' IN QUESTIONS**

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

EVALUATION CODE: 5689

Michelle Balmeo, MJE, West Albany High School, Albany, Ore.

2:30 p.m. Saturday, Room 3B, CC (157)

## NEWS GATHERING

**IMPLEMENTING MEANINGFUL  
DIVERSITY IN YOUR WORK**

Diversity has nothing to do with being politically correct. Finding voices from all perspectives helps strengthen stories and improve accuracy.

EVALUATION CODE: 5698

Jason Begay and Tailyr Irvine, University of Montana, Missoula, Mont.,

2:30 p.m. Saturday, Room 303, CC (105)

3:30 p.m.

## 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.

5:30 p.m. Saturday, Juniper, 2nd Floor, Sheraton (45)

## 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.

3:30-5:30 p.m. Saturday, Hall 4E, CC (5,030)

8 p.m.

## STUDENT EVENT

**● TRIVIA NIGHT**

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. Wear your convention name badge to enter.

8 p.m. Saturday, Willow, 2nd Floor, Sheraton (300)

SUNDAY

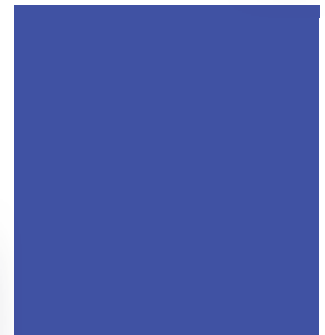
8:30 a.m.

## EVENT

**● JEA AWARDS CEREMONY**

Winners of JEA Write-off contest will be recognized during the closing ceremony. Winners for National High School Journalist of the Year, Aspiring Young Journalist and Student Journalist Impact Award will be announced. 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 in your envelope, contact JEA at staff@jea.org.

8:30 a.m. Sunday, Hall 4E, CC (5,030)



# ADVISER MENTOR PROGRAM

## WALSWORTH'S EXCLUSIVE PEER-TO-PEER MENTORING PROGRAM

An experienced yearbook adviser can provide an encouraging shoulder for a new adviser to lean on, in addition to the sales rep.

**THE ADVISER MENTOR PROGRAM** is about matching experienced yearbook advisers with yearbook adviser rookies as a way to offer the new adviser additional support, camaraderie and wisdom on topics such as:

- Working with the school's administration
- Grading
- Dealing with parents
- Knowing when emotional support and a calming voice is needed

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# ADVISER **MENTOR** PROGRAM



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**ONE OF TWO** STOCKED MINI FRIDGES  
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# SPEAKER BIOS

**LOGAN AIMONE**, MJE, teaches and advises at University of Chicago Laboratory H.S. and serves on the SPLC board of directors. Previously he was on the SNO team, led NSPA as executive director and spent 10 years at Wenatchee (Washington) H.S., where his students earned top national honors for newspaper, website and yearbook. He has received state and national awards for teaching, advising and free expression.

*Noon Friday, Capitol Hill, 3rd Floor, Sheraton; 10 a.m. Saturday, Cedar, 2nd Floor, Sheraton*

**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, 10 and 11 a.m. Saturday, Room 303, CC*

**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.

*11 a.m. Friday, Room 303, CC*

**ABBY ANDERSON** is the education and training director for SNO Sites (School Newspapers Online). She coordinates the SNO Distinguished Sites program and curates the Best of SNO website, where she publishes award-winning high school journalism.

*2 p.m. Friday, Room 304, CC*

**NICOLE ARDUINI**, CJE, has a degree in journalism and more than 13 years of experience in yearbook publishing with Herff Jones. After working as a graphic designer for four years, Arduini was excited to return to her passion — yearbook publishing. Several of her schools have received awards ranging from Best in State to national awards such as CSPA Gold Crowns and NSPA Pacemakers.

*9 a.m. Saturday, Room 2A, CC*

**DAN AUSTIN** advises the Rampages and the Casa Chronicle for Casa Roble H.S. in Orangevale, California. His students have garnered many national awards, including several Gold Crowns and Pacemakers. JEANC named him Adviser of the Year in 1992, and JEA named him a Distinguished Yearbook Adviser in 2000. He is the 2006 National Yearbook Adviser of the Year.

*8:30 a.m. Thursday, Metropolitan A, 3rd Floor, Sheraton; 9, 10 and 11 a.m. Saturday, Room 213, CC*

**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 DJNF High School Journalism Teacher of the Year.

*Noon Friday, Metropolitan A, 3rd Floor, Sheraton; 2 p.m. Friday, Aspen, 2nd Floor, Sheraton; 11 a.m. Saturday, Cedar, 2nd Floor, Sheraton*

**LINDA BALLEW**, MJE, represents advisers as a DJNF National Journalism Teacher of the Year and as a JEA Distinguished Yearbook Adviser. She has twice been a Montana Teacher of the Year finalist. A recipient of JEA's Lifetime Achievement Award, she is JEA's Montana state director, a mentor and an MJEA executive board member. Ballew advised all media at Great Falls H.S. She presents at national and state workshops.

*1 p.m. Friday, Everett, 3rd Floor, Sheraton; 11 a.m. Saturday, Ravenna, 3rd Floor, Sheraton*

**MICHELLE BALMEO**, MJE, advises The Whirlwind, a newspaper coming back from the dead at West Albany H.S. in Albany, Oregon. She spent the last 11 years advising a newsmagazine and news website in California.

*1 and 2:30 p.m. Saturday, Room 3B, CC*

**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 DJNF special recognition adviser and has been awarded CSPA's Gold Key, NSPA's Pioneer Award and JEA's Towley Award.

*11 a.m. Friday, Room 401, CC; 2 p.m. Friday, Room 306, CC; 10 a.m. Saturday, Kirkland, 3rd Floor, Sheraton*

**BARBARA BATEMAN**, CJE, has advised 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.

*Noon Friday, Room 401, CC; 1 p.m. Friday, Room 4C4, CC*

**TYRONE BEASON** has been a staff writer for The Seattle Times Sunday magazine, Pacific NW Magazine, since 2007. He produces cover

stories that reflect the cultural, social and economic climate in the Seattle area. He's currently working with colleagues to encourage deeper coverage of race, class, gender, political movements and other areas that can benefit from a diversity of perspectives and reporting approaches.

*9 a.m. Friday, Metropolitan A, 3rd Floor, Sheraton*

**JASON BEGAY** is an associate professor at the University of Montana School of Journalism. He is a former president of the Native American Journalists Association and has reported for the New York Times, the Oregonian and the Navajo Times.

*2:30 p.m. Saturday, Room 303, CC*

**JACKIE BELL**, Missouri School of Journalism associate professor and co-director of College Photographer of the Year, has 15 years' staff photography experience at the Fort Lauderdale Sun-Sentinel, Arizona Daily Star, The Tennessean and Israeli magazines. She previously taught at the University of Montana and the Art Institute of Fort Lauderdale. Her interests are conservation photojournalism, visual ethics, freelance business practices, underwater photography and Latin America.

*9 a.m. Saturday, Cedar, 2nd Floor, Sheraton; 1 p.m. Saturday, Room 303, CC*

**GENELLE BELMAS** teaches media law and ethics at the William Allen White School of Journalism and Mass Communication. Her research interests include scholastic journalism, games and gamification, the law of flags, and the intersection between law and ethics.

*1 p.m. Saturday, Room 308, CC*

**KERRY BENSON** teaches J101, the first course in journalism and mass communications in the School of Journalism at the University of Kansas. She also teaches Stand and Deliver, the school's presentation skills class. She is the strategic communication chair in KU's journalism school.

*Noon Friday, Ballard, 3rd Floor, Sheraton*

**DAVID BOARDMAN** is dean of the Lew Klein College of Media and Communication at Temple University. He has academic and financial responsibility for one of the largest and most comprehensive programs of its kind in the world, with more than 3,000 students and 250 faculty members. Previously, Boardman was executive editor and senior vice president of The Seattle Times. Under his leadership, The Times won four Pulitzer Prizes and produced 10 Pulitzer finalists.

*9 a.m. Friday, Metropolitan B, 3rd Floor, Sheraton*

**PETER BOBKOWSKI**, Ph.D., is assistant professor in the William Allen White School of Journalism and Mass Communications at the University of Kansas. He is a member of the NSPA Board of Directors. From 1999 to 2006 he

advised Pacemaker- and Crown-winning high school publications in Texas.

*Noon Friday, Ballard, 3rd Floor, Sheraton*

**CANDACE PERKINS BOWEN**, MJE, is associate professor at Kent (Ohio) State University and directs its Center for Scholastic Journalism. Previously, she was a high school journalism teacher/media adviser in Illinois and Virginia. She is a former DJNF High School Journalism Teacher of the Year. Bowen started JEAHELP while JEA president, is now board past president and serves on Certification and Scholastic Press Rights committees.  
*9 and 11 a.m. Friday, Cedar A, 2nd Floor, Sheraton; 10 a.m. Friday, Aspen, 2nd Floor, Sheraton;; 9 a.m. Saturday, Everett, 3rd Floor, Sheraton*

**JOHN BOWEN**, MJE, is director of JEA's Scholastic Press Rights Committee. He is assistant director of the Center for Scholastic Journalism and teaches law and ethics at Kent (Ohio) State University. His personal honors include DJNF Journalism Teacher of the Year, JEA Carl Towley Award, NSPA Pioneer and CSPA Gold Key.

*9 a.m. Friday, Cedar A, 2nd Floor, Sheraton; 10 and 11 a.m. Friday, Aspen, 2nd Floor, Sheraton; 7:30, 9 and 10 a.m. Saturday, Capitol Hill, 3rd Floor, Sheraton; 11 a.m. Saturday, Ballard, 3rd Floor, Sheraton*

**JESSICA N. BRAMER**, CJE, recently finished her fifth Pride yearbook at John Marshall H.S. in Glen Dale, West Virginia. She previously advised yearbook for three years at the Osceola County School for the Arts in Kissimmee, Florida. Bramer teaches speech communications classes including nonverbal communications and a new championship communications course. Bramer is JEA's West Virginia state director.

*10 a.m. Friday, Medina, 3rd Floor, Sheraton; noon Friday, Aspen, 2nd Floor, Sheraton; 2 p.m. Friday, Capitol Hill, 3rd Floor, Sheraton*

**VICKI MCCASH BRENNAN**, CJE, is a JEA mentor and the former JEA curriculum leader in news gathering and news writing. A veteran journalist with more than 25 years of experience in newspapers and magazines as an editor and reporter, she had a second career as a journalism adviser in Miami-Dade County. Now retired, she is a frequent yearbook and newspaper judge and freelance writer.

*10 a.m. Friday, Room 205, CC; 2:30 p.m. Saturday, Room 201, CC*

**CARLOS BRIANO**, CJE, is the public information officer for the El Paso Fire Department. He is a 2011 JEA Rising Star. He was a finalist for Texas Teacher of the Year in 2013 and his staff at El Dorado H.S. in El Paso won a CSPA Silver Crown in 2011. Briano still advocates for student press rights in Texas.

*1 and 2 p.m. Friday, Redwood, 2nd Floor, Sheraton*

**BETH ANN BROWN** advises the yearbook at Northeastern H.S. in Manchester, Pennsylvania, and has done so for the past nine years. Her proudest moment as an adviser was winning a 2015 Pacemaker in Los Angeles because it represented the completion of a long-standing staff goal. Brown is also active as the treasurer for the Pennsylvania School Press Association.  
*2:30 p.m. Saturday, Capitol Hill, 3rd Floor, Sheraton*

**DAHKOTA BROWN** founded NERDS, Native Education Raising Dedicated Students, to help Native students. In February 2016, he was appointed by President Obama to serve on the National Advisory Council on Indian Education and currently serves on the Center for Native American Youth's executive board where he's taken a leadership role in actively seeking to ban the use of race-based images within the school system and professional sports world.  
*10 a.m. Saturday, Room 3A, CC*

**DEANNE BROWN** advises The Featherduster newsmagazine and teaches photojournalism at Westlake H.S. in Austin, Texas. The newsmagazine has won Pacemakers, Gold Crowns, Gold Stars and Best of Show awards. Brown was the 2014 Texas Journalism Teacher of the Year, was named a TAJE Trailblazer and is president of the Association of Texas Photography Instructors.

*11 a.m. Friday, Room 2AB, CC*

**KELLEN BROWNING** is a student-journalist and freshman at Pomona College in Claremont, California. He is the news editor for his school newspaper, The Student Life; U.S. news editor for GlobalStudentSquare.org; and a 2015 graduate of the California Scholastic Press Association workshop. During his senior year at Davis (California) Senior H.S., he was selected as the 2016 National High School Journalist of the Year.

*7:30 p.m. Thursday, Hall 4E, CC; 9 and 10 a.m. Saturday, Room 307, CC*

**RENEE BURKE**, NBCT, MJE, is a yearbook and newspaper adviser at Boone H.S. Renee is the 2015 JEA National Yearbook Adviser of the Year, 2014 Distinguished Yearbook Adviser, the 2012 OCPS Teacher of the Year, 2011 FSPA Journalism Teacher of the Year, and a 2011 Gold Key recipient from CSPA. Both publications have earned CSPA Crown and NSPA Pacemaker awards.

*2 p.m. Friday, Room 4C1-2, CC; 10 a.m. Saturday, Aspen, 2nd Floor, Sheraton*

**JILL BURNS**, MJE, advises the Hillsborean yearbook, Red & Black newspaper and HHSToday.com online news site at Hillsborough H.S. in Tampa, Florida. She previously advised the Pacemaker Finalist Excalibur yearbook and Pacemaker-winning RHSToday.com at Robinson H.S. in Tampa.

*Noon Friday, Room 306, CC*

## SPEAKER BIOS

**KATHRYN CAMPBELL** is the director of publications at St. Paul Academy and Summit School in St. Paul, Minnesota. She is a first-year adviser of Ibid yearbook and Iris Art & Literature, a second year adviser of Aureus feature magazine, and is in her 10th year of advising The Rubicon/RubicOnline, national award-winning news publications. Campbell was named 2015 Minnesota Journalism Educator of the Year.

*Noon Friday, Room 308, CC*

**ERIN CASTELLANO**, CJE, JEA's Missouri state director, advises the Clayton H.S. Globe. Her students have earned national recognition including the Brasler Prize, the Robert Kennedy Journalism Award, NSPA Pacemakers and CSPA Gold Crowns. Castellano was awarded the 2015 JEA Rising Star Award. She attended the University of Missouri Journalism School and is working on a second master's degree at Washington University in St. Louis.

*10 and 11 a.m. Friday, Room 211, CC*

**PETER CHAMPELLI** is a freshman in the Park Scholar Program at Ithaca College. He is the assistant news director of WICB 91.7 FM and the assistant web director of The Ithacan. As the editor-in-chief of his high school's online newspaper, he began producing motion graphics to accompany multimedia articles. He now creates motion graphics and animation for journalistic publications and for nonprofit organizations.

*9 a.m. Friday, Room 308, CC*

**MASON CHAVEZ** is a member and editor of The Creek Yearbook of three years, building nationally recognized senior tribute designs for the annually award-winning books. With the guidance of The Creek's adviser, Kathy Beers, he has built a solid senior ad section that has fully funded summer camps, staff shirts and camera equipment, and established a tradition of excellence that parents have grown to cherish.

*1 p.m. Saturday, Room 203, CC*

**CORINNE CHIN** is a video editor at The Seattle Times. Previously, she was a freelance video journalist reporting in Washington, D.C.; Nairobi, Kenya; São Paulo, Brazil; Ouagadougou, Burkina Faso and more. Chin earned a bachelor's degree in magazine writing and a master's in video journalism from Northwestern University. She is a national board representative for the Asian American Journalists Association.

*9 a.m. Friday, Metropolitan A, 3rd Floor, Sheraton; 2 p.m. Friday, Room 3AB, CC*

**TERESA CHIN** is a producer and designer at Youth Radio, NPR's official youth desk. She works with teens in Youth Radio's newsroom and interactive teams to produce deep

# SPEAKER BIOS

multimedia stories. She is an award-winning journalist and a former classroom teacher, with master's degrees in both public health and journalism.

*9 a.m. Saturday, Issaquah, 3rd Floor, Sheraton*

**BOB CLAMPETT**, writer, editor and novelist, is among the West Coast's most prominent freelance writers, with byline articles in dozens of national and regional magazines and blogs while also freelance-editing national and international magazines and heading his own public relations agency in Los Angeles and Seattle.

*2 p.m. Friday, Room 212, CC*

**ALEXANDRA CLARK** is a 2013 graduate from Washington State University with a communications degree from the Edward R. Murrow School of Communications. She works as an editor for HERO Sports in Bellvue, Washington.

*11 a.m. Saturday, Room 203, CC*

**GINA CLAUS** advises the Crusader yearbook at Castle Rock (Colorado) Middle School. She brings the experience of a veteran middle school teacher with the enthusiasm and excitement of a second-year adviser. Her staff has earned state awards in photography and NSPA Best of Show.

*1 p.m. Friday, Leschi, 3rd Floor, Sheraton*

**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.

*11 a.m. Saturday, Room 212, CC*

**ERIN COGGINS**, MJE, has advised the newspaper, yearbook and online site at Sparkman H.S. for 15 years. She has won numerous awards as an adviser and her staffs are regular state, regional and national winners.

*10 a.m. Friday, Room 212, CC*

**SCOTT COLLINS** advises the newspaper, yearbook and broadcast programs at Raytown (Missouri) H.S. Prior to teaching, Collins worked as a TV news producer in Seattle and Portland. He also has worked in newsrooms in Kansas City and Columbia, Missouri.

*Noon Friday, Willow, 2nd Floor, Sheraton; 11 a.m. Saturday, Medina, 3rd Floor, Sheraton*

**PAIGE CORNWELL** is a reporter at The Seattle Times, where she was a member of the reporting team that won the 2015 Pulitzer Prize

for breaking news for its coverage of the deadly landslide in Oso, Wash. She's interned at VICE, the Atlanta Journal-Constitution and Lincoln Journal Star. A Kansas City native, she is a proud alum of Shawnee Mission East's student newspaper, The Harbinger.

*1 p.m. Friday, Room 310, CC*

**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 by Dow Jones in 2015 as a Distinguished Adviser.

*7:30 p.m. Thursday, Hall 4E, CC*

**HILLARY CURRIER** has a master's degree in teaching from Duke University. She began teaching English in 1992 at a boys school in Chattanooga, Tennessee, and has also taught in schools in New Mexico and Oregon. Currier spent three years running her own photography business before returning to the classroom to teach photography, journalism and yearbook.

*10 a.m. Saturday, Kirkland, 3rd Floor, Sheraton*

**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."

*9 a.m. Saturday, Room 205, CC; 11 a.m.*

*Saturday, Room 212, CC*

**JUSTIN DAIGLE**, CJE, advises the Reflections yearbook at Brighton H.S. in Colorado. His students' publications have earned state and national awards including two CSPA Crowns and an NSPA Pacemaker Finalist nomination. Daigle has been honored with the 2009 Colorado Student Media Association Teacher of the Year as well as JEA Rising Star in 2010 and Special Recognition Yearbook Adviser in 2015.

*11 a.m. and noon Friday, Room 304, CC; 8 and 10 a.m. Saturday, Aspen, 2nd Floor, Sheraton*

**KATHY DALY** is a professional photographer specializing in "lifestyle" family portraits and teaching photo lessons. While an adviser, her yearbooks at Overland H.S. won CSPA Gold and Silver Crowns and NSPA Pacemakers. In 1998 she was named JEA's Yearbook Adviser of the Year, and has received CSPA's Gold Key and NSPA's Pioneer Award, JEA's Medal of Merit and its Lifetime Achievement award.

*1 p.m. Friday, Room 2AB, CC; 10 and 11 a.m. Saturday, Room 2B, CC*

**ADAM DAWKINS**, CJE, is president of the

Colorado High School Media Association and holds a master's degree in journalism education from Kent State University. He advises RJ Media at Regis Jesuit H.S., which includes an online website, RJ Sports Broadcasting, Elevate newsmagazine, RJ Radio, and RJTV.

*9 and 10 a.m. Saturday, Ballard, 3rd Floor, Sheraton*

**ANNETTE DEMING**, CJE, is a former Los Angeles media and public relations professional with more than 50 clients published in a variety of trade and consumer publications. She is now a 12th grade curriculum writer, English and mass communication studies teacher, and adviser of the Quest News online publication at Don Antonio Lugo H.S. in Chino, California.

*10 a.m. Friday, Capitol Hill, 3rd Floor, Sheraton*

**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.

*2 p.m. Friday, Room 203, CC*

**JOHN DENT** advises the Dos Pueblos H.S. yearbook (The Image) and broadcast programs (DPNews) in Goleta, California. His yearbooks have earned CSPA crowns and NSPA Pacemaker finalist awards. Dent tries to infuse technology into his programs and expose his students to real-world application of their school experience. The Image has led in augmented reality and was the top hashtag in the world for Aurasma 2015.

*11 a.m. and 1 p.m. Friday, Cedar B, 2nd Floor, Sheraton*

**AMY DEVAULT**, MJE, teaches editing and visual communication at Wichita (Kansas) State University. After teaching high school journalism for three years, she spent nearly five years as a visual journalist at The Wichita Eagle, where she designed the front page. DeVault earned a Society of News Design award of excellence and helped The Eagle win Kansas Press Association's best front page award.

*8:30 a.m. Thursday, Metropolitan B, 3rd Floor, Sheraton*

**TARA DILTZ** is a junior at Legend H.S. and is design editor and assistant editor of the Epic yearbook. She has been on staff for two years. She gained an interest in graphic design her freshman year and since then her design work has been featured in many art galleries around the state. She has also designed Snapchat filters for yearbook that helped to create a unique coverage opportunity.

*11 a.m. Saturday, Leschi, 3rd Floor, Sheraton*



# SPEAKER BIOS

**MARY KAY DOWNES**, MJE, a veteran yearbook adviser from Chantilly, Virginia, lives and breathes all things yearbook. Odyssey students have won a boatload of awards, which thrills her to pieces. She writes articles, teaches at camps and critiques books. MKD is the 2007 JEA Yearbook Adviser of the Year and serves on the SIPA and VAJTA boards. She is past president of CSPAA.

*11 a.m. Friday, Metropolitan A, 3rd Floor, Sheraton; 10 a.m. Saturday, Greenwood, 3rd Floor, Sheraton*

**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 KSPA, JEA and NSPA boards.

*9 a.m. Friday, Aspen, 2nd Floor, Sheraton; noon Friday, Diamond, 1st Floor, Sheraton*

**ALEXIS DREVETZKI** is the co-editor-in-chief for the Southwest Shadow. She has been in journalism for four years and has a devotion to creating stories, and hopes to continue this passion after high school.

*Noon and 1 p.m. Saturday, Room 212, CC*

**COREY DUBROWA** is senior vice president, Global Communications and International Public Affairs for Starbucks, leading the development and execution of communications strategies to enhance and protect the company's brand and corporate image. He leads efforts to extend integrated brand marketing campaigns, support new product launches, enhance and maintain the company's reputation, manage executive thought leadership communication, and direct partner (employee) engagement and communication efforts. Prior to joining Starbucks in 2010, duBrowa spent a decade as president of the Americas Region and Business Development at WE Worldwide in addition to individual consulting assignments for clients ranging from Microsoft to T-Mobile to Toshiba, and served in a client-side communications capacity for Nike prior to that, leading employee communication efforts and urban marketing strategy for the U.S. region.

*11 a.m. Saturday, Room 3B, CC*

**MITCH EDEN**, MJE, advises The Kirkwood Call newsmagazine/website and the Pioneer yearbook. In his 21st year teaching, he follows the advice of his greatest mentor, Jack Kennedy, by simply trying to do his best each day. Most days are just OK, but every once in awhile he hits a home run. Or at least a ground-rule double.

*10 a.m. Friday, Redwood, 2nd Floor, Sheraton; 1 p.m. Friday, Ballard, 3rd Floor, Sheraton*

**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, CSPA Gold Key, JEA Lifetime Achievement Award, NSPA Pioneer Award and OIPA National Scholastic Journalism Hall of Fame.

*9, 10 and 11 a.m. Saturday, Room 303, CC*

**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.

*9 a.m. Friday, Room 3AB, CC*

**JANET EWELL**, MJE, helped pass the California Adviser Protection Law and advised a prize-winning newspaper at an urban Title I school in Southern California. She is an author of "Journalism: Publishing Across Media." She is a Fellow of the South Basin Writing Project, was a National Board Certified Teacher, and received the JEA Medal of Merit and the CSPA Gold Key.

*10 a.m. Friday, Room 203, CC; 11 a.m. Saturday, Ballard, 3rd Floor, Sheraton*

**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, Hall 4E, CC; 1 p.m. Friday, Room 203, CC; 10 a.m. Saturday, Room 205, CC*

**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.

*9 a.m. Saturday, Room 205, CC*

**BILL FLECHTNER**, MJE, advised publications for more than 25 years. He is a DJNFDistinguished Adviser and a JEA Medal of Merit

recipient. He has received the NSPA Pioneer Award and the JEA Lifetime Achievement Award. Flechtner is an Oregon Journalism Teacher of the Year. He is a JEA mentor and serves on the JEA Mentor Program Committee.  
*8 a.m. Thursday, Leschi, 3rd Floor, Sheraton; 10 a.m. Friday, Cedar A, 2nd Floor, Sheraton; 10 a.m. Saturday, Kirkland, 3rd Floor, Sheraton*

**ASHLYN FOSTER** is a senior at Legend H.S. and is editor-in-chief of the Epic yearbook. She has been on staff for three years. She has won multiple awards from the Colorado Student Media Association for her work and has been a part of two Pacemaker Finalist staffs. Her favorite part of yearbook is taking photos and getting on the field access to events.

*11 a.m. Saturday, Leschi, 3rd Floor, Sheraton*

**KATIE FRAZIER** is the yearbook and newspaper adviser at Seven Lakes Junior High in Katy, Texas. Her staff has been a Pacemaker Finalist and a Crown winner. Her students are blazing the trail in Katy ISD, as her school is the only junior high in the district to have a student-run newspaper.

*2 p.m. Friday, Room 305, CC*

**MEGAN FROMM**, MJE, 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.

*1 p.m. Friday, Room 307, CC; 9 a.m. Saturday, Medina, 3rd Floor, Sheraton*

**PRISCILLA FROST** teaches and advises at Lindbergh H.S. in St. Louis. She serves on the JEA national Write-off committee.

*1 p.m. Thursday, Hall 4F, CC; 8 a.m. Friday, Hall 4F, CC; 6 p.m. Friday, Metropolitan A, 3rd Floor, Sheraton*

**KELLY FURNAS**, CJE, teaches multimedia journalism at Elon (North Carolina) University and advises the converged student news organization, Elon News Network. He is the former executive director of the national Journalism Education Association and an assistant professor at Kansas State University. He has also served as editorial adviser to student media at Virginia Tech and worked as an editor at newspapers in Las Vegas and Tallahassee, Florida.

*2 p.m. Friday, Willow, 2nd Floor, Sheraton; 9 a.m. Saturday, Leschi, 3rd Floor, Sheraton*

**LORI GARCIA** left the boring corporate world to come back to her one true love: yearbook. As a sales representative for Walsworth Yearbooks, she has been on the hunt (along with the best yearbooks in the nation) to improve her design

# SPEAKER BIOS

skills and show schools how to go from trendy to trending! Great things come out of El Paso, Texas, where she was born and raised.

*1 and 2 p.m. Friday, Redwood, 2nd Floor, Sheraton*

**JOEL GARVER**, CJE, is a first-year teacher at Junction City (Kansas) H.S. where he is the AV communications teacher, teaching graphic design and video production courses. He has been involved in many JEA events, attending conventions as a student worker. Now, as an assistant on the broadcast Write-off team, he has many opportunities to work with students and advisers across the nation.

*11 a.m. Friday, Diamond, 1st Floor, Sheraton*

**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.

*10 a.m. Friday, Room 2AB, CC*

**JOHN GEARHART**, CJE, was an experienced trainer with a well-rounded education including a MBA before joining Walsworth Yearbooks four years ago. He has a passion for photography, technology and anything innovative. Not only does he teach at numerous workshops he also helps train other Walsworth representatives on new technology and software.

*1 p.m. Saturday, Room 307, CC*

**ALTHEA GEVERO** is the co-editor-in-chief for the Southwest Shadow. Starting off as a review writer in her freshman year, she moved her way up to junior editor and finally to EIC. After high school, she plans on pursuing her love for writing and sharing stories with others.

*Noon and 1 p.m. Saturday, Room 212, CC*

**KELLY GLASSCOCK** is associate director of Collegian Media Group at Kansas State University, Manhattan, Kansas, where he advises the Royal Purple yearbook and Manhappenin' magazine. Glasscock also directs a summer high school journalism workshop, the Flint Hills Publications Workshop, at K-State each July. As of Aug. 1, he will be JEA's executive director.

*8 a.m. Saturday, Cedar, 2nd Floor, Sheraton*

**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 faculty adviser for National Association for Hispanic Journalists NU.

*10 and 11 a.m. Friday, Willow, 2nd Floor, Sheraton*

**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.

*9 and 10 a.m. Friday, Room 307, CC; 11 a.m. Saturday, Ballard, 3rd Floor, Sheraton*

**SOPHIE GORDON** is a junior at Ball State University pursuing a bachelor's degree in journalism-news. She is an Active Voice fellow with the Student Press Law Center, the assistant copy director for the Ball State Daily News and an office worker in the Ball State Journalism Workshops office. Gordon is passionate about First Amendment rights and helping others speak up against adversity.

*Noon Friday, Room 4C1-2, CC*

**ANNIE GORENSTEIN-FALKENBERG**, CJE has been advising yearbook for seven years. She advises The Priam yearbook at Longmont H.S. During her time as adviser her yearbook staffs have earned numerous state awards, and in 2014 and 2015 her staffs were named CSPA Silver Crown winners. Gorenstein-Falkenberg is the Colorado Student Media Association vice president. In 2015, JEA named her a Rising Star.

*8 a.m. Saturday, Aspen, 2nd Floor, Sheraton*

**DAVID GRAVES** is the yearbook adviser at St. Thomas' Episcopal School in Houston. His students have won Crown, Pacemaker and ILPC Star awards. He was awarded a CSPA Gold Key in 2012. In his spare time, he writes and designs political junk mail, so you've probably thrown away some of his greatest creations.

*9 a.m. Friday and 9, 10 and noon Saturday, Diamond, 1st Floor, Sheraton*

**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, Cedar A, 2nd Floor, Sheraton; 3:30 p.m. Friday, Diamond, 1st Floor, Sheraton; 7:30, 9 and 10 a.m. Saturday, Leschi, 3rd Floor, Sheraton; noon Saturday, Metropolitan Ballroom, 3rd Floor, Sheraton*

**MISSY GREEN**, a yearbook representative with Walsworth, is a graduate of the University of South Carolina with a degree in journalism. After college, she was a newspaper reporter for the Tampa Tribune before starting her yearbook career. She has been a yearbook rep for 40 years. She received the Friend of Scholastic Journalism award from JEA and a Gold Medallion award from FSPA.

*1 and 2 p.m. Friday, Room 204, CC*

**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 a.m. Thursday, Leschi, 3rd Floor, Sheraton*

**KATHY HABIGER**, MJE, teaches journalism and photography and advises the yearbook, newspaper and online news at Mill Valley H.S. in Shawnee, Kansas. Habiger is president of the Kansas Scholastic Press Association and is a frequent workshop speaker. The JagWire newspaper and Mill Valley News online both won Pacemakers in 2016. Both the JagWire and JAG yearbook are in the NSPA All-American Hall of Fame.

*9 and 10 a.m. Friday, Room 2AB, CC*

**PETER HALEY** grew up in Tacoma, 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 all 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 ... more skiing.

*11 a.m. Friday, Room 4C1-2, CC*

**TOM HALLAQ** teaches broadcast journalism and digital media at Kansas State University. He began his teaching career at a high school in Washington state. Prior to that he worked in the broadcast news industry for several years as a producer, newscast director and reporter. Tom has a great enthusiasm for broadcasting and video technology and loves to share that enthusiasm with others.

*9 a.m. Saturday, Room 201, CC*

**ZAKI BARAK HAMID** is an Arab immigrant who was born and raised in Jordan. He has been in the U.S. since 1994. Hamid is a program director at Humanities Washington, where he produces humanities-themed lectures and discussion programs throughout the state. He is

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## SPEAKER BIOS

also a contributor to KUOW'S "Week in Review," and teaches film, mass media and other topics at Everett Community College and other institutions.

*9 a.m. Friday, Room 211, CC*

**BETTINA HANSEN** is a staff photographer at The Seattle Times who shoots news, sports, features and video for print and online. Originally from Phoenix, 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.

*2 p.m. Friday, Room 3AB, CC*

**CHARLA HARRIS**, CJE, has advised the print, online and broadcast programs at Pleasant Grove H.S. in Texarkana, Texas, for the past 31 years. The Hawk yearbook and Edge newspaper have won multiple Pacemakers, Gold Crowns and Best of Show Awards. Harris is a JEA and DJNF Distinguished Adviser, and she serves as president of the Texas Association of Journalism Educators.

*9 a.m. Friday, Room 304, CC*

**ERINN HARRIS**, MJE and yerd for the past 20 years, advises Techniques yearbook, tJTODAY newsmagazine, 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.

*1 p.m. Friday, Room 203, CC; 10 a.m. Saturday, Room 205, CC*

**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 was honored with the JEA Rising Star award in 2011 and the Colorado Adviser of the Year in 2016.

*11 a.m. Saturday, Leschi, 3rd Floor, Sheraton*

**NANCY HASTINGS**, MJE, retired after advising the yearbook and newspaper at Munster H.S. in Indiana for 38 years. Both publications earned Pacemaker, Crown, Hoosier Star and Best of Show awards. Personal honors include NSPA's Pioneer, CSPA's Gold Key, JEA's Yearbook Adviser of the Year, and JEA's Lifetime Achievement Award. She serves as JEA's Indiana state director.

*11 a.m. Friday, Room 204, CC*

**ANNE HAYMAN**, MJE, advises The Stillaguamish Trail and The AHS Eagle news website. She has one staff who produce both

publications. She is an active member of her state organization and has been a journalism adviser nearly 20 years.

*2 p.m. Friday, Leschi, 3rd Floor, Sheraton; 9 a.m. Saturday, Kirkland, 3rd Floor, Sheraton*

**CAROLYN HENDERSON**, CJE, has more than 30 years of yearbook experience as both an award-winning yearbook adviser and a yearbook representative for Walsworth Yearbooks. She shares her yearbook passion with students daily. Her teaching and advising experience plus her master's degree in communication provide her with a unique set of skills for showing, not just telling, the story.

*1 and 2 p.m. Friday, Room 204, CC*

**CARRIE HENDRIX**, CJE, has been advising the Westwind yearbook since 2003 and the Ranger Review News website since 2008 in Lewis-Palmer H.S. in Colorado. Her students' publications have earned top state and national awards including two CSPA Crowns and an NSPA Pacemaker. Hendrix was honored with the Colorado Student Media Association Teacher of the Year in 2015.

*11 a.m. and noon Friday, Room 304, CC*

**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.



# Welcome to our new board members

**Three-year term begins May 1**

**PRESIDENT:** Sarah Nichols, MJE, Whitney High School, Rocklin, California

**VICE PRESIDENT:** Val Kibler, CJE, Harrisonburg (Virginia) High School

**SCHOLASTIC PRESS RIGHTS:** Lori Keekley, MJE, St. Louis Park (Minnesota) High School

**EDUCATIONAL INITIATIVES:** Megan Fromm, MJE, Colorado Mesa University, Grand Junction, Colorado

## DIRECTORS-AT-LARGE

**EAST:** Joe Humphrey, MJE, Hillsborough High School, Tampa, Florida

**CENTRAL:** Tom Gayda, MJE, North Central High School, Indianapolis

**WEST:** Julia Satterthwaite, CJE, Monta Vista High School, Cupertino, California

8:30 a.m. Thursday, Issaquah, 3rd Floor, Sheraton; 9 and 10 a.m. Friday, Cedar B, 2nd Floor, Sheraton

**MIKE HIESTAND** was the staff attorney for the Student Press Law Center between 1991 and 2003 and worked full time as the center's sole consulting attorney until 2012. He continues to assist student media and work with the SPLC on special projects affecting the student press community. He and Mary Beth Tinker traveled the country on the Tinker Tour, visiting schools nationwide to promote youth voices, free speech and a free press.  
*9 a.m. Saturday, Room 4C4, CC*

**NICK HOMBURG** is an instructor in the A.Q. Miller School of Journalism and Mass Communications at Kansas State University in Manhattan Kansas. He teaches digital photography, drones in media, photojournalism and documentary film production. Prior to coming to K-State, he worked the past 25 years in the Pacific Northwest as a freelance photographer and documentary filmmaker.  
*9 a.m. Saturday, Room 308, CC*

**RAY HOPFER**, CJE, advised newspaper and yearbook and taught photography during his 34 years at Tillamook H.S. in Oregon. In 2002 he received the Oregon Journalism Teacher of the Year award. He also served as local co-chair for the JEA/NSPA national convention in Portland in 2003. Ray retired from full-time teaching in 2010 and now serves as a JEA mentor.  
*9 a.m. Friday, Everett, 3rd Floor, Sheraton*

**JOHN HORVATH** has been the yearbook adviser at Hill Country Christian School in Austin, Texas, for five years. In that time, his staff has transformed a glorified scrapbook into a yearbook that has been named a NSPA All American in 2015 and 2016. He was recently selected as a 2017 JEA Rising Star.  
*10 a.m. and 1 p.m. Friday, Room 304, CC; 9 a.m. Saturday, Greenwood, 3rd Floor, Sheraton*

**ANDREW HOSFORD** advises journalism, yearbook and business classes at Peninsula H.S. in Gig Harbor, Washington. He is also the dean of students and former boys basketball coach. He was initially hired to take the traditional print newspaper completely online and, with the help of his students, has built the program into a nationally recognized student newspaper.  
*Noon Saturday, Room 307, CC*

**BETHANY GRACE HOWE** is a former newspaper reporter, having worked in Colorado, Missouri and Oregon. She has won state-level recognition for her narrative journalism, where she also had the opportunity to work with Pulitzer Prize winners. She's a former high school teacher and adjunct professor at the University of Missouri, who now teaches journalism at the University of Oregon, where she is pursuing a Ph.D.

2 p.m. Friday, Metropolitan A, 3rd Floor, Sheraton; noon and 1 p.m. Saturday, Room 2B, CC

**JOE HUMPHREY**, MJE, advises the Red & Black newspaper, Hillsborean yearbook and HHSToday.com online news site at Hillsborough H.S. in Tampa, Florida. He is a member of the JEA Certification Committee and evaluations coordinator for the Florida Scholastic Press Association. He was local team leader for the 2015 JEA/NSPA Fall National High School Journalism Convention in Orlando, Florida.  
*10 and 11 a.m. Friday, Ballard, 3rd Floor, Sheraton*

**TAILYR IRVINE** is a senior at the University of Montana School of Journalism. She is a photographer and has worked for the Billings Gazette, where she photographed the Standing Rock movement during the fall of 2016. After graduating in May, she plans to move to Texas where she will work at the Dallas Morning News.  
*2:30 p.m. Saturday, Room 303, CC*

**ESMY JIMENEZ**, born in Mexico but raised in rural Washington, is an undocumented mestiza scholar, organizer, and now journalist. After graduating from University of Southern California in Los Angeles, she moved to Seattle, where she is an editor for the Sightline Institute. A former Seattle Globalist apprentice, her work has appeared in La Raze del Noroeste, Femme Feminism and other publications.  
*10 a.m. Saturday, Room 3B, CC*

**PATRICK R. JOHNSON**, MJE, advises the award-winning Tom Tom media program at Antioch Community H.S. He is also an adjunct instructor in the Diederich College of Communication at Marquette University, where he teaches digital journalism, visual communication, and media writing. Johnson is the director of the KEMPA's Summer Journalism Workshop. He is a DJNF Distinguished Adviser and a JEA Rising Star.  
*1 p.m. Thursday, Diamond, 1st Floor, Sheraton; 9 a.m. Friday, Redwood, 2nd Floor, Sheraton; 11 a.m. Friday, Room 308, CC; noon Friday, Room 204, CC; 9 a.m. Saturday, Leschi, 3rd Floor, Sheraton*

**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.  
*9 a.m. Saturday, Room 3B, CC*

**SHEILA JONES**, CJE, taught English for 23 years at Englewood (Colorado) H.S. and advised the Pirate newspaper program that became Colorado's first state-approved CTE Convergent

## SPEAKER BIOS

Media program in 2011. A former president of the Colorado High School Press Association, Jones in retirement is a JEA mentor. She received the JEA Lifetime Achievement Award, CHSPA Medal of Merit, CHSPA Adviser of the Year award, Ridgway Freedom of Speech Award and the National Federation of Press Women Fellowship.

*Noon Friday, Everett, 3rd Floor, Sheraton*

**JIM JORDAN** is in his 35th year as yearbook adviser of the Decamhian at Del Campo H.S. in Fair Oaks, California. Although his students' work has won many awards, his greatest joy though comes from watching his students grow as they create and produce a beautiful book that captures the essence of a school year.  
*10 and 11 a.m. Friday, Room 306, CC*

**JASON KAISER**, CJE, is an assistant marketing manager for Jostens. Prior to Jostens, he worked for the student newspaper of the College of St. Benedict/St. John's University, and received awards from both the Minnesota Newspaper Association and the Associated Collegiate Press for his designs. A former yearbook adviser and high school teacher, Kaiser has worked with scholastic journalism for more than seven years.  
*11 a.m. Friday, Redwood, 2nd Floor, Sheraton; 1 p.m. Friday, Aspen, 2nd Floor, Sheraton*

**PAUL B. KANDELL**, the 2009 DJNF National Journalism Teacher of the Year, advises Verde magazine and The Paly Voice at Palo Alto H.S. and is co-president of the Journalism Education Association of Northern California. Kandell has a master's degree in journalism from the University of Missouri at Columbia and worked for Newsweek in the early 1990s.  
*11 a.m. Friday, Room 205, CC*

**CRYSTAL KAZMIERSKI** advises the Wings yearbook at Arrowhead Christian Academy in Redlands, California, and teaches design and photography at journalism workshops and conventions. She was the 2000 JEA National Yearbook Adviser of the Year. She was awarded a CSPA Gold Key in 2002 and an NSPA Pioneer Award in 2007. Wings has been a consistent CSPA Crown and NSPA Pacemaker winner since 1995.

*11 a.m. Friday, Room 306, CC; 9 a.m. Saturday, Room 204, CC; 11 a.m. Saturday, Room 201, CC*

**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. Keekley is a DJNF Distinguished Adviser and a member of JEA's Scholastic Press Rights Committee.  
*8:30 a.m. Thursday, Redwood, 2nd Floor,*

# SPEAKER BIOS

*Sheraton; 9 a.m. Friday, Cedar A, 2nd Floor, Sheraton; 10 a.m. Friday, Aspen, 2nd Floor, Sheraton; 9 a.m. Saturday, Capitol Hill, 3rd Floor, Sheraton*

**SAMUEL "BUTCH" KELLER** is the Upper School Division Head at The Harker School in San Jose, California. With a 35+ year background as an educator, he focuses most on character education. The varsity boys basketball team recently celebrated his 600th career win as a basketball coach. A strong supporter of student free expression and of journalism, Keller is the 2016 JEA Administrator of the Year.  
*2 p.m. Friday, Aspen, 2nd Floor, Sheraton*

**JACK KENNEDY**, MJE, advised high school print publications for 30 years, and now torments college students in online writing courses. He has been, at various times, a teacher, a coach, an assistant principal, and a yearbook rep. He won some awards before most current students were born, and now is executive director of the Colorado Student Media Association.  
*11 a.m. Friday, Metropolitan B, 3rd Floor, Sheraton; 1 p.m. Friday, Willow, 2nd Floor, Sheraton*

**ELLEN KERSEY** is a retired high school English/journalism teacher, now teaching freshman writing and advising the yearbook at Corban University in Salem, Oregon. Kersey taught in Camarillo, California; Queensland, Australia; and Klamath Falls, Oregon.  
*10 a.m. Friday, Leschi, 3rd Floor, Sheraton; 11 a.m. Saturday, Greenwood, 3rd Floor, Sheraton*

**VALERIE J. KIBLER**, CJE, teaches at Harrisonburg (Virginia) H.S., where she advises the print and online newspaper. She was the local chair for the 2009 and 2014 JEA/NSPA Washington, D.C., conventions. She is a member of the NSPA Board of Directors.  
*9 a.m. Thursday, Diamond, 1st Floor, Sheraton*

**JORDYN KIEL**, CJE, advises the Excalibur yearbook at Francis Howell North H.S. in St. Charles, Missouri. She also co-advises the media program, which includes web, social media, business, newspaper, yearbook, video and photography.  
*10 a.m. Friday, Room 401, CC; 10 a.m. Saturday, Room 308, CC*

**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.  
*Noon Friday, Cirrus, Sheraton; 2 p.m. Friday, Metropolitan B, 3rd Floor, Sheraton*

**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.  
*11 a.m. Friday, Room 203, CC*

**JERRY LARGE'S** column appears each Monday and Thursday in 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.  
*10 a.m. Saturday, Room 4C4, CC*

**EVELYN LAUER**, MJE, advises the online-only publication Niles West News. She is the Publications/Public Relations chair for JEA and a 2014 DJNF Special Recognition Adviser. She writes for the Huffington Post and other publications.  
*11 a.m. Friday, Room 310, CC; 9 a.m. Saturday, Leschi, 3rd Floor, Sheraton; 11 a.m. Saturday, Room 308, CC*

**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 Titanium yearbook, Titan Times the Magazine and Channel 5 Titan TV News staffs have won CSPA Gold and Silver Crowns, NSPA Pacemakers and NSPA Best of Show awards. He is the 2006 National Yearbook Adviser of the Year.  
*9 a.m. Thursday, Capitol Hill, 3rd Floor, Sheraton; 9, 10 and 11 a.m. Saturday, Room 213, CC*

**JOY LESSARD** enjoyed advising award-winning yearbooks and newspapers for 37 years in the Ellensburg (Washington) School District. She was honored with the Washington (WJEA) Adviser of the Year; Ellensburg School District Teacher of the Year; 2008 JEA Teacher Inspiration Award; and 2012 JEA Lifetime Achievement Award. Lessard is a JEA mentor and teaches a summer workshop for advisers at the WJEA journalism camp.  
*11 a.m. Friday, Everett, 3rd Floor, Sheraton; 11 a.m. Saturday, Kirkland, 3rd Floor, Sheraton*

**MARGOT LESTER'S** career began with her high school and hometown newspapers. A journalism graduate, she has reported for

local, state and national news and feature outlets, including Forbes, Los Angeles Business Journal and Monster.com. She also has 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, Room 211, CC; 10 a.m., 11 a.m. and noon Saturday, Room 204, CC*

**BRAD LEWIS** is in his 10th year of teaching scholastic journalism and advising publications. He advises The Dart newspaper, DartNewsOnline.com and Teresian yearbook at St. Teresa's Academy in Kansas City, Missouri.  
*9 a.m. Friday, Room 303, CC*

**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 a.m. Thursday, Leschi, 3rd Floor, Sheraton; 1 p.m. Friday, Everett, 3rd Floor, Sheraton*

**MADELINE LITTLETON** has been on the Lion's Roar yearbook staff for three years at Christ Presbyterian Academy in Nashville, Tennessee. As only a junior, she is the head designer and is part of a staff that has received an NSPA Pacemaker and a CSPA Crown. THSPA awarded Littleton third place for Best Academic Copy in 2015.  
*8 a.m. Saturday, Room 204, CC*

**ADAM LIVESAY**, CJE, 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.  
*9 a.m. Friday, Room 213, CC*

**KAY LOCEY**, CJE, advised the Commoner newsmagazine at Gov. John R. Rogers H.S. in Puyallup, Washington. For more than 25 years she has been active in WJEA, serving on its board and teaching at its summer workshop. She was the 2008 WJEA Adviser of the Year and a 2015 JEA Lifetime Achievement Award winner. Locey is a JEA mentor, supporting new advisers in Washington state.  
*10 a.m. Friday, Everett, 3rd Floor, Sheraton*

**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, Greenwood, 3rd Floor, Sheraton; noon Friday, Room 4C1-2, CC*

**WILLIAM LOVE** is the adviser of the Cedar Post and SHSCedarPost.com at Sandpoint (Idaho) H.S.

*Noon Friday, Room 4C4, CC; 11 a.m. Saturday, Room 307, CC*

**ROTH LOVINS** is a senior journalism education major from Ball State University doing his student teaching in Indianapolis. As a student journalist, Lovins has worked with the Chicago Tribune for its Olympics coverage, been employed as an art director for a student magazine, been the content editor of his high school newspaper and served as a photo editor for his high school yearbook.

*Noon Saturday, Room 211, CC*

**GARY LUNDGREN**, associate director NSPA/ACP, has received the CSPA Gold Key, NSPA Pioneer, JEA Medal of Merit and ILPC Edith Fox King. In his 10 years at the University of Arkansas, the "Arkansas Traveler" newspaper and "Razorback" yearbook staffs he advised were consistent Crown and Pacemaker winners.

During his 20 years at Jostens, he launched the "Look Book," Jostens Adviser University and edited three editions of the "1,2,3 Yearbook Curriculum" as well as editing "Jostens Adviser & Staff" magazine.

*9 a.m. Friday, Room 305, CC; 8 a.m. Saturday, Ballard, 3rd Floor, Sheraton; 11 a.m. Saturday, Room 4C4, CC*

**MOIRA MACDONALD** writes about movies and books (and dance, and fashion, and . . .) for The Seattle Times, where she has been a staff critic since 2001.

*2:30 p.m. Saturday, Room 3A, CC*

**MANDY MAHAN** has been teaching for 15 years and is the adviser for the Warrior annual, WDHS broadcasting program and Proeliator literary magazine at d'Iberville H.S. She has been advising publications for nine years. The Warrior has earned NSPA First and Second Class Ratings with Marks of Distinction, CSPA Gold and Silver Medals, 11 MSPA awards, and annual Jostens Look Book recognition.

*Noon Friday, Room 201, CC; 2:30 p.m. Saturday, Room 211, CC*

**MICHAEL MALCOM-BJORKLUND**, CJE, 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

## SPEAKER BIOS

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 completing his media trifecta with a podcast component.

*9 and 10 a.m. Friday, Room 204, CC; 11 a.m. Saturday, Room 211, CC*

**AARON MANFULL**, MJE, is the JEA Digital Media chair, overseeing JEADigitalMedia.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 happy to talk about the Iowa Hawkeyes or Star Wars with you.

*8 a.m. Saturday, Kirkland, 3rd Floor, Sheraton*

**KAITIE MAROLF** is a senior at Kansas State University graduating in May with a B.S. in print journalism, a minor in leadership studies and a certification in equine science. She is co-editor-in-chief of the Royal Purple Yearbook and communications specialist for the K-State Department of Horticulture. She freelances professionally in equine journalism and works as a contracted SEO copywriter with Turn the Page Online Marketing.

*Noon Saturday, Room 203*



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# SPEAKER BIOS

**REBECCA MARTIN** is the managing editor at Youth Radio. She leads the day-to-day operations of Youth Radio's award-winning newsroom, including editing and producing local and national features. She works closely with the chief content officer on strategic planning and the development of the national network. Before coming to Youth Radio, she worked for The World (PRI/BBC), NPR and CNN.  
*9 a.m. Saturday, Issaquah, 3rd Floor, Sheraton*

**BRIAN MARTINEZ**, CJE, is a long-time journalism nerd. After a stint at the Houston Chronicle, he began advising newspapers and yearbooks more than 20 years ago. In that time, his students earned Gold Crowns and Pacemakers. Martinez now works to help develop new and better tools for yearbook creation using Adobe InDesign.  
*9 a.m. Friday, Room 212, CC; 1 p.m. Friday, Aspen, 2nd Floor, Sheraton*

**GRACE MASBACK** is the founder of WANT, a news website that aggregates the best in high school journalism from school papers and teen bloggers worldwide (wantnewsforteen.com). At 18, she's considered a voice of her generation, having published "The Voice of Gen Z: Understanding the Attitudes & Attributes of America's Next 'Greatest Generation'" and writing for the Huffington Post, New York Times and AwesomenessTV.com.  
*Noon Friday, Redwood, 2nd Floor, Sheraton*

**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.  
*11 a.m. Friday, Room 306, CC; 9 a.m. Saturday, Room 204, CC; 11 a.m. Saturday, Room 201, CC*

**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 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, allowing travel outside her native Hawaii and influencing her decision to become a journalist.  
*1 p.m. Friday, Metropolitan B, 3rd Floor, Sheraton*

**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.  
*Noon Friday, Metropolitan B, 3rd Floor, Sheraton*

**ELYSIA MAYSEE** is a senior at Argonaut H.S. and NERDS club president. While in seventh grade she created the NERDS logo, which is now trademarked. Maysee was an attendee at the first White House Native Youth Gathering in 2015, where she met First Lady Michelle Obama. She was recently named a 2016-2017 We-R-Native ambassador and takes pride in helping her Native community.  
*10 a.m. Saturday, Room 3A, CC*

**JOY MCCALED** 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.  
*2 p.m. Friday, Everett, 3rd Floor, Sheraton*

**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, Capitol Hill, 3rd Floor, Sheraton*

**TAMRA MCCARTHY**, CJE, has been teaching English for 15 years and advising the Wingspan yearbook for 11 years at James Enochs H.S. in Modesto, California. Her publication been recognized with CSPA Crown and NSPA Pacemaker awards every year for the last 9 years. McCarthy was named a 2011 JEA Rising Star and a 2013 JEA Distinguished Adviser.  
*9 a.m. and 1 p.m. Friday, Room 306, CC*

**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.  
*2 p.m. Friday, Room 303, CC; 10 a.m. Saturday, Room 203, CC; 1 p.m. Saturday, Room 3A, CC*

**MARY ANNE MCCLOUD**, retired teacher, participates in the JEA mentoring program in Kansas after advising newspapers, yearbooks and literary magazines for 30 years.  
*8 a.m. Thursday, Leschi, 3rd Floor, Sheraton*

**JIM MCCROSSEN** 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.  
*10 a.m. Friday, Room 305, CC*

**CLARE MCFADDEN** manages and oversees the Write the World website, community and programs. She has worked in arts education with children, young people and communities in Australia and the United States. She is also an author and illustrator. McFadden was a teaching fellow for the Writing Workshop course at Harvard University. She holds a master's degree in education from Harvard University.  
*1 p.m. Friday, Room 212, CC*

**JIM MCGONNELL** advised the newspaper, TV broadcast and website at Findlay (Ohio) H.S. for 20 years. All three programs received Pacemaker awards and the newspaper earned Gold and Silver Crowns, All American and Best of Show trophies. Personal honors include DJNF National Journalism Teacher of the Year, CSPA Gold Key and Master Teacher of Ohio. Recent honors include JEA's Linda S. Puntney Teacher Inspiration Award, Lifetime Achievement Award, Medal of Merit and NSPA's Pioneer Award. After 35 years of teaching he retired to Florida and works for the Disney Cruise Line.  
*11 a.m. Saturday, Willow, 2nd Floor, Sheraton*

**VANESSA MCVAY** is visuals editor at The Herald in Everett, Washington. During her news career she has been a photojournalist, page and projects designer, news editor and copy editor. She has a master's degree in multimedia from University of North Carolina-Chapel Hill and teaches multimedia as an adjunct at Everett Community College.  
*1 p.m. Saturday, Room 211, CC*

**ZANE MILLS** advises Scandia the yearbook at Inglemoor H.S. just outside of Seattle. Through his seven years as adviser he has discovered many tools to grow a strong staff encouraging them to produce a book that is coveted by the school community.  
*2:30 p.m. Saturday, Kirkland, 3rd Floor, Sheraton*

**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 OHS's 2007 Teacher of the Year. JEA named him a Special Recognition Yearbook Adviser in 2010 and a Rising Star in 2006.  
*9 a.m. Friday, Room 212, CC; 10 a.m. Friday, Room 201, CC; 2 p.m. Friday, Room 4C4, CC; 11 a.m. Saturday, Room 212, CC*

**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 a frequent workshop



and conference speaker.

*9 a.m. Friday, Room 2AB, CC; 10 a.m. Saturday, Room 201, CC*

**KATE MORGAN** is a 20-year language arts teacher who recently designed her own seventh and eighth grade creative writing class. As well, she is a third-year yearbook adviser in Highlands Ranch, Colorado. Never before was she challenged in the quite the ways that teaching journalism to middle schoolers demands. Working with JEA mentor Sheila Jones, Morgan was able to develop workable organization systems.

*10 a.m. Saturday, Kirkland, 3rd Floor, Sheraton*

**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 is a former high school newspaper, yearbook and broadcast adviser, as well as a freelance professional journalist.

*11 a.m. Friday, Leschi, 3rd Floor, Sheraton*

**JOHNNIE JAE MORRIS** is a multimedia journalist from the Otoe-Missouria and Choctaw tribes of Oklahoma. She is the founder of a Tribe Called Geek, managing partner of Native Max Magazine, co-founding board member of Not Your Mascots and LiveIndigenousOK. Her work primarily focuses on native representation in the media and the utilization of social and digital media.

*1 p.m. Friday, Metropolitan A, 3rd Floor, Sheraton*

**BEATRICE MOTAMEDI**, CJE, is executive director of Global Student Square, an international student journalism network. She was journalist-in-residence and a visiting teacher/adviser at the American School of Paris last fall and works with schools around the world to create and sustain digital media programs. Motamedi was a 2015 Knight Fellow in journalism at Stanford University, where she co-directs Newsroom by the Bay, a summer journalism camp.

*2 p.m. Friday, Ballard, 3rd Floor, Sheraton*

**DAN MUELLER**, CJE, is a former yearbook and newspaper editor and has worked as a yearbook representative for 13 years — striving to inspire and encourage students to be leaders on their staffs and publications.

*9 a.m. Friday, Room 203, CC*

**PATRICIA MURPHY** is a feature reporter for KUOW. Murphy 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 National Public Radio 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.

*11 a.m. Friday, Room 3AB, CC*

**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 has received the JEA Carl Towley Award and Medal of Merit and an NSPA Pioneer Award.

*8:30 a.m. Thursday, Ballard, 3rd Floor, Sheraton; 9 and 10 a.m. Saturday, Ravenna, 3rd Floor, Sheraton*

**HEATHER NAGEL**, CJE, advises the Lion's Roar yearbook at Christ Presbyterian Academy in Nashville, Tennessee. She's the Tennessee state director for JEA. Her staff has received a Pacemaker, NSPA Best of Show, CSPA Silver Crowns, CSPA 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, Room 212, CC; 8 a.m. Saturday, Room 204, CC*

**SOHANA NASRIN** is a master's student in media management at Gaylord College, University of Oklahoma and the graduate assistant for Oklahoma Scholastic Media. She holds a bachelor's degree in English literature, communication and rhetoric from the Nazareth College of Rochester.

*2:30 p.m. Saturday, Leschi, 3rd Floor, Sheraton*

**ANDY NELSON** is a photojournalist at The Register-Guard newspaper in Eugene, Oregon. He joined the paper in 1988, then moved to Washington, D.C., in 1997 to work for The Christian Science Monitor. In 2014, Nelson returned to Eugene and the R-G. During his career, he's covered a diversity of stories including war in Iraq, presidential campaigns and Olympic Track and Field Trials.

*11 a.m. Saturday, Room 2A, CC*

**BRYCE NEWBERRY** is a sophomore at the Walter Cronkite School of Journalism at Arizona State University. He's a graduate of Wenatchee H.S. and a proud Apple Leaf alumnus. He has interned for NBC's "Today Show," hosts an entertainment news program at ASU and runs social media for ASU's School of Public Affairs. He hopes to someday be a network correspondent.

*Noon Saturday, Room 205, CC*

**MARK NEWTON**, MJE, is the journalism teacher at Mountain Vista H.S. in Highlands Ranch, Colorado, a suburb of Denver. He is the adviser of MV Media, a comprehensive journalism program consisting of the Aerie yearbook, Eagle Eye news magazine, VistaNow.

## SPEAKER BIOS

org and VistaNow Video. Newton has been teaching journalism and advising student media for 33 years at five high schools, including the last eight at MVHS. He is the JEA president — for a few more days anyway.  
*8:30 a.m. Thursday, Aspen, 2nd Floor, Sheraton; 9 p.m. Thursday, Room 4C1-2, CC; 8 a.m. Friday, Ballard, 3rd Floor, Sheraton; noon and 4 p.m. Friday, JEA Suite, Sheraton; noon Saturday, Metropolitan Ballroom, 3rd Floor, Sheraton; 2:30 p.m. Saturday, Medina, 3rd Floor, Sheraton*

**CASEY NICHOLS**, CJE, is a veteran student media adviser of 35 years, the past 24 at Rocklin H.S. He is a former National Yearbook Adviser of the Year, Gold Key recipient from CSPA, and NSPA Pioneer. He is the JEA Awards chair. Nichols' love of journalism is based around a good story no matter how it is told.

*9 a.m. Saturday, Aspen, 2nd Floor, Sheraton; 11 a.m. Saturday, Everett, 3rd Floor, Sheraton; noon Saturday, Metropolitan Ballroom, 3rd Floor, Sheraton*

**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, Ballard, 3rd Floor, Sheraton; 9 a.m. Saturday, Medina, 3rd Floor, Sheraton; noon Saturday, Metropolitan Ballroom, 3rd Floor, Sheraton*

**JORDAN NILSEN** is the CEO of HERO Sports. The company's mission is to advance interest and appreciation for small-school athletics through aggregating and publicizing stories about teams, players and fans.

*11 a.m. Saturday, Room 203, CC*

**PAUL NIWA**, CJE, is the chair of 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, Willow, 2nd Floor, Sheraton; 1 p.m. Saturday, Diamond, 1st Floor, Sheraton*

**KATE OBUKOWICZ** advises the Kla-Ta-Wa at Snohomish (Washington) H.S. She is working on her eighth book and was the editor of her high school's yearbook.

*10 a.m. Friday, Room 308, CC*



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# SPEAKER BIOS

**KATIE OLSEN**, MBA, teaches advertising courses at Kansas State University. Prior to KSU, she worked at a database marketing and advertising firm in Kansas City, where she specialized in account management and strategic planning. Olsen worked on a wide range of clients, including Michelin, H&R Block, and Bayer Environmental Sciences. Her passion is teaching undergraduates, and she is currently finishing up her Ph.D. at K-State.

*1 p.m. Saturday, Room 2A, CC*

**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.

*9 a.m. Friday, Room 4C1-2, CC*

**CLIF PALMBERG**, CJE, at Balfour Yearbooks has been involved in journalism-related activities since middle school. The Kansas native bleeds purple and graduated from Kansas State University. Photography, teaching workshops and helping students create yearbooks are all tasks he enjoys and has focused on in the past. These days the Dallas resident focuses mainly on new website development and the future of yearbooks.

*2 p.m. Friday, Room 2AB, CC*

**JED PALMER**, CJE, is the journalism adviser at Sierra Middle School, advising yearbook, news and broadcasting students. His students have earned numerous state and national awards, including NSPA Pacemakers, CSPA Crowns and several NSPA Picture of the Year awards. In 2013, he was named a JEA Distinguished Adviser and Colorado Adviser of the Year.

*8:30 a.m. Thursday, Willow A, 2nd Floor, Sheraton; 9 and 10 a.m. Saturday, Room 2A, CC; noon Saturday, Room 303, CC*

**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 Metropolitan Kansas City.

*11 a.m. Friday, Room 201, CC*

**KATHERINE PATRICK**, CJE, is a JEA mentor from Torrington, Wyoming.

*10 a.m. Friday, Everett, 3rd Floor, Sheraton*



**Beautiful artwork and architecture, such as this colorful dragon, can be found throughout the Chinatown-International District, adding to the neighborhood's rich history and culture. Photo by Alabastro Photography.**

**STEVE PEHA**, a former high school and college journalist, has written professionally for 30 years. In 2001, his series for The Seattle Times won an Innovator in Education Award from the Newspaper Association of America. He has written for The Washington Post, The National Journal and Psychology Today. His latest book, "Be a Better Writer," was the Amazon No. 1 New Release in Teen Writing.

*Noon, 1 and 2 p.m. Friday, Room 211, CC; 10 a.m., 11 a.m. and noon Saturday, Room 204, CC*

**MEGHAN PERCIVAL**, MJE, 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.

*1 p.m. Friday, Room 203, CC; 9 a.m. Saturday, Leschi, 3rd Floor, Sheraton 10 a.m. Saturday, Room 205, CC; 2:30 p.m. Saturday, Ravenna, 3rd Floor, Sheraton*

**KATE PLOWS**, CJE, advises The Blackfriar Chronicle and The Friar's Lantern at Malvern Preparatory School, where she also teaches graphic design, ceramics and a journalism elective to high school boys. The publication received its first NSPA, JEA, CSPA, and SJOY recognition in 2015-16. Blackfriar Chronicle student editors lead the extracurricular publication.

*11 a.m. Saturday, Capitol Hill, 3rd Floor, Sheraton*



# SPEAKER BIOS

**REBECCA POLLARD**, MJE, advises high school student media at Heritage H.S. in Frisco, Texas. During her career of 17 years in scholastic journalism, she has advised yearbook, broadcast, newspaper, web and literary magazine. Her programs have won state and national awards. She is the Journalist of the Year Committee chair for JEA, and teaches at publication workshops around the country.  
*9 and 10 a.m. Saturday, Room 307, CC; 8:30 a.m. Sunday, Hall 4E, CC*

**TARA PUCKEY** is the associate executive director 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 holds an MBA and is a journalism graduate of Indiana University Purdue University Indianapolis.  
*9 a.m. and 1 p.m. Thursday, Cedar, 2nd Floor, Sheraton*

**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, Hall 4E, CC; 9 p.m. Thursday, Room 4C1-2, CC; noon Saturday, Metropolitan Ballroom, 3rd Floor, Sheraton; 8:30 a.m. Sunday, Hall 4E, CC*

**SHIRLEY QIU** is the features producer at The Seattle Times, handling features stories (arts, entertainment, food, etc.) on The Seattle Times website and social media platforms. She is also the secretary of the Asian American Journalists Association's Seattle chapter, a national organization that works to promote newsroom diversity and support Asian American journalists across the country.  
*9 a.m. Friday, Metropolitan A, 3rd Floor, Sheraton*

**ERIKA QUICK**, CJE, a Cody (Wyoming) H.S. graduate, received her bachelor's degree in media production and worked as a web designer before managing "Intrepid Outdoors," a television program that airs on NBC Sports Network and the Sportsman Channel. In 2011, she won Best New Program from Versus Network, among other awards, and now she teaches at CHS and owns Quick Draw Productions in Cody, Wyoming.  
*8 a.m. Friday, Ravenna A-B, 3rd Floor, Sheraton; 3:30 p.m. Friday, Everett, 3rd Floor, Sheraton*

**SARA QUINN**, a design and journalism consultant and researcher, holds the R.M.

Seaton Endowed Chair at Kansas State University. President of the Society for News Design, she is also an affiliate faculty member for The Poynter Institute where she taught full time for more than a decade. Her large-scale eyetracking research for Poynter and other organizations on newspaper, tablet and online reading habits helps journalists determine the best forms for storytelling. Her most recent study is Eyetracking Photojournalism for NPPA.  
*8:30 a.m. Thursday, Willow B, 2nd Floor, Sheraton*

**NINA QUINTANA**, CJE, advises yearbook and broadcast journalism at Bernalillo (New Mexico) H.S. She is a National Board Certified Teacher in Career and Technical Education.  
*11 a.m. Saturday, Fremont, 3rd Floor, Sheraton*

**CALEB RAGAN** is a student editor for the High School Insider section of the Los Angeles Times, and the editor-in-chief of John W. North H.S.'s student newspaper, The North Star. He has worked on various projects and initiatives for the Los Angeles Times. He plans to pursue journalism throughout college and beyond.  
*1 p.m. Friday, Room 401, CC*

**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 and the Gloria Shields workshop committee.  
*2 p.m. Friday, Room 308, CC; 1 and 2:30 p.m. Saturday, Room 205, CC*

**JASON REDMOND** is an independent photojournalist and photo editor based in Seattle. He produces photographic and video content for major news outlets and nonprofits. Clients include Reuters, Agence France-Presse (AFP), Wall Street Journal, OnTrak Magazine, 1889 Magazine, TED Conferences and the UN Foundation. Originally from Southern California, he worked as a staff photographer for the Ventura County Star for seven years before going freelance. He earned a bachelor's degree from the Missouri School of Journalism.  
*2 p.m. Friday, Room 3AB, CC*

**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 newsmagazine, 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, Metropolitan B, 3rd Floor, Sheraton; 11 a.m. Friday, Capitol Hill, 3rd Floor, Sheraton; 11 a.m. Saturday, Aspen, 2nd Floor, Sheraton*

**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 "Upon Reflection." Reynolds was news director at KBOO Radio in Portland, Oregon, and news/public affairs director at WCUW Radio in Worcester, Massachusetts. He 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.  
*10 a.m. Friday, Room 4C1-2, CC*

**DAVE RIGGS** is retired adviser for Wenatchee H.S.'s national-award winning student newspaper, The Apple Leaf. He was also yearbook adviser at WHS. In 2016, he was named a DJNF National High School Distinguished Journalism Adviser.  
*9 a.m. Friday, Leschi, 3rd Floor, Sheraton*

**ELAINE ROBINSON** advises three staffs at Kapaun Mt. Carmel Catholic H.S. in Wichita, Kansas: yearbook, Paladin newsmagazine and video production. The program has a long history of excellence and both the newsmagazine and yearbook have been named to the NSPA Hall of Fame.  
*9 a.m. Friday, Room 401, CC*

**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 Iowa High School Press Association president and believer in the power of scholastic journalism.  
*11 a.m. Friday, Room 310, CC; 9 and 10 a.m. Saturday, Room 212, CC*

**ANDREW ROSS** is a yearbook editor-in-chief turned yearbook representative. This passionate yearbook nerd prides himself on the fact that he has been doing yearbook longer than he has been driving. Ross happily represents Walsworth Yearbooks in Colorado.  
*1 p.m. Saturday, Room 201, CC*

**ERICA SALKIN**, Ph.D., is an assistant professor of communication studies at Whitworth University in Spokane, Washington. She teaches media writing and law. Her research focuses on free speech in public schools, which inspired her books: "Students' Right to Speak" (McFarland, 2016) and "Student Speech Policy Readability in Public Schools" (Palgrave Pivot, 2016).  
*11 a.m. Friday, Room 305, CC; 2 p.m. Friday, Room 307, CC*

# SPEAKER BIOS

**NICOLE SANDERS** advises the ILPC Star Award-winning, NSPA First Class-rated middle school LeopardLife newspaper and news website and NSPA Best of Show and First Class-rated yearbook, Rosette yearbook in Lovejoy ISD. Previously, Sanders was an editor and journalist for newspaper and magazines throughout the South. She holds a bachelor's degree in journalism and a master's degree in educational leadership and mediation.

*8 a.m. Saturday, Medina, 3rd Floor, Sheraton*

**VERONICA SARMIENTO**, CJE, brings her graphic design experience into the classroom at Seminole H.S. in Sanford, Florida, advising the yearbook and teaching digital design and AP studio art. She led the creation of the Mass Media CAPE Academy at SHS to mirror the structure and convergence of professional media agencies. Sarmiento is the 2017 teacher of the year at SHS and a JEA Rising Star.

*1 p.m. Friday, Room 3AB, CC*

**JULIA SATTERTHWAITE**, CJE, advises El Estoque and elestoque.org at Monta Vista H.S. in Cupertino, California. Prior to this year, she advised The Talon and rochestertalon.com in Rochester Hills, Michigan, and served as Michigan's JEA state director. She was awarded Michigan's Adviser of the Year in 2014.

*1 and 2 p.m. Friday, Room 205, CC*

**ROD SATTERTHWAITE**, MJE, co-advises The Campanile newspaper and thecampanile.org website at Palo Alto (California) H.S. He is a member of JEA's Certification Committee and the SPLC's advisory council steering committee. He was named a DJNF Distinguished adviser in 2012.

*9 a.m. Friday, Room 201, CC; 1 p.m. Friday, Cedar A, 2nd Floor, Sheraton*

**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 CSPA.

*9, 10 and 11 a.m. Friday, Room 4C4, CC*

**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.

*9 a.m. Friday, Diamond, 1st Floor, Sheraton; 9 a.m., 10 a.m. Saturday, and noon Saturday, Diamond, 1st Floor, Sheraton*

**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.

*10 a.m. Friday, Room 303, CC; 2 p.m. Friday, Room 201, CC*

**HANNAH SCHOENBAUM** is the editor-in-chief of Corona del Mar H.S.'s Trident magazine and serves on the Los Angeles Times High School Insider Student Advisory Board. She was a student at the highly selective, five-week Medill-Northwestern Journalism Institute summer program. Schoenbaum plans to study journalism and film and television production at Boston University, starting in the fall.

*1 p.m. Friday, Room 401, CC*

**KATHY SCHRIER**, MJE, is a former newspaper/yearbook adviser now serving as executive director of the Washington Journalism Education Association. She is a member of JEA's Scholastic Press Rights and the Awards committees. She holds a JEA Medal of Merit and was honored with the Pioneer Award from NSPA. She hopes to see Scholastic Press Rights Legislation pass in Washington State during her lifetime.

*11 a.m. Saturday, Ballard, 3rd Floor, Sheraton*

**TERESA SCRIBNER**, CJE, is an award-winning media teacher at Cleveland H.S. in Seattle. Scribner oversees Cleveland Publications, which houses the school's yearbook, newspaper, news broadcast and website. Scribner is Washington state's Journalism Adviser of the Year, a DJNF Special Recognition Adviser and a JEA Rising Star. Scribner previously worked as a visual journalist for The Seattle Times.

*6:45 p.m. Thursday, Hall 4E, CC; 9 a.m. Saturday, Room 3A, CC*

**BEN SELLERS** is in his first year advising the newspaper and yearbook at Lake Braddock Secondary School in Burke, Virginia. His previous journalism experiences include several years as a music editor at C-VILLE Weekly in Charlottesville, Virginia, and The Free Lance-Star in Fredericksburg, Virginia.

*8 a.m. Saturday, Room 201*

**SARAH SEMMEL** advises the Panorama newspaper, the Rambler yearbook and LadueLead.com at Ladue Horton Watkins H.S. in St. Louis. She is the co-owner of Snaps by Sisters and has experience shooting portrait, sports and wedding photography.

*10 a.m. Saturday, Room 308, CC*

**HANNAH SHAPIRO** is a high school journalism and filmmaking teacher in

Gypsum, Colorado. She is a second-year teacher and adviser of broadcast, print, and online journalism programs. Additionally, she sponsors the literary arts magazine, humor magazine, live sports broadcasting, Diversity Club and GSA. Shapiro has also worked as a photographer, writer and goat cheese maker.

*10 a.m. Saturday, Kirkland, 3rd Floor, Sheraton*

**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 and engagement on education. Prior to that, she worked as an education reporter and in 2008, won a first-place award in beat reporting from the Education Writers Association.

*9 a.m. Friday, Metropolitan A, 3rd Floor, Sheraton*

**STACY SHORT** is the adviser of The Talon News. She has directed and mentored for six years and has been teaching journalism for 23 years. Prior to teaching, Short worked for a marketing and advertising firm developing local markets, sales packages and designing advertisements. Short grew up on the sidelines with her editor-in-chief uncle, where she acquired passion for photography and reporting.

*Noon and 1 p.m. Saturday, Aspen, Sheraton*

**MIKE SIMONS**, MJE, is the adviser of Tesserae, the award-winning yearbook at Corning-Painted Post H.S. in upstate New York. President of the Columbia Scholastic Press Advisers' Association, Simons is a frequent instructor and featured speaker at regional and national workshops, with a special interest in photography — and coffee. He is a 2015 Distinguished Yearbook Adviser.

*8:30 a.m. Thursday, Willow A, 2nd Floor, Sheraton; noon Friday, Room 3AB, CC; 10 a.m. Saturday, Room 2A, CC; 2:30 p.m. Saturday, Ravenna, 3rd Floor, Sheraton*

**AVNI SINGHAL**, a freshman at UC Berkeley, was co-editor-in-chief of the Mountain View H.S. Oracle. Her past work for the paper includes coverage of hazing on the high school football team, which was met by strong opposition from administration, police and peers. She now writes for the Daily Californian and aspires to be an influential politician or journalist.

*1 p.m. Saturday, Room 204, CC*

**SUE SKALICKY**, MJE, is in her 12th year of teaching and advising journalism in Bismarck, North Dakota. During the past 28 years, Skalicky has worked as a medical photographer, a journalist, a leadership speaker and freelance writer. She is the JEA North Dakota state director.

*9 and 10 a.m. Saturday, Fremont, 3rd Floor, Sheraton*

**ANDREW SMITH** is the multimedia news director and journalism instructor for Kansas State University, where he has been since 2016. An Emmy Award-winning sports journalist, Smith spent 25 years as a sports broadcaster in Salt Lake City, Las Vegas and Green Bay, Wisconsin. Smith also has worked for ESPN, Fox Sports and numerous sports talk radio stations. He teaches a sports reporting class at K-State.  
*9 a.m. Thursday, Capitol Hill, 3rd Floor, Sheraton*

**NANCY Y. SMITH**, MJE adviser 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 is also the MJE vice president. She has been named an NSPA Pioneer Award winner and a DJNF Special Recognition Adviser and Distinguished Adviser. She is a JEA Medal of Merit winner and is the 2016 H.L. Hall Yearbook Adviser of the Year.  
*1 p.m. Thursday, Hall 4F, CC; 8 a.m. Friday, Hall 4F, CC; 1 p.m. Friday, Juniper, 2nd Floor, Sheraton; 6 p.m. Friday, Metropolitan A, 3rd Floor, Sheraton; 10 a.m. Saturday, Aspen, 2nd Floor, Sheraton; noon Saturday, Metropolitan Ballroom, 3rd Floor, Sheraton; 3:30 p.m. Saturday, Juniper, 2nd Floor, Sheraton; 8:30 a.m. Sunday, Hall 4E, CC*

**SUE SMITH** is the library director at The Harker School in San Jose, California. She holds an MLIS from San Jose State University, and a B.A. from

Duke University. She manages a team of eight librarians and teaches advanced research skills. She wrote "Professional Learning Communities in an Information Literacy Odyssey" in "Growing Schools: Librarians as Professional Developers," Libraries Unlimited, 2012.  
*11 a.m. Saturday, Cedar, 2nd Floor, Sheraton*

**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, Room 211, CC; 11 a.m. Saturday, Room 212, CC*

**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, TVW and The Seattle Times.  
*10 a.m. Friday, Room 3AB, CC*

**DYLAN STEWART**, a senior at John W. North H.S., is a photographer who specializes in aerial videography and photography. His work has been used in collaboration with many accredited outlets, such as Dreamers Athletics, City of Riverside and more local publications.  
*Noon Friday, Room 213, CC*

## SPEAKER BIOS

**LYNN STRAUSE**, CJE, advised 30 yearbooks before retiring, the last 13 at East Lansing (Michigan) H.S. Strause 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, received a CSPA Gold Key, NSPAs Pioneer Award JEA Lifetime Achievement Award. She works as a yearbook consultant.  
*8 and 9 a.m. Saturday, Room 203, CC*

**CAROL STRAUSS** is a JEA mentor from Newport Beach, Calif. She taught photography and advised newspaper and yearbook for 40 years at Los Amigos H.S. in Fountain Valley, California.  
*9 a.m. Friday, Everett, 3rd Floor, Sheraton*

**JOHN TAYLOR** oversees editorial content for the websites of six Townsquare Media radio stations in Yakima. He edits and coordinates the blogs and videos of about a dozen on-air DJs. Until 2014, he was a print journalist, working as a reporter, editor and page designer at nine different newspapers around the West.  
*Noon Friday, Room 310, CC*

**MIKE TAYLOR**, CJE, is a journalism specialist/ key accounts with Walsworth Yearbooks. He





## SPEAKER BIOS

taught yearbook, newspaper and television production at Lecanto (Florida) H.S. for 13 years. He served as president of the Florida Scholastic Press Association and has received the FSPA Gold Medallion and JEA Medal of Merit.

*10 and 11 a.m. Friday, Room 303, CC; 2 p.m. Friday, Room 4C1-2, CC*

**ERIC THOMAS**, MJE, teaches journalism at the University of Kansas and leads the Kansas Scholastic Press Association. His focus in teaching at KU is visual journalism and writing. KSPA promotes journalism throughout Kansas through mentoring, critiques, contests and conferences. Thomas previously advised publications at St. Teresa's Academy in Kansas City, where he was named Missouri Journalism Teacher of the Year.

*Noon Friday, Room 2AB, CC; 2:30 p.m. Saturday, Ballard, 3rd Floor, Sheraton*

**ANNABEL THORPE** is editor-in-chief and broadcast director for The Talon News. The first year she started the broadcast program it placed second in the nation. Thorpe is a back-to-back UIL state champion in documentary, winning first, second and third. She interned with Dallas Morning News for two summers, was a student correspondent for Fox Sports, and freelances for four companies.

*Noon and 1 p.m. Saturday, Aspen, Sheraton*

**HOLLY THORPE** is an Arts & Entertainment editor at the Wenatchee World and editor of BUZZ NCW, a blog about the craft alcohol industry. She is responsible for social media and other digital outreach at the paper. Thorpe

graduated from the University of Washington with honors in journalism and has worked on publications in India and the Puget Sound.

*1 p.m. Friday, Room 305, CC*

**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 Haddick Teacher of the Year, TAJE Trailblazer, CSPA Gold Key, NSPA Pioneer and JEA Medal of Merit. Todd will become the Texas Association of Journalism Educators executive director in June 2017.

*11 a.m. Friday, Room 2AB, CC; 1 p.m. Friday, Room 201, CC*

**HEATHER TREANOR** is an English/journalism teacher at Estacada (Oregon) H.S. She has been a journalism adviser for two years. Her journalism class produces a yearbook and quarterly newspapers, and Treanor is working on expanding her program to include multimedia journalism and broadcast journalism. Treanor also interns with the Pamplin Media Group, occasionally writing about local high school sports.

*10 a.m. Saturday, Kirkland, 3rd Floor, Sheraton*

**SUSAN TURNER JONES** advises three publications at Sierra Canyon School in California. The literary magazine she advises has twice received the CSPA Gold Crown and Pacemaker Finalist awards. She also teaches Honors English and oversees an active human rights club. Turner Jones dedicates herself to poetry and journalism with a focus on diversity, creativity, race equality and human rights.

*10 a.m. Friday, Room 213, CC; 10 a.m. Saturday, Issaquah, 3rd Floor, Sheraton*

**APRIL VAN BUREN**, MJE, is a media specialist at La Follette H.S. in Madison, Wisconsin. She is president of the Kettle Moraine Press Association and a member of the JEA Write-off committee. The 2013 New Mexico Adviser of the Year has taught journalism for more than 10 years, including as an adjunct for the University of New Mexico, faculty at George Mason University's WJMC and at KEMPA Kamp (Wisconsin).

*8 a.m. Friday, Willow, 2nd Floor, Sheraton; 8 a.m. Saturday, Willow, 2nd Floor, Sheraton*

**T. ANDREW WAHL** is a lifelong journalist in the Pacific Northwest and currently heads the Journalism and Media Communication program at Everett Community College. He's worked in nearly every capacity at newspapers around the state and served as communications director for the nonprofit Humanities Washington. Wahl was named the 2016 Journalism Educator of the Year by the Society of Professional Journalists Western Washington chapter.

*1 and 2 p.m. Friday, Room 213, CC*

**CATHY WALL**, MJE, advises the student newspaper, The Purple Clarion, at Harrisburg (Illinois) H.S. Wall has 20 years' experience advising student publications. She holds a M.Ed. with a focus in scholastic journalism from the University of Missouri and was awarded the James A. Tidwell Award for Excellence in Scholastic Media Education by the Illinois Journalism Education Association last spring.

*2 p.m. Friday, Cedar B, 2nd Floor, Sheraton; 9 a.m. Saturday, Leschi, 3rd Floor, Sheraton*

**LIZABETH WALSH**, MJE, is the Re-Wa-Ne yearbook adviser at Reno (Nevada) H.S. She

## Meet JEA's new executive director: Kelly Glasscock



The Journalism Education Association and the A.Q. Miller School of Journalism and Mass Communications at Kansas State University have hired Kelly Glasscock as JEA executive director and an instructor in the school. The new position start date is Aug. 1.

Glasscock has a history with both JEA and Kansas State University. A 2004 print journalism graduate, he was first introduced to JEA when he traveled to conventions as part of a student support team for the executive director. He said that influenced him to become a teacher.

In August 2010, he accepted a teaching position at Derby (Kansas) High School, where he advised the yearbook and the newspaper, and in 2014, he returned to Kansas State as associate director of Collegian Media Group, where he advises the Royal Purple yearbook and Manhappenin' magazine and manages a student staff of IT support technicians.

Glasscock enhances his teaching experience with his passion for photography. His first job after graduating from K-State was as a staff photographer for the Jackson Hole (Wyoming) News and Guide. He continues to freelance for The Wichita Eagle, Powercat Illustrated, The Associated Press, Getty Images and Wichita State University.



has advised publications for 25 years. Her staffs have earned CSPA Gold Medals, NSPA All-Americans, and have placed in NSPA's Best of Show. She teaches at camps and conventions and evaluates/judges publications. She holds CSPA's Gold Key and was a 2011 Distinguished Yearbook Adviser. Request materials at editorlaw@gmail.com.

*1 and 2 p.m. Friday, Medina, 3rd Floor, Sheraton*

**PEGGY WATT** is an associate professor of journalism at Western Washington University, a longtime member of Society of Professional Journalists and a board member of the Washington Coalition for Open Government. She is a former newspaper and magazine reporter and editor, and was online news editor for PCWorld. Her first journalism job was as founding editor-in-chief of the Troy InVoice at Auburn (Washington) H.S.

*9 and 10 a.m. Friday, Room 310, CC; 1 p.m. Friday, Room 308, CC; 2:30 p.m. Saturday, Room 2A, CC*

**CHRIS WAUGAMAN**, MJE, teaches journalism at Prince George (Virginia) H.S., and 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, Ravenna, 3rd Floor, Sheraton; 9 a.m. Friday, Room 205, CC; noon Friday, Room 203, CC*

**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, Everett, 3rd Floor, Sheraton; 2 p.m. Friday, Room 401, CC*

**AMANDA WESTRICH** is the director of operations at Northwestern University's The Medill Justice Project, an award-winning investigative journalism enterprise that examines potentially wrongful convictions and probes systemic criminal justice issues. Prior to joining MJP in July 2013, she worked as the general manager of The Journal, the student newspaper at Webster University in St. Louis. She received her bachelor's degree in journalism from Northwestern University.

*1 p.m. Friday, Room 303, CC*

**BAILEY WHITNEY** is the television and broadcasting teacher at Cold Spring Harbor Jr./Sr. H.S. She holds a master's degree in art education from Hofstra University and is on the faculty of USDAN Summer Camp for the Arts.

*1 p.m. Friday, Capitol Hill, 3rd Floor, Sheraton*

**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 Award.

*8:30 a.m. Thursday, Kirkland, 3rd Floor, Sheraton*

**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 the CMA Hall of Fame.

*7:30 p.m. Thursday, Hall 4E, CC; 9 p.m. Thursday, Room 4C1-2, CC; 9 a.m. Friday, Room 305, CC; noon Saturday, Metropolitan Ballroom, 3rd Floor, Sheraton; 3:30 p.m. Saturday, Hall 4E, CC*

**MELANIE WILDERMAN** is an assistant professor of journalism at Gaylord College, University of Oklahoma, as well as the director of Oklahoma Scholastic Media, a conference and contest for scholastic media publications. She has taught news reporting, feature writing and design. She is former college newspaper adviser and a former news reporter. She writes freelance magazine features monthly.

*2:30 p.m. Saturday, Leschi, 3rd Floor, Sheraton*

**SHANNON WILLIAMS** has partnered with thousands of yearbook staffs and creative groups across the country over the last 15 years with one goal: do something amazing. He is a crusader for advisers and staffs who deserve a better yearbook experience.

*Noon Friday, Room 201, CC; 2 p.m. Friday, Diamond, 1st Floor, Sheraton; 2:30 p.m. Saturday, Room 211, CC*

**JACOY WILLIS** is a former Washington Journalist of the Year and editor-in-chief of the national award-winning Nordic News. She has worked on newspaper, yearbook and broadcast, as well as won superior awards at the state and national levels over her five years as a student journalist. She is studying political science and law at the University of Washington.

*1 p.m. Saturday, Room 213, CC*

**BRADLEY WILSON**, MJE, Ph.D., advises the weekly newspaper at Midwestern State University in Wichita Falls, Texas. He is the editor of JEA's magazine — Communication: Journalism Education Today. He is a recipient of the NSPA Pioneer Award and the JEA Carl Towley Award.

*1 p.m. Thursday, Ballard, 3rd Floor, Sheraton; 8 a.m. Friday, Ravenna C, 3rd Floor, Sheraton; 1*

## SPEAKER BIOS

*p.m. Friday, Room 4C1-2, CC; 4 p.m. Friday, Hall 4E, CC; 9 a.m. Saturday, Room 2B, CC*

**CASANDRA WORKMAN**, CJE, is the co-president and co-founder of the Southern Nevada Society of Journalists. She has advised yearbook for 13 years, 11 at Centennial H.S. in Las Vegas. She teaches graphic design and previously taught English. She has written curriculum in English and journalism for her school district and helped write the design curriculum for JEA.

*1 p.m. Friday, Diamond, 1st Floor, Sheraton; 10 a.m. Saturday, Medina, 3rd Floor, Sheraton*

**KAREN XIA** serves as co-editor-in-chief of the Mountain View H.S. Oracle. Her work includes recent article on history teacher Frank Navarro, allegedly suspended for drawing comparisons between the rise of Hitler and Trump. She is a prolific writer and passionate about social justice and other world-shaping events. In the fall, she will be attending Columbia University as a journalism major.

*1 p.m. Saturday, Room 204, CC*

**JESSICA YOUNG**, MJE, advises the Torch yearbook, Musket newspaper and photography programs at Orange Glen H.S. in Escondido, California. She is the San Diego JEA president, Quill and Scroll board member and a frequent presenter at scholastic journalism workshops around the country.

*11 a.m. Friday, Room 308, CC; noon Friday, Room 303, CC; 11 a.m. Saturday, Room 205, CC*

**JASON ZHU** serves as the executive director of JEA China. Once a management consultant and now an international educator, he travels a lot both locally and globally. He is passionate about broadening student's horizons by sharing insights through stories.

*11 a.m. Friday, Room 213, CC*

**JO ZIMMERMAN**, MJE, is a JEA mentor from Thousand Oaks, California.

*Noon Friday, Everett, 3rd Floor, Sheraton*

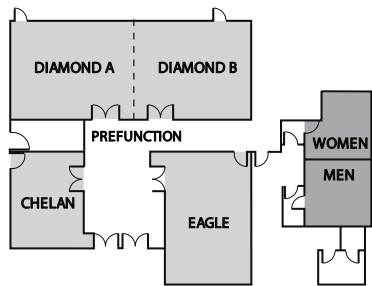
**STAN ZOLLER**, MJE, is lecturer in journalism at Lake Forest (Illinois) College. He is a JEA at-large director, chair of its Diversity Committee and a member of its Scholastic Press Rights Committee. Zoller is on the Illinois JEA's board of directors, president of the Chicago Headline Club, and board member of the Northern Illinois Newspaper Association. He also handles projects for the Center for News Literacy.

*6:45 p.m. Thursday, Hall 4E, CC; 11 a.m. and noon Friday, Room 307, CC; 2 p.m. Friday, Room 310, CC; 8 a.m. Saturday, Everett, 3rd Floor, Sheraton; 11 a.m. Saturday, Ballard, 3rd Floor, Sheraton*



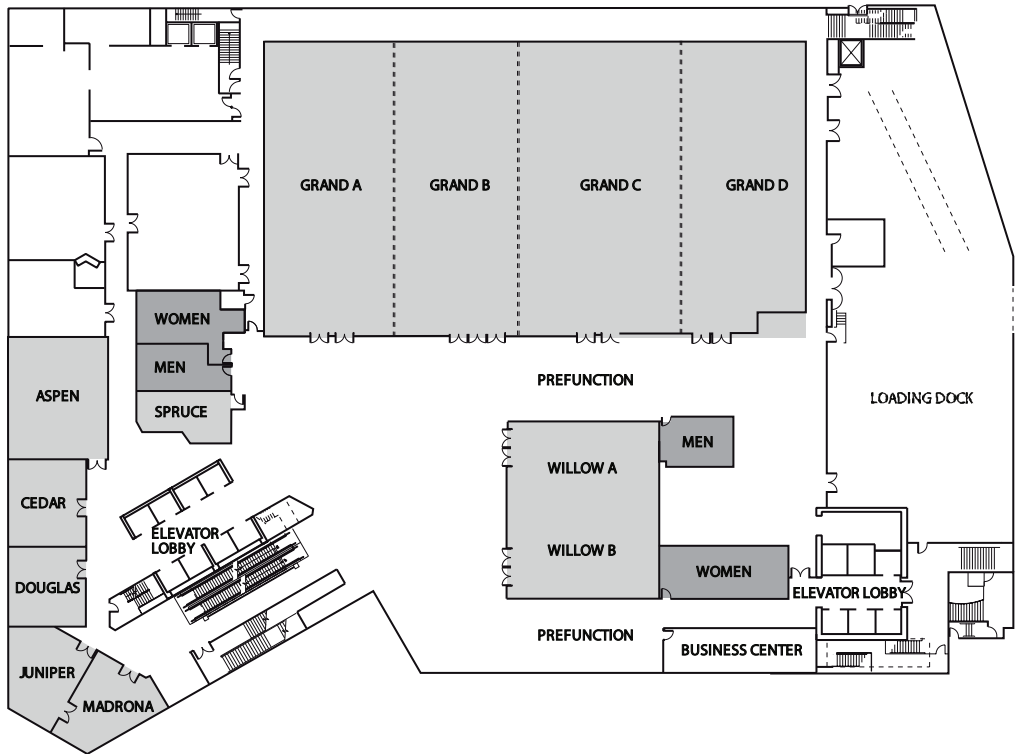


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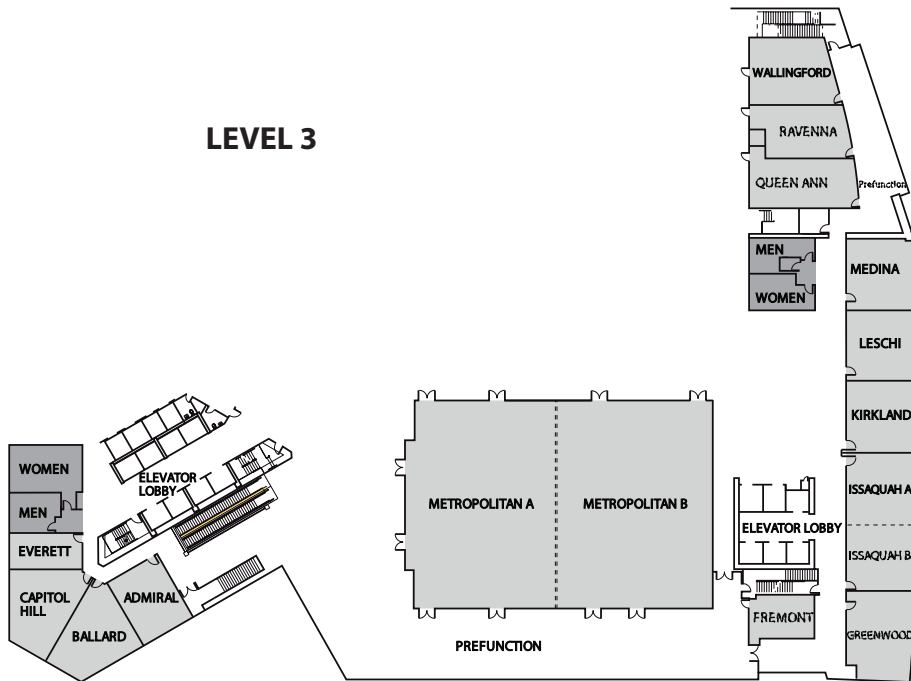


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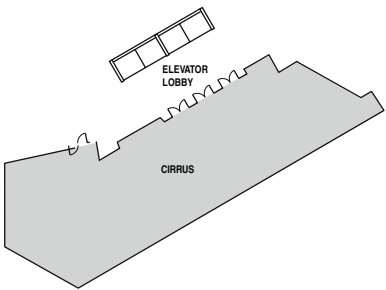
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LEVEL 3



LEVEL 35



# 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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