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APRIL 12-14, 2018 MARRIOTT MARQUIS

2018



SAN FRANCISCO



**JEA/NSPA
SPRING NATIONAL
HIGH SCHOOL
JOURNALISM
CONVENTION**

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REGISTRATION FEES

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

Early-bird deadline: **March 21, 2018**

Register online at **sf.journalismconvention.org**.

Online registration is sponsored by Friesen Yearbooks.

DEADLINES

Feb. 1 CJE/MJE applications (Page 18)

March 1 Need-based scholarship application (Page 21)

March 10 Shirt pre-order (Page 17)

March 14 Hotel reservation (Page 26), Write-off registration/entry upload (Page 23)

March 21 Early-bird registration (including Break With a Pro, Media Swap Shops, media tours, on-site critiques, adviser luncheons and pre-convention workshops)

March 31 Online registration closes

GET INVOLVED

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

SESSION SPEAKERS

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

WRITE-OFF CONTEST JUDGING

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

BEST OF SHOW JUDGING

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

ON-SITE CRITIQUES

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

Come for the journalism, then find time to enjoy one of the world's most amazing cities.

Learn from passionate reporters and visual storytellers. Tour one of the many media agencies in this technology wonderland. Find stories on busy surrounding streets. Explore.

San Francisco is known for its hills. You don't just walk the streets, you climb, hoping the journey will be worth it.

This city is anything but flat and predictable. It is a first-class tourist destination, offering tasty Ghirardelli chocolate, authentic seafood, historic cable cars, colorful neighborhoods and the world's most famous bridge. You may lose your breath climbing a steep hill, but once you reach the peak you will treasure that breathtaking view.

This modern city is a metaphor for our world, especially as journalists. Seeking the truth, we sometimes find ourselves in shadows, facing daunting hills. But we find the strength to press on.

This convention is intended to give you new ways to become stronger, more enlightened journalists. You will learn from award-winning speakers as well as from longer sessions that explore issues in greater depth.

All the while you will be challenged by new ideas and perspectives, by complex problems and innovative solutions, by unabashed diversity. You will see possibilities near the top of a hill that at first glance seems insurmountable.

But journalists don't turn away. Not in 2018. Take the hill. Embrace the possibilities. **Press on.**



Klein College
of Media and Communication

TAKE CHARGE OF YOUR FUTURE

The nation's fourth-largest media market, Philadelphia, is home to Temple University's Klein College of Media and Communication.

Majors available:

- Advertising
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- Journalism
- Media Studies and Production
- Communication and Social Influence
- Public Relations

YOUR FUTURE STARTS HERE.

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FREE SPEAKERS | STRONG VOICES | CREATIVE MINDS

Colorado State University student journalists, media producers, faculty members, and alumni capture the moment, create vital stories, and celebrate self expression



THE DEPARTMENT OF JOURNALISM AND MEDIA COMMUNICATION

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

ROCKY MOUNTAIN STUDENT MEDIA CORPORATION

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

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

FACILITIES AND ACCESS

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

ALUMNI

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

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



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Colorado State University

KEYNOTE SPEAKERS

Kevin Fagan and Brant Ward

7 p.m. Thursday, April 12

Kevin Fagan is a long-time reporter at the San Francisco Chronicle. He specializes in enterprise news-feature writing and breaking news, taking particular pleasure in ferreting out stories others might not find — from profiling the desperate lives of homeless drug addicts to riding the rails with hobos, finding people who sleep in coffins and detailing the intricacies of hunting down serial killers.

From 2003 to 2006, Kevin was the only beat reporter in the United States covering homelessness full time. He has witnessed seven prison executions and has covered many of the biggest breaking stories of our time, from the Sept. 11 terror attacks and the Columbine High School massacre to the 2008 presidential election, the Jaycee Lee Dugard kidnapping case and the Occupy movement.

Fagan has won more than 80 national and regional awards, including the national James Aronson Award for Social Justice Journalism as well as a Knight Fellowship to Stanford University.

Brant Ward is an award-winning photographer based in Sonoma County, California, with more than three decades' experience documenting social issues, poverty, politics, major sporting events and human conflict all over the world. As a staff photographer for the San Francisco Chronicle, he was honored nationally for his work including the Robert F. Kennedy Journalism award, POYi World Understanding award, the James Aronson award for Social Justice and the Harry Chapin Media award. Ward has also won awards from the Associated Press, the California Newspaper Publishers Association and local organizations. Ward is a champion of nonprofits and the underprivileged and brings a sense of compassion and humility to all his work.



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June 24-29, 2018

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 UNIVERSITY OF
OREGON | School of Journalism
and Communication

FEATURED SPEAKERS

Alan Abrahamson



Alan Abrahamson is an award-winning sportswriter, best-selling author and in-demand television analyst. He has covered the Olympics full time since 1998 as a columnist for NBCsports.com and a staff writer at the Los Angeles Times. He also co-wrote bestselling memoirs by sports stars Michael Phelps and

Apolo Ohno. In 2010 Abrahamson launched his own website, 3WireSports.com. He recently covered the Winter Olympics in PyeongChang, South Korea.

Erin Baldassari



Erin Baldassari is a Pulitzer Prize-winning reporter for the Bay Area News Group, covering transportation. A North Bay native, Baldassari covered local news in the greater Boston area for four years before moving back to the Best Coast. She writes about roads, rails, and bridges in the East Bay. Baldassari and fellow reporters

David DeBolt, Mathias Gafni and Thomas Peele won the 2017 Pulitzer Prize for breaking news for covering the “Ghost Ship” fire in Oakland.

Victoria Baranetsky



Victoria Baranetsky is general counsel at The Center for Investigative Reporting. Previously, Baranetsky was the first staff member on the West Coast for the Reporters Committee for Freedom of the Press. She worked as legal counsel at the Wikimedia Foundation on trademark and First Amendment issues. Baranetsky served as the

First Amendment Fellow at The New York Times and clerked for the Honorable Rosemary Pooler of the Second Circuit.

Zahra Billoo



Zahra Billoo is a civil rights attorney and the executive director of the San Francisco Bay Area chapter of the Council on American-Islamic Relations. In January 2017, Billoo became a lead plaintiff in *Sarsour v. Trump*, challenging the proposed travel ban on Muslims. Billoo received the 2017 Human Rights Award from the Society

of American Law Teachers, and the (San Jose) Mercury News honored her as “a leader in helping educate Bay Area Muslims about their rights ... to freely live, work or travel in this country.”

Chris Blow



Chris Blow is a designer living in Oakland. He was trained as a journalist and now works as design director at Meedan, an international nonprofit making new tools for journalists dealing with viral misinformation.

Nate Cardozo



Nate Cardozo is a senior staff attorney on the Electronic Frontier Foundation’s digital civil liberties team. He works on EFF’s “Who Has Your Back?” report and Coders’ Rights Project. Cardozo has projects involving cryptography and the law, automotive privacy, government transparency, hardware hacking rights,

anonymous speech, electronic privacy law reform, Freedom of Information Act litigation and resisting the expansion of the surveillance state.

Terry Collins



Terry Collins is a senior reporter for CNET in San Francisco, covering sports, politics, health and social networking. He is regional director and board member for the National Association of Black Journalists. Collins has won awards for his work and was a John Jay College of Criminal Justice Langeloth Fellow and a Journalism

Law School Fellow at the Loyola Marymount Law School in Los Angeles. He has judged the National Headliner Awards.

David DeBolt



David DeBolt is a Pulitzer Prize-winning reporter for the Bay Area News Group, covering Oakland. DeBolt grew up in the Bay Area and has worked for daily newspapers in Palo Alto, Fairfield and Walnut Creek. He joined the Bay Area News Group in 2012. DeBolt was part of the team that won the 2017 Pulitzer Prize for breaking news for

covering the “Ghost Ship” fire in Oakland.

Daniel Duane



Daniel Duane has written for The New York Times Magazine, GQ, Esquire, National Geographic Adventure, Bon Appetit, Food & Wine and many other publications. He is the author of six books, including the surfing memoir “Caught Inside.”

Duane won a 2012 National Magazine Award for an article about cooking with Chef Thomas Keller, and a 2017 International Association of Culinary Professionals award for Narrative Food Writing for a profile of Harold McGee. He has twice been a finalist for a James Beard Award.

Jessica Estepa



Jessica Estepa is the lead writer and editor for OnPolitics, USA TODAY’s politics blog and newsletter. Past lives include being an editor on USA TODAY’s digital and copy desks, working as a producer for National Geographic and covering Congress and the federal government for E&E News and Roll Call.

FEATURED SPEAKERS

Matthias Gafni



Matthias Gafni is a Pulitzer Prize-winning investigative reporter for the Bay Area News Group. He has reported and edited for Bay Area newspapers covering courts, crime, environment, science, child abuse, education, county and city government and corruption. Along with his colleagues at the East Bay Times, he won the 2017 Pulitzer Prize for breaking news for their coverage of the Ghost Ship fire in Oakland.

Robert Hernandez



Robert Hernandez's primary focus is exploring and developing the intersection of technology and journalism — to empower people, inform reporting and storytelling, engage community, improve distribution and enhance revenue. He is an associate professor at USC's Annenberg School of Communication and Journalism. He has worked for seattletimes.com, SFGate.com, eXaminer.com, La Prensa Gráfica, among others. Hernandez is the co-founder of #wjchat and co-creator of the Journalism Diversity Project.

Victor Hernandez



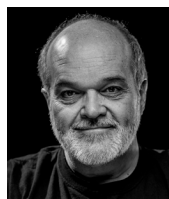
Victor Hernandez is director of media innovation at Banjo, an information company that captures the world's social and digital signals and organizes them by time and location. Hernandez spent 12 years at CNN working in its news editorial and product technology areas. He was charged with shaping new media strategies against CNN's journalistic objectives. Hernandez earned Peabody awards for coverage of Hurricane Katrina and the BP oil spill disasters and is among the Poynter Institute's 35 most influential people in social media.

Rachele Kanigel



Rachele Kanigel is a professor of journalism at San Francisco State University, where she teaches reporting, writing and media entrepreneurship classes and advises the award-winning student newspaper, Golden Gate Xpress. She is the author of "The Student Newspaper Survival Guide" and "The Diversity Style Guide." Kanigel was a daily newspaper reporter for 15 years and continues to write for magazines and websites. She leads summer journalism study-abroad programs with ieiMedia.

Kim Komenich



Kim Komenich is an assistant professor of photojournalism at San Francisco State University. He won the 1987 Pulitzer Prize in Spot News Photography for his photographs of the Philippine revolution. Komenich has earned numerous awards, including the Military Reporters and Editors' Association's Photography Award; the Distinguished Service Award from the Society of Professional Journalists; the World Press Photo News Picture Story Award; three National Headliner Awards and the Clifton C. Edom Education Award.

Thomas Peele



Thomas Peele is a Pulitzer Prize-winning investigative reporter on the Bay Area News Group's regional team. He has worked at newspapers, including Newsday, for 34 years in California and elsewhere. Peele focuses on government accountability, public records and data, often speaking publicly about transparency laws. In addition to a 2017 Pulitzer, he has won more than 60 journalism awards. Peele is the author of the book "Killing the Messenger," on the murder of Oakland journalist Chauncey Bailey.

Greg Retsinas



Greg Retsinas is director of digital strategy for KGW Media Group, the NBC affiliate in Portland, Ore. Under Retsinas' leadership, KGW.com has been recognized with several awards, including Regional Murrow awards for best website and excellence in social media, the Local Media Association award for best digital innovation and the Oregon Association of Broadcasters award for best use of digital media. Retsinas spent 15 years with New York Times Co. properties, serving as an online director, newspaper editor and reporter.

Salvador Rodriguez



Salvador Rodriguez is a reporter for the San Francisco bureau of Reuters, covering enterprise technology, cloud computing and companies such as Microsoft, Salesforce and Oracle. Rodriguez covered the tech industry for Inc. Magazine, the International Business Times and the Los Angeles Times, and he has contributed to Vice, Digital Trends and the Federal Times, among others.

FEATURED SPEAKERS

Susana Sanchez-Young



Susana Sanchez-Young is a visual journalist specializing in graphic design and photo illustration. As art director for the Advance Digital Inc. media group, she is responsible for newspaper design and illustration of special projects and features. Previously, Sanchez-Young worked in the style, Sunday arts and food sections of The Washington Post. She also worked for the South Florida Sun Sentinel and the Los Angeles Newspaper Group. Her work has been recognized by the Society for News Design.

Lakshmi Sarah



Lakshmi Sarah is an educator and journalist with a focus on South Asia, the environment, identity and the arts. She co-founded Tiny World Productions to focus on immersive video content. Projects have included a series on asylum-seekers in Germany called The Wait, a 360 video on homelessness in San Francisco, and daily 360 content for The New York Times. Sarah works as a digital producer with Rise Up: Be Heard, a fellowship program for young people in California to report on local health and immigration issues.

Vince Sturla



Vince Sturla learned how to hone the art of storytelling as a deep-sea diver, sharing tales during long months offshore. He has worked for CNN and NBC News, covering a wide range of stories, from mass shootings to Nelson Mandela's funeral to investigations leading to new legislation. He received an Alfred I. duPont-Columbia Award for his work covering Hurricane Katrina.

Jane Tyska



Jane Tyska is an award-winning staff photographer, videographer and picture editor based in Oakland. Tyska has worked for the Bay Area News Group since 1997. She responds rapidly when news breaks and has been known to arrive on assignment by many modes of transport, including motorcycle and boat. Tyska recently received her commercial drone pilot's license from the Federal Aviation Administration.



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YOU SHOULD BE THERE TOO.

PRE-CONVENTION WORKSHOPS

THURSDAY

ADVANCED INDESIGN* • \$25

8:30 A.M.-NOON LIMIT 40.

Take your design skills to the next level with this seminar that will show you how to use the power of InDesign to streamline your publication production. Bradley Wilson, MJE, of Midwestern State University in Wichita Falls, Texas, will cover libraries, styles and other InDesign tricks. Participants must bring their own laptops with Adobe InDesign CS6 or later installed. Two students may share one laptop.

BROADCAST, VIDEO BOOT CAMP • \$40

8:30 A.M.-4:30 P.M. LIMIT 40.

In this hands-on workshop, beginning and intermediate students will learn the fundamentals of creating an effective news package from the ground up. This includes videography, sound recording, editing and story structure. Working in small teams, participants will spend the morning developing their videography skills and planning a story, and the afternoon shooting and editing that story. The instructor will be 2014 Broadcast Adviser of the Year Michael Hernandez of Mira Costa High School in Manhattan Beach, California. Participants must bring their own video cameras, tripods, microphones and laptops with editing software. Please test and become familiar with your equipment before attending the session, as the presenters may not be familiar with your specific hardware/software. An Off-site Permission Form (bit.ly/ospf-s18) is required for each student attending this workshop.

DIGITAL PHOTOGRAPHY WORKSHOP • \$40

8:30 A.M.-4:30 P.M. LIMIT 65.

Designed for photographers who have at least one year's experience shooting for their publications, this all-day intensive workshop will cover composition, lighting, cropping and camera technique. Participants will receive instruction and go out on assignment with Jed Palmer, CJE, adviser of the Eagle Eye View yearbook and the Summit newspaper in Parker, Colorado, and Mike Simons, MJE, of Corning-Painted Post High School in Corning, New York. Instructors will critique students' work and offer editing tips and techniques. Participants must bring a digital camera, and they are encouraged to bring a laptop computer with the photo-editing program (Photoshop, Lightroom) they will use. An Off-site Permission Form (bit.ly/ospf-s18) is required for each student attending this workshop.

FAST AND FURIOUS: THE SOCIETY FOR NEWS DESIGN QUICKCOURSE* • \$25

1-4:30 P.M. LIMIT 40.

This long-running pre-convention workshop is chock full of fresh ideas. Taught by Ron Johnson, the six-time editor of The Best of Newspaper Design, we'll tackle the fundamentals of print presentations — story forms, strong visuals, tasteful typography and smart packaging. We'll also cover 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.

GENDER, CENSORSHIP AND REPORTING #METOO • \$25

8:30 A.M.-NOON LIMIT 40.

In the era of #MeToo, the Student Press Law Center has received a flood of inquiries from student journalists and advisers around the country. Join Hadar Harris, Mike Hiestand and Diana Mitsu Klos of the SPLC team for a pre-convention workshop focused on the legal and ethical implications of gender, censorship and reporting on sexual harassment and abuse. This session will cover the most important things to think about while reporting on issues of sexual misconduct and how censorship and self-censorship can play into reporting on these issues.

INVESTIGATIVE REPORTING WORKSHOP • \$40

8:30 A.M.-4:30 P.M. LIMIT 40.

If you've ever wanted to make a difference with the journalistic work you do, but you just weren't certain how to go about getting the information, finding the resources available to you and fact-checking the story for accuracy, this pre-convention workshop will give you tools you need to get started. Newspaper adviser Emily Smith, CJE, of Pittsburg (Kansas) High School will walk you through the process of breaking and reporting the story of a newly hired administrator who was a fraud. You'll get tips on resources to use and the critical-thinking process the student staff used in reporting. The administrator resigned and a flurry of national attention focused on the student newspaper staff.

ONLINE/SOCIAL MEDIA BOOT CAMP • \$40

8:30 A.M.-4:30 P.M. LIMIT 40.

Are you overwhelmed with the thought of managing a website, a social media presence, multimedia posts and live

coverage online? This workshop will cover online storytelling through the use of Twitter, Snapchat, Instagram and other social media platforms in addition to incorporating video and audio content into your website. Your team will leave with a plan to execute online storytelling with best practices in social media, multimedia posts and live coverage. Participants should have login and password data available to use from their own site. All participants must bring either a laptop or tablet.

PHOTOSHOP/LIGHTROOM WORKFLOW • \$25

1-4:30 P.M. LIMIT 40.

Taught by Mark Murray, Arlington (Texas) Independent School District, participants will learn to use Adobe Photoshop and Lightroom. This workshop will emphasize a basic workflow for preparing photographs for publication. A basic overview of Lightroom will be included for participants not familiar with the program. Participants must bring their own laptops with Adobe Lightroom or Photoshop CS6 or later installed. Two students may share one laptop. This session is open to both students and advisers.

SPORTS REPORTING WORKSHOP • \$40

8:30 A.M.-4:30 P.M. LIMIT 40.

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, led by Pete LeBlanc, CJE, of Antelope (California) High School, will show you how to write sport stories as exciting as the event itself. You'll have a chance to interview players or coaches and write a sports story to be critiqued at the end of the session.

TEAM STORYTELLING • \$40

8:30 A.M.-4:30 P.M. LIMIT 60.

Great storytelling combines good writing, good photos and good design. Behind it all is good planning. In this team-based reporting experience taught by Amy DeVault, MJE, of Wichita (Kansas) State University and Sara Quinn of Kansas State University, students will work in groups of three to create real story packages. The workshop begins with instruction on planning packages with readers in mind, and then the students will go off-site to gather stories. Students will return to the convention site to finish their

PRE-CONVENTION WORKSHOPS

packages. Schools should register students in teams of three, preferably a writer, design and photographer, though certainly the students can each practice all these skills. At least one student needs InDesign skills, as the students will design their packages. Students will need to bring any equipment they might need (cameras, laptops and card readers). Students can create content for print, broadcast or web, and the workshop is recommended for experienced student journalists. An Off-site Permission Form (bit.ly/ospf-s18) is required for each student attending this workshop.

WRITERS' WORKSHOP • \$40

8:30 A.M.-4:30 P.M. LIMIT 65.

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, led by Dan Austin of Casa Roble High School, Orangevale, California, 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.

JEA OUTREACH ACADEMY • FREE

8:30 A.M.-4:30 P.M. LIMIT 25.

Apply online by March 14.

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

who are underrepresented in nine-12 education, who work in challenging circumstances, including 1) have five years or fewer advising experience and 2) teach in schools traditionally underrepresented in JEA membership, especially low-income, urban and rural schools.

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

- Up to \$100 in substitute pay to the participant's school for the Thursday workshop.
- One-day parking reimbursement for the Thursday workshop.
- One year's membership to the Journalism Education Association.
- Waived registration fee to the San Francisco National High School Journalism Convention, courtesy of JEA and NSPA.
- Waived registration fee to the 2018 JEA Advisers Institute.

Pre-College Summer Journalism Institute at Boston University



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MEDIA TOURS

THURSDAY

Participants should meet at the media tour desk at the time listed. End times are the approximate time participants will return to the convention hotel. Transportation will be provided and is included in the price. Lunch is not. An Off-site Permission Form (bit.ly/ospf-s18) is required for each student attending a media tour.

AJ+ • \$10

10:15 A.M.-12:45 P.M. LIMIT 20.

"Experience. Empower. Engage." — That's the motto of AJ+, an online news and current events channel run by Al Jazeera Media Network, headquartered in San Francisco, and available on its mobile app and across a range of social media platforms. We'll visit the headquarters across the street from AT&T Park in the space once occupied by Current TV. Expect a walkthrough of the site as well as a Q&A sitdown with news staff.

AT&T PARK • \$10

12:15-3:45 P.M. LIMIT 40.

The first privately financed ballpark in Major League Baseball since Dodger Stadium (1962), the Giants' home features an inspiring 9-foot statue of America's greatest living ballplayer, Willie Mays, at the public entrance; and an 80-foot Coca-Cola bottle with playground slides and miniature AT&T Park behind left field. The "Team behind the team" tour will give participants an inside look into the people who help support the Giants and will also include a Q&A session with a front office staff person.

CBS INTERACTIVE • \$10

9:30-11:30 A.M. LIMIT 20.

Dozens of information and entertainment brands — including Gamespot, Chowhound, CNET, MaxPreps and more — under one roof. That's what you'll find at CBS interactive, a digital extension of the greater CBS Corp. At CBSi's San Francisco headquarters we'll see the surprising range of possibilities in digital media, what it takes to start a career in digital journalism and participate in a Q&A with CBSi staff.

FASHION INSTITUTE OF DESIGN AND MERCHANDISING • \$10

9:45 A.M.-NOON LIMIT 30.

The San Francisco campus of the Fashion Institute of Design and Merchandising offers 14 specialized associate of arts degrees, eight bachelor's degrees, eight advanced study programs and an MBA, and close

partnerships with creative industries. After touring FIDM's downtown building, we will hear from current FIDM students, staff from the institute's MODE magazine and a FIDM career center representative to talk about journalism careers in the fashion industry.

GLBT HISTORY MUSEUM • \$10

12:20-2:40 P.M. LIMIT 30.

The GLBT Historical Society collects, preserves, exhibits and makes accessible to the public materials and knowledge to support and promote understanding of LGBTQ history, culture and arts in all their diversity. Participants will tour the museum and also engage in a Q&A session with the communications director for the museum.

IDEO • \$10

10 A.M.-1 P.M. LIMIT 20.

From designing the first manufacturable mouse for Apple to advancing the practice of human-centered design, IDEO has long been at the forefront of creating change through design. Our focus will be learning about design thinking through a tour of IDEO's bay-front facility and a short activity. If you are drawn to Silicon Valley's entrepreneurial, anything-is-possible spirit, you will be inspired by what you find at IDEO.

KGO/ABC7 TV • \$10

9:30 A.M.-12:30 P.M. LIMIT 25.

Watch ABC7 News live in studio and engage in a Q&A with the anchor team after the show. The tour also will include a Q&A with behind-the-scenes producers and managers and a tour of the newsroom.

KQED • \$10

12:30-3 P.M. LIMIT 25.

KQED serves the people of Northern California with a community-supported alternative to commercial media. KQED Public Television 9 is one of the nation's most-watched public television stations during primetime. KQED Public Radio, is one of the most-listened-to public radio stations in the nation. Participants will tour the studios and participate in a Q&A session with KQED journalists.

NORTHWESTERN UNIVERSITY'S MEDILL SCHOOL SAN FRANCISCO CAMPUS • \$10

10:30 A.M.-12:30 P.M. LIMIT 30.

The new Medill satellite campus includes space for the "Bay Area Immersion Experience," a quarter-long program that gives undergraduates the opportunity

to learn from and contribute to San Francisco's booming entrepreneurial scene. This tour will include a tour of the new facility, a short activity with Medill staff and a Q&A.

SAN FRANCISCO CHRONICLE • \$10

8:45-11:30 A.M. LIMIT 30.

The San Francisco Chronicle is the largest newspaper in Northern California and the second largest on the West Coast. Combined, the Chronicle and its website, SFGATE, reach over 30 million users each month. The Chronicle has been awarded six Pulitzer Prizes. Participants will tour the historic Chronicle building, sit in on an editorial meeting and attend a Q&A with staff members from the newsroom.

PALY MAC AND STANFORD D.SCHOOL • \$10

9:15 A.M.-5 P.M. LIMIT 40.

This session will focus on two lighthouse media facilities — one at Palo Alto High School and one at Stanford University. Palo Alto High School's 22,000-square-foot Media Arts Center, the Paly MAC, is one of the nation's premier facilities for scholastic journalism programs. We'll stop for lunch before heading to the Stanford campus where we'll have a self-guided tour of the d.School. This transit-heavy day will start and return with an SF MUNI railway trip and an hour-long Caltrain ride, and considerable walking.

UC BERKELEY GRADUATE SCHOOL OF JOURNALISM • \$10

9 A.M.-2 P.M. LIMIT 20.

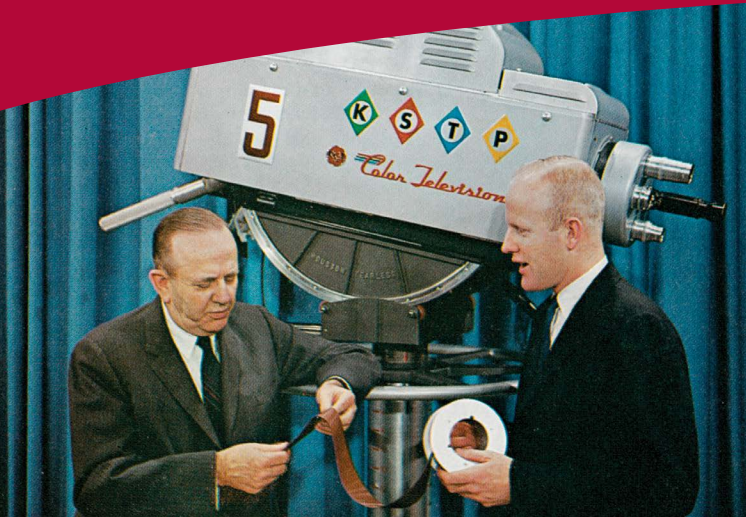
Widely regarded as one of the country's best journalism programs, the school offers the only graduate-level journalism program in the University of California system and a new journalism minor for undergraduates. On this tour, we'll travel by public transit to the UC Berkeley campus and walk a mile up to Northgate Hall for a tour and a Q&A with Northgate staff. The trip will also include a stop at the nearby Daily Californian newspaper and time to grab lunch.

YOUTUBE • \$10

NOON-4 P.M. LIMIT 20.

Since it first launched in 2005, YouTube has quickly become the No. 1 destination for video content online, attracting over 1 billion regular users. Participants will tour the YouTube offices and hear from YouTube team members involved with content partnership and development.

Leading Through Innovation



For a national media empire, Hubbard Broadcasting had surprisingly modest beginnings. In the early 1920s, a 26-year-old named Stanley E. Hubbard launched a tiny Twin Cities radio station and the Hubbards have been making groundbreaking advances in media and journalism ever since.



In the 1980s, his son, Stanley S. Hubbard, anticipated and developed major opportunities in satellite newsgathering, allowing Hubbard Broadcasting stations to be the first to send trucks around the country that could transmit news back to local stations.

The family's entrepreneurial and innovative spirit supports our school's mission to prepare students for careers in a wide variety of specializations within the ever-changing industry of journalism and strategic communication.

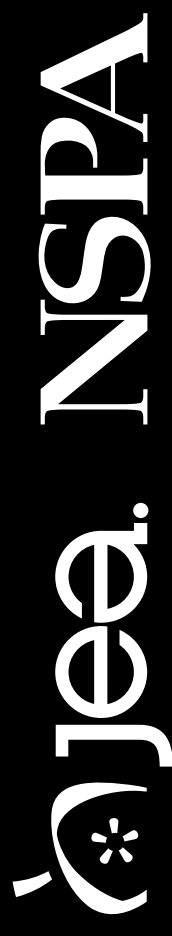


Join us. And embrace some of the most important elements of great journalism and communication: tenacity, ambition and an openness to new ideas.



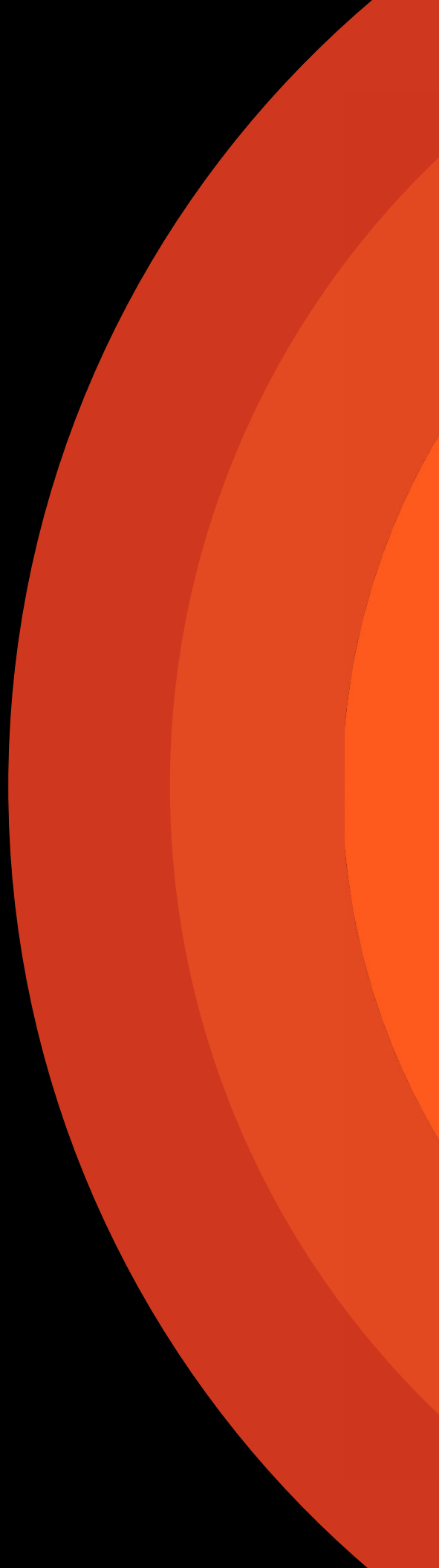
HUBBARD
SCHOOL OF JOURNALISM
& MASS COMMUNICATION
UNIVERSITY OF MINNESOTA

FIND OUT MORE | [HSJMC.UMN.EDU](https://hsjmc.umn.edu)



NATIONAL HIGH SCHOOL JOURNALISM CONVENTION

APRIL 12-14, 2018 – MARRIOTT MARQUIS – SF.JOURNALISMCONVENTION.ORG – #NHSJC





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INVESTIGATIVE
REPORTING



TEMPLE
UNIVERSITY

Klein College
of Media and Communication



SINO sites



“*JAU was so much more than just instructors giving information. The atmosphere was more like people with knowledge sharing that knowledge with their friends because they care for them.*”

– Randy Reed, Kenneth Cooper Middle School, OK



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ONE STORY

Empathy. It's all the talk in journalism right now, but the San Francisco Chronicle walked that talk and shed light on a problem that cities across America struggle to solve in its landmark "Shame of the City" series, the One Story pick for the San Francisco convention this year.

Beginning with "Homeless Island," a heartbreaking story about people living — and dying — on a tiny traffic triangle in the middle of a busy downtown street, reporter Kevin Fagan and photographer Brant Ward put names and faces to a problem often defined only by numbers.

Readers learned about the Silver family, sending their two children off to school every day from a Dodge Ram with a "million-dollar view" of San Francisco Bay, and Susan "Little Bit" Beach, a prostitute addicted to heroin, who beat the odds and got off the street only to die of kidney failure a year later at age 40.

Along with empathy, Fagan and Ward used face-to-face interviews, photography, investigative reporting and even songs to explore "how one of the nation's wealthiest cities came to have so many people living on the street." The 2003 series was nominated for a Pulitzer Prize and kicked off 15 years of continuous coverage on poverty and homelessness, including The San Francisco Homeless Project, an online archive and collaboration now numbering more than 80 news organizations.

At a time when many West Coast cities are seeing a surge in those without shelter, San Francisco continues to battle hard-core homelessness. The city's biennial count, which takes place on a single night, showed 7,499 homeless persons in San Francisco on Jan. 26, 2017, including the spread of tent cities to neighborhoods that haven't seen them before. Despite such numbers, San Francisco has led the way in innovative approaches, including navigation centers, supportive housing and special programs for LGBTQ youth, who make up about half of the city's homeless youth.

Links to the series and lesson plans for teachers will be available at sf.journalismconvention.org. Fagan and Ward will talk about the Chronicle's work on homelessness and other issues during the keynote address Thursday, April 12 at 7 p.m.

CONVENTION SHIRTS

PRESS ON! shirts are available by pre-ordering by **March 10**. Please note this is before the early-bird deadline (March 21). All styles are available in sizes S, M, L, XL, 2XL. The hoodie is also available in XS. Shirts will be distributed 1-7 p.m. Thursday and 8 a.m.-noon Friday. **Shirts not picked up by noon Friday will be resold.**



◀ **SHORT SLEEVE T-SHIRT • \$12**
Soft charcoal heather contemporary fit T-shirt with distressed style showing convention logo on front chest.



▲ **BASEBALL T-SHIRT • \$16**
3/4 sleeve black and white tee with **PRESS ON!** convention logo.



▶ **CALIFORNIA 48907 HOODIE • \$30**
Unisex eco black drawstring zip hoodie. The white logo on front chest showcases California's student expression law, Ed Code 48907. All proceeds from sales of this commemorative scholastic press rights hoodie will benefit New Voices efforts in states without legislation.



SCHEDULE

THURSDAY, APRIL 12

7:30 a.m.-5 p.m. Media Tours
8:30 a.m.-3:30 p.m. JEA Board Meeting
8:30 a.m.-5 p.m. Pre-convention Workshops
1-7 p.m. Convention Check-in
1-7 p.m. JEA Bookstore
6:15 p.m. First-time Attendee Orientation (Advisers Only)
7-9 p.m. Opening Ceremony/Keynote Speaker/NSPA Pacemaker Finalists/FAPFA Winners/JOY Finalists
9-10:30 p.m. Adviser Kickoff Reception
Midnight Convention Curfew

FRIDAY, APRIL 13

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

SATURDAY, APRIL 14

7:30 a.m.-noon Adviser Hospitality
8 a.m. Breakout Sessions Begin
8-11 a.m. JEA Bookstore
8 a.m.-1 p.m. Convention Check-in
9 a.m.-1 p.m. On-site Critiques
Noon-2:20 p.m. Adviser Awards Luncheon
3:30-6 p.m. JEA/NSPA Awards Ceremony (includes Best of Show, Pacemakers, Write-offs, Journalist of the Year, Aspiring Young Journalist)
Midnight Convention Curfew

SATURDAY, APRIL 15

No programming

ADVISER-ONLY ACTIVITIES

SATURDAY ADVISER LUNCHEON • \$35

Noon-2:20 p.m. Saturday

Registration deadline: March 21

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

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

JEA will honor spring award and certification recipients. The speaker will be the H.L. Hall National Yearbook Adviser of the Year. Sponsored by Herff Jones and University of Minnesota's Hubbard School of Journalism and Mass Communication.

ADVISER RECEPTIONS

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

Thursday Kickoff Reception

9-10:30 p.m.

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

Friday's Reception

8:30-11 p.m.

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

ADVISER HOSPITALITY

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

Meet with colleagues from across the country in the adviser hospitality suite. Local team members will be available to recommend sightseeing, dining and entertainment options. Friday's hospitality is sponsored by Klein College of Media and Communication at Temple University.

FIRST-TIME ATTENDEE ORIENTATION MEETING

6:15 p.m. Thursday

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

CONTINUING EDUCATION UNIT

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

CERTIFICATION TESTING

3:30-6 p.m. Friday, April 13

Application deadline: Feb. 1

jea.org/certification

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

CJE Applicants • \$60

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

- **Option A:** Copies of transcripts showing a college major or minor in journalism or mass communications, or 18 semester (27 quarter) credits of journalism including course work in newswriting and reporting, communications law and publications advising. Credit may be from undergraduate or graduate courses, workshops, independent study (correspondence) or technology classes.
- **Option B:** Provide evidence of at least three years' journalism teaching or advising and pass a written examination administered by JEA at a convention.
- **Option C:** Provide evidence of at least three years' journalism teaching or advising, or work as a practicing journalist, sales representative, educational consultant or other position with a commercial or professional organization associated with scholastic journalism. Applicants must pass a written examination administered by JEA at a convention and obtain a letter of recommendation from a current CJE or MJE.

Test results will be sent about eight weeks after the convention, and applicants will be notified about selection as soon as all application procedures are complete. Those who pass the test in San Francisco will be honored Nov. 3 at the Chicago convention.

MJE Applicants • \$85

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

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

Questions?

785-532-5532, staff@jea.org



YEAR BOOK AR

ONE APP.
ONE DOWNLOAD.

Walsworth's exclusive **YEARBOOK AR** app gives schools a powerful, easy-to-use augmented reality creation toolset with unlimited storage on a reliable platform.

Visit the Walsworth booth in San Francisco to get a personal demonstration on how Yearbook AR can make AR a reality in your book.

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YEARBOOK ADVISERS:

visit our booth to pick up your

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and enter our draw for a chance to

WIN A DRONE!*

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SPECIAL EVENTS

AWARD CEREMONY

JEA/NSPA Awards Ceremony

3:30-6 p.m. Saturday

Winners of NSPA Best of Show, Yearbook, Online and Magazine Pacemakers will be honored. Winners of the JEA Write-off contest, Aspiring Young Journalist and National High School Journalist of the Year competition will also be recognized. JEA and NSPA encourage everyone to celebrate all recipients. There will be no ceremony Sunday morning.

BREAK WITH A PRO • \$5

9 and 10 a.m. Friday

Registration deadline: March 21

Online preregistration required.

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

MEDIA SWAP SHOPS • FREE

8 and 9 p.m. Friday

Registration deadline: March 21

Online preregistration required.

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

NATIONAL JOURNALISM QUIZ BOWL • \$50/TEAM

Qualifying test: 8 a.m. Friday

Live rounds: 8-11 a.m. Saturday

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

STUDENT ENTERTAINMENT

8-11:30 p.m. Friday

Students are invited to attend a dance where the ARHS DJ Club will play music to dance to or just unwind while listening to hip hop, rap and Top 40 songs. The DJ club, consisting of students from San Francisco's Archbishop Riordan High School, has been a featured guest at 99.7 NOW! radio station, where they talk about music and introduce songs. Admission is free. Please remember to wear your name badge.

CONTESTS AND CRITIQUES

NSPA BEST OF SHOW • \$10

All high school staffs (with students attending) and junior high advisers are invited to enter their website, newspaper, yearbook, newsmagazine, broadcast production or literary arts magazine in the NSPA Best of Show competition. Winners will be announced at the awards ceremony at 3:30 p.m. Saturday, April 14.

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

Entries are due by **4 p.m. Friday, April 13.**

NSPA membership is **REQUIRED** to participate in all Best of Show contests. Student staff members must be in attendance. Entry fee is \$10 per category, payable by cash, check or credit card. Payment is due at the time of entry.

ON-SITE CRITIQUES • \$30

Noon-3:30 p.m. Friday

8 a.m.-noon Saturday

Preregistration required.

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

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

Check out the convention website for more details.

Questions?

critiques@studentpress.org

NEED-BASED SCHOLARSHIPS

Deadline: March 1, 2018

Sponsored by Northwestern University's Medill School of Journalism, Media, Integrated Marketing Communications, JEA and NSPA are offering up to 50 need-based registration scholarships. Each scholarship recipient will receive free registration. Priority will be given to students from underrepresented groups and low-income students. Go to sf.journalismconvention.org/scholarship to apply. Recipients will be notified by March 9.

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

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

NSPA



MEET MEDILL BY THE BAY

Visit Northwestern Medill's San Francisco campus through the JEA/NSPA media tour program 10:30 a.m., Thursday, April 12.

Meet Medill students and faculty at our campus in the Financial District where we focus on media and innovation.

WRITE-OFF COMPETITION

REGISTER ONLINE for Write-offs between Jan. 29 and March 14, 2018, at writeoffs.jea.org.

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

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

A FEW OF THE BASICS

1. Each student may enter just one category. A school may enter just one student per category except for team contests 36-39, 41, 43, 46 and 48. All contestants must be present at the convention and attend the Write-off session/critique Friday, April 13 or the entry will be disqualified. In online-submission contests that allow a team to enter (36-39, 41, 43), both students must register and pay; however, only one student needs to be present at the convention for the entry to be eligible for the contest.
2. Contestants will be disqualified if they fail to follow the rules available at www.jea.org/home/awards-honors/write-off-contests/.
3. Register early. Some venues have limited seating for the contests. In the event the number of registrants for a contest category fills the seating capacity of the assigned contest room and a larger room is not available, JEA will CLOSE registration for that category.
4. All contests marked **ONLINE SUBMISSION** (photography contests 27-35, design contests 9-10, 16-19, 23-26 and broadcast contests 36-43) must be uploaded by 7 p.m. Eastern Time Wednesday, March 14, 2018. Specific instructions are available at www.jea.org/home/awards-honors/write-off-contests/. Links to instructions, art, photos, and data contestants will need to create the layout, graphic design and themed photo entries will be available on the rules page Jan. 29, the day Write-off registration opens. Students may begin working on those entries at that time. Be aware of spring break or other events. If the Write-off deadline falls during that time make sure your entries are submitted **BEFORE** you leave. No late entries will be accepted for judging or critique. **START EARLY — CALL JEA FOR HELP** if necessary. (A working email and a password must be provided for each student entered in a contest. This is especially important in contests submitted online before the convention.)

CONTEST/CRITIQUE SESSIONS

1. Most contests/critiques take place from 4-6 p.m., but the on-site broadcast contests have earlier times. Check the schedule and room assignments in the convention program, available online in Mid-March or on site at the convention registration desk. Students late to their contests will not be able to participate.
2. Online submission contestants will be disqualified if they do not attend the entire critique session Friday, April 13.

REGISTRATION INFORMATION

1. Students and their advisers must be registered for the convention in order to participate, and the adviser must be a member of JEA.
2. No on-site registrations will be accepted; however, name substitutions are allowed until 10:30 a.m. Friday at the Write-off check-in desk.
3. If your student has a documentable disability, you need to request any accommodation when you register. Please notify JEA Write-off Chair Nancy Smith (nysmithjea@gmail.com) and bring documentation to the convention.
4. The rules for Write-offs can be downloaded at www.jea.org/home/awards-honors/write-off-contests/. If you have any questions, you may call JEA Headquarters toll-free at 866-532-5532 or at 785-532-5532, 8 a.m.-5 p.m. CDT, Monday through Friday, or email staff@jea.org.

CONTEST REGISTRATION STEP BY STEP

1. Adviser **MUST** be a current JEA member for the online Write-off registration form to work. Join JEA at jea.org/home/membership/registration/. To renew, go to jea.org/home/membership/member-login/ and click on "Renew Membership." Membership should be activated by March 1 to meet the March 14 Write-off deadline. Membership is not processed until funds are received.
2. If you don't know your username/password for jea.org/home/membership/member-login/, please contact JEA staff at 866-532-5532 or staff@jea.org.
3. Decide with your students what to enter. Bring the rules and required supplies with you to the convention. Confer with other advisers in your school to decide what students will participate in each category. Although it's preferred one adviser enters all entries from a school, two or more advisers may enter their students separately if paying separately. Please collaborate on this.
4. Go to writeoffs.jea.org and log in with your JEA member profile preferred email and password. Click on "Add a Student" to register students. Type carefully, capitalizing the first letter of first and last names and lowercasing the rest. The database from this form will be used to process certificates. All students **MUST** have working emails and passwords. This is particularly crucial for students doing online submissions. You may want to write them down as you register them since this is how they will log in to get their photography critiques.
5. Payment of \$20 per student may be made with various credit cards, through PayPal, check or purchase order. Mail check to JEA San Francisco Write-off Contest, 105 Kedzie Hall, 828 Mid-Campus Drive S., Manhattan, KS 66506. Official, signed purchase orders may be mailed, emailed to staff@jea.org or faxed to 785-532-5563. Write-off entries must be paid in full before the contests begin April 13, 2018. **DO NOT** include Write-off payment with convention registration payment.

Adviser must be a JEA member for students to enter a Write-off competition. Go online or use the form on Page 24 to qualify for lower member rates immediately.

www.jea.org

Registration/upload deadline: 7 p.m. EDT Wednesday, March 14, 2018

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

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

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

WRITE-OFF CONTESTS

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

ON-SITE CONTESTS

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

Newspaper Contests

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

Yearbook Contests

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

Literary Magazine Contests

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

Broadcast Contests

Check convention program for times and locations of broadcast contests. Contests 44, 46 and 48 begin at 8 a.m. Friday. Students must have their Contestant ID Label to compete. Contests 46 and 48 require an Off-site Permission Form (bit.ly/ospf-s18) for each student.

- 44: BROADCAST ANCHOR
- 45: BROADCAST NEWSWRITING
- 46: BROADCAST PACKAGE (teams of 2)
- 47: VIDEO PACKAGE EDITING
- 48: ONLINE NEWS PACKAGE (individual or teams of 2-3)

ONLINE SUBMISSION CONTESTS

Students who compete in these categories must complete the work BEFORE the convention. These contests require students to attend a two-hour critique session 4-6 p.m. Friday, April 13. A school may enter just one student per contest unless a team entry is indicated. Each student may enter just one contest.

Newspaper, Yearbook, Literary Magazine Layout Contests

Material for the San Francisco online submission contests will be available the day Write-off registration opens Jan. 29 at jea.org/home/awards-honors/write-off-contests/.

Entries must be uploaded as a PDF no larger than 4MB to writeoffs.jea.org no later than 7 p.m. EDT/4 p.m. PDT Wednesday, March 14, 2018. Entries not uploaded by this date will be disqualified.

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

Graphic Design Contests

Material for the San Francisco online submission contests will be available at jea.org/home/awards-honors/write-off-contests/ the day Write-off registration opens. All entries must be uploaded as a PDF no larger than 4MB to writeoffs.jea.org no later than 7 p.m. EDT/4 p.m. PDT Wednesday, March 14, 2018. Entries not uploaded by this date will be disqualified.

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

Photography Contests

Please read the rules that apply to all photography contests, including caption requirements. Entries that do not follow the rules will be disqualified. Entrants must attend a two-hour group critique 4-6 p.m. Friday, April 13. All entries must be uploaded to writeoffs.jea.org no later than 7 p.m. EDT/4 p.m. PDT Wednesday, March 14, 2018. Entries not uploaded by this date will be disqualified.

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

Broadcast Contests

See Write-off rules at jea.org/home/awards-honors/write-off-contests/ for specific submission instructions for each contest. Entries must not have been submitted in any previous JEA contest. Read the rules carefully. Entries that do not follow the rules will be disqualified. These contests require students to upload entries to a third-party site for judging no later than 7 p.m. EDT/4 p.m. PDT Wednesday, March 14, 2018. Entries not uploaded by this date will be disqualified. Students must be present at their scheduled critique April 13 or entries will be disqualified. At least one member of an entry's team must be registered at the convention, but all members must pay the Write-off contest entry fee.

- 36: BROADCAST NEWS STORY (individual or pair)
- 37: BROADCAST SPORTS NEWS STORY (individual or pair)
- 38: BROADCAST SPORTS FEATURE STORY (individual or pair)
- 39: BROADCAST COMMERCIAL/PSA (individual or pair)
- 40: BROADCAST COMMENTARY
- 41: SHORT DOCUMENTARY (radio or television format, individual or pair)
- 42: VIDEOGRAPHY
- 43: BROADCAST FEATURE STORY (individual or pair)



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for creating your
yearbook online



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

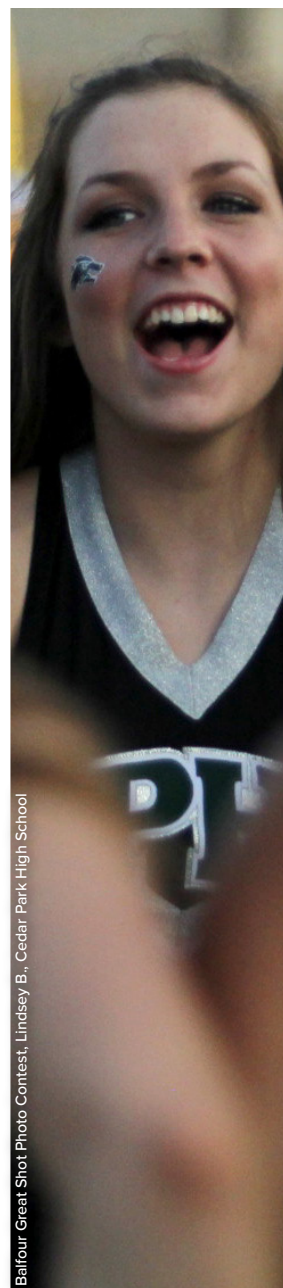
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Balfour Great Shot Photo Contest, Sandra C., Coronado High School



Balfour Great Shot Photo Contest, Meredith W., Los Gatos High School



Balfour Great Shot Photo Contest, Lindsey B., Cedar Park High School



Balfour Great Shot Photo Contest, Emary S., Mansfield Legacy High School

YOUR MOMENT

BALFOUR MAKES IT LAST

Your yearbook staff captures moments that tell the story of the school year. Balfour's innovative technology, targeted educational resources and caring customer service help you make those moments last for years to come.

For more information, see your Balfour representative or visit us at balfour.com.

CONVENTION HOTEL

MARRIOTT MARQUIS

780 Mission St.
San Francisco, CA 94103

ROOM RATES

\$239 single/double, \$259 triple and \$279 quad, plus tax.

RESERVATION DEADLINE

March 14, 2018

RESERVATIONS

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

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

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

Please realize that although a March 14, 2018, deadline for reservations has been set, neither the hotel nor JEA/NSPA can guarantee availability.



CONVENTION RULES

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

- A midnight convention curfew will be in effect Wednesday through Saturday. Students should be in their rooms, making no excessive noise, at that time. The hotel reserves the right to remove any hotel guests who make excessive noise or create similar disruption. Advisers/chaperones will be responsible for enforcing the nightly convention curfew.
- No student will be admitted to the convention without a school-approved adviser/chaperone. At least one chaperone/adviser is required for every 12 students. It is understood that by the act of registering students for the convention, advisers assume responsibility for their students' behavior and well-being during the convention.
- Chaperones should recognize that they and their schools will be held liable for any damage to hotel facilities incurred by students under their supervision.
- Rudeness to hotel guests and hotel employees; misuse of or reckless behavior on the elevators or escalators; excessive noise; destruction of property; or any other inappropriate behavior is not acceptable and can lead to expulsion from the hotel and/or criminal prosecution. Should individual students, advisers or delegations prove disruptive, JEA/NSPA officials reserve the right to declare all fees forfeited and to send delegates home at their own expense.
- Breaking convention rules may result in disqualification from all contests and forfeiture of any awards won.
- Drinking or possessing alcoholic beverages, or possession/use of illegal drugs is absolutely prohibited.
- All students are expected to wear their convention name badges at all times while in the hotel meeting rooms and common areas.
- When outside the hotel and convention center, travel in groups. Your personal safety is our concern.

REGISTRATION FORM

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

sf.journalismconvention.org

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

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

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

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

PAYMENT

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

TOTAL DUE/ENCLOSED:

☐ Check enclosed

☐ Purchase order enclosed

#

#

Pursuant to Minnesota Statute 604.113, NSPA is authorized to charge \$50 for any check that is returned for insufficient funds.

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Name of Card	
Card Number	Expiration Date
Signature	

Mail to: JEA/NSPA Spring Convention
2829 University Ave. SE, Suite 720
Minneapolis, MN 55414

Fax: 612-626-0720
Questions: 612-200-9254
register@studentpress.org

REGISTRATIONS

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

ADVISER/NONSTUDENT ATTENDEES

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

1. <input type="radio"/> CJE <input type="radio"/> MJE <input type="radio"/> 1st Time Attendee
2. <input type="radio"/> CJE <input type="radio"/> MJE <input type="radio"/> 1st Time Attendee

STUDENT ATTENDEES

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

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

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

Do not mail after March 14, 2018. After that date contact NSPA for availability or register online or at the convention.

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

Special Considerations:

☐ Check here if anyone in your delegation has a disability that may affect his/her participation in this event. Attach a statement regarding your disability-related needs. NSPA must be notified by March 14 to ensure appropriate accommodations.

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

Adviser Signature

National Scholastic Press Association

2829 University Ave. S.E., Suite 720
Minneapolis, MN 55414

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