



JEA/NSPA Spring National High School Journalism Convention
April 12-14, 2018 • Marriott Marquis

SAN FRANCISCO

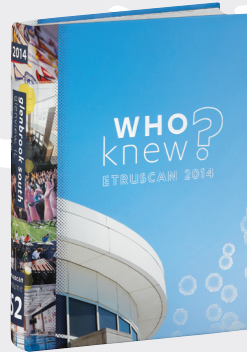
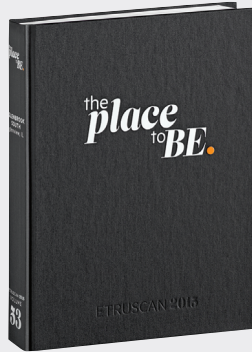
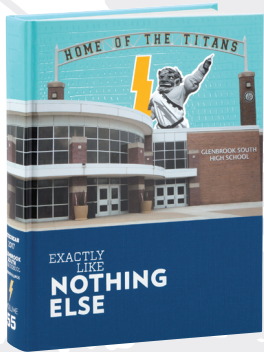


CONGRATULATIONS

BRENDA FIELD, 2017 H.L. HALL NATIONAL YEARBOOK ADVISER OF THE YEAR



Brenda Field, MJE, has been advising yearbooks for more than 20 years. Her staff at Glenbrook South High School creates a nearly 500-page yearbook that has been recognized by state and national press associations and has regularly earned NSPA Pacemakers and CSPA Crowns. A JEA Distinguished Yearbook Adviser, she serves on the board of directors for the Illinois Journalism Education Association and is also the JEA state director. She was closely involved in the New Voices campaign that restored First Amendment rights to high school journalists in her state. She lives and breathes yearbook and loves every aspect of working with students and advisers, both at home and at workshops.



Jostens would like to congratulate Brenda Field on being recognized for her passionate advocacy of student journalism, and all advisers for the role they play in enhancing student education.





**JEA/NSPA Spring National High School
Journalism Convention**
April 12-14, 2018 • Marriott Marquis
San Francisco

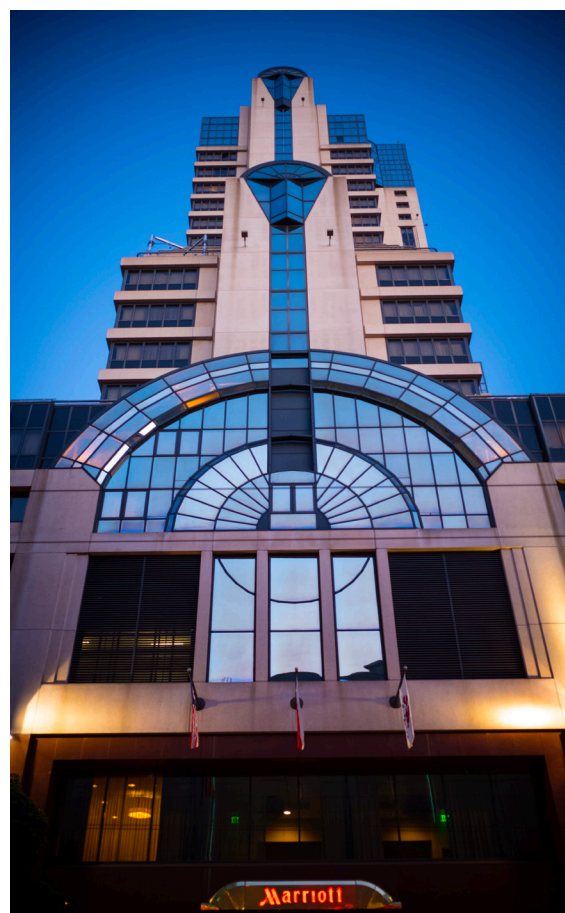


ABOVE RIGHT: Seagulls fly near the San Francisco-Oakland Bay Bridge as seen from the Ferry Plaza by the Ferry Building. Yerba Buena Island is to the left of the bridge. (Photo by Bella Guel, Menlo School, Atherton, California). **ABOVE:** Mural art is seen throughout San Francisco, where artists use city walls as their canvases. (Photo by Bella Guel, Menlo School, Atherton, California). **RIGHT:** The Marriott Marquis, where the convention will be housed, has postmodern architecture. (Photo by Kelly Glasscock, CJE, Journalism Education Association, Manhattan, Kansas). **COVER:** People enjoy Baker Beach near the Golden Gate Bridge. (Photo by Bella Scola, Menlo School, Atherton, California).



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 **NSPA**

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CONVENTION OFFICIALS

Kelly Glasscock, CJE
JEA Executive Director



JOURNALISM EDUCATION ASSOCIATION

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Connie Fulkerson, CJE, administrative assistant
Pam Boller, office manager/advertising director
Kate Dubiel, web/database developer
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Committee Chair



Laura Widmer
NSPA Executive Director



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Elisia Cohen
NSPA President





PRESS ON! LOCAL TEAM

Chair: Don Bott, Amos Alonzo Stagg High School, Stockton
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 Pete LeBlanc, CJE, Antelope High School, Antelope
 Tamra McCarthy, CJE, James C. Enochs High School, Modesto
 Beatrice Motamedi, CJE, Global Student Square, Oakland
 Melissa Murphy, CJE, Burlingame High School, Burlington
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 Sarah Nichols, MJE, Whitney High School, Rocklin
 Tripp Robbins, Menlo School, Atherton
 Julia Satterthwaite, CJE, Monta Vista High School, Cupertino
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 Susan Sutton, CJE, Archbishop Riordan High School, San Francisco
 Kelly Wilkerson, Davis Senior High School, Davis
 Brian Wilson, Palo Alto High School, Palo Alto
 Laura Zhu, CJE, Toby Johnson Middle School, Elk Grove

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Northwestern University, Medill School of Journalism, Media, Integrated Marketing Communications – Scholarships
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**School of Journalism
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FRIEND



ABBREVIATIONS

CSPA — Columbia Scholastic Press Association

DJNF — Dow Jones News Fund

ILPC — Interscholastic League Press Conference

JEA — Journalism Education Association

NBCT — National Board Certified Teacher

NSPA — National Scholastic Press Association

SIPA — Southern Interscholastic Press Association

SPLC — Student Press Law Center

JEA Certification Levels

CJE — Certified Journalism Educator

MJE — Master Journalism Educator

ASSOCIATION HEADQUARTERS

**KANSAS STATE
UNIVERSITY**

School of Journalism and
Mass Communications

The Journalism Education Association
is headquartered at Kansas State
University, Manhattan, Kansas.

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HUBBARD

**SCHOOL OF JOURNALISM
& MASS COMMUNICATION**

UNIVERSITY OF MINNESOTA

The National Scholastic Press
Association is headquartered at the
University of Minnesota, Minneapolis.

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studentpress.org/nspa

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. 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 space.

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

Get the JEA/NSPA convention mobile app:

Download **EventMobi**
from your app store or visit
eventmobi.com/app/nhsjcspring18

Code: nhsjcspring18

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KEYNOTE SPEAKERS

7 p.m. Thursday, Yerba Buena 7-9, Lower B-2 Level

Kevin Fagan, reporter

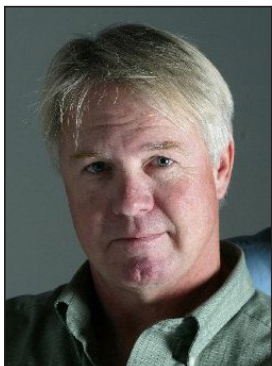


Kevin Fagan is a longtime reporter at the San Francisco Chronicle. He specializes in enterprise news-feature writing and breaking news, taking particular pleasure in ferreting out stories others might not find — from profiling the desperate lives of homeless drug addicts to riding the rails with hobos,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

From 2003 to 2006, Fagan 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, photographer



Brant Ward was a photographer for the San Francisco Chronicle for over 30 years. He retired in 2015 and continues to document our times. In 2003, Ward and writer Kevin Fagan were assigned to cover the homeless predicament in San Francisco on the eve of a major mayoral election.

The series, “Shame of the City,” included scenes from a traffic island, a family living out of their van, and a look inside a city shelter and the various SRO hotels that cover the Tenderloin area.

For the next decade, Ward and Fagan continued to tell the saga of the nation’s homeless from New York to California. Unfortunately, it is a story that has never ended. Ward’s website is www.brantwardphotos.com.

ONE STORY: SHAME OF THE CITY

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.

Reporter Kevin Fagan and photographer Brant Ward put names and faces to a problem often defined only by numbers. 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 not only won numerous awards, but 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.

But San Francisco has also led the way in innovative approaches, including navigation centers, supportive housing and special programs for LGBTQ youth, who make up about half of the homeless youth count.

Links to the series and lesson plans for teachers are available at sf.journalismconvention.org. Fagan and Ward will talk about the Chronicle’s work on homelessness and other issues during their keynote address.

SPECIAL ACTIVITIES

REGISTRATION/TRADE SHOW

MEDIA TOUR CHECK-IN

The media tour check-in table is located in Golden Gate Registration Desks A and B. Please check in at the designated media-tour time listed on the website and in the registration booklet. You will be directed on how to get to your destination.

7:30 a.m.-1:30 p.m. Thursday, Golden Gate Registration Desk A, B2 Level (foyer)

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.

1-6:45 p.m. Thursday and 8 a.m.-4 p.m. Friday, Golden Gate Ballroom, B2 Level; 8 a.m.-1 p.m. Saturday, Golden Gate Registration Desk A, B2 Level (foyer)

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.

1-6:45 p.m. Thursday and 8 a.m.-4 p.m. Friday, Golden Gate Ballroom, B2 Level

CONVENTION SHIRT DISTRIBUTION

If your school purchased the official convention shirts through online registration, you may pick them up here. Large orders will be bundled together and should be picked up by the adviser. There may be extra shirts to buy if you did not pre-order. Quantities are limited. Shirts must be picked up no later than noon Friday.

1-6:45 p.m. Thursday and 8 a.m.-noon Friday, Golden Gate Ballroom, B2 Level

NSPA BEST OF SHOW

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

awards ceremony.

Desk open: 1-6:45 p.m. Thursday and 8 a.m.-4 p.m. Friday, Golden Gate Ballroom, B2 Level

WRITE-OFF CONTEST CHECK-IN

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

If you have not paid, you must do so at this time. Noon Friday is the deadline for substitutions in preregistered categories. No new entries will be accepted at the convention. Lost tickets will be replaced for \$5. After 10:30 a.m. Friday, come to Pacific J, 4th Level, for ticket replacement.

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

Desk open: 1-6:45 p.m. Thursday and 8-10:30 a.m. Friday, Golden Gate Registration Desk B, B2 Level (foyer); 10:30 a.m.-3 p.m. Friday, Pacific J, 4th Level

LOST AND FOUND

The convention check-in/registration desk will house the lost and found. If what you lost is not there, you might check to see if someone turned it in to hotel security. Items not picked up by 1 p.m. Saturday will be turned over to hotel security.

1-6:45 p.m. Thursday and 8 a.m.-4 p.m. Friday, Golden Gate Ballroom, B2 Level; 8 a.m.-1 p.m. Saturday, Golden Gate Registration Desk A, B2 Level (foyer)

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, Salon 7, Lower B2 Level, and 9-11 a.m. Saturday, Foothill C, 2nd Level**

JEA BOOKSTORE

Check out the new books and T-shirts, as well as popular best-sellers, at the JEA Bookstore. Nearly 200 items relating to journalism are available, including textbooks, curriculum development, yearbook,

newspaper, design, photography, writing, desktop publishing, new media, advertising and broadcast. Did you forget Write-off supplies? Check here to buy stylebooks, paper, pens and flash drives. Supplies are limited so shop early. Students are welcome.

1-6:45 p.m. Thursday; 8 a.m.-4 p.m. Friday and 8-11 a.m. Saturday, Golden Gate Ballroom, B2 Level

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.

1-6:45 p.m. Thursday; 8 a.m.-4 p.m. Friday and 8-11 a.m. Saturday, Golden Gate Ballroom, B2 Level

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, Mission Corridor, B2 Level

ADVISER EVENTS

NEW ADVISER CONVENTION ORIENTATION

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

6:15-6:45 p.m. Thursday, Salon 4, Lower B2 Level

ADVISER KICKOFF RECEPTION

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

9-10:30 p.m. Thursday, Atrium, 2nd Level

ADVISER HOSPITALITY

Meet with your colleagues from across the country in the adviser hospitality suite, a hot spot for advisers. Local committee

SPECIAL ACTIVITIES

members will be available to recommend sightseeing, dining and entertainment options. Friday refreshments are provided by the Temple University Klein College of Media and Communication and the University of Montana School of Journalism.

7:30 a.m.-5 p.m. Friday and 7:30 a.m.-noon Saturday, Pacific H, Fourth Level

ADVISER RECEPTION AND SPLC FUNDRAISER

Advisers are invited to this social gathering and fundraiser to benefit the Student Press Law Center. The auction will feature sports memorabilia, books, San Francisco-related food and gifts, art and other fun items.

Come join us for delicious desserts, friendly conversation and the chance to take home a special something that will always remind you of your visit to San Francisco. Credit/debit cards, cash and checks will be accepted.

8:30-11 p.m. Friday, Atrium, 2nd Level

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. Brenda Field, the 2017 H.L. Hall National Yearbook Adviser of the Year, will speak.

Preregistration was required. Please bring your ticket. Sponsors are Herff Jones and University of Minnesota Hubbard School of Journalism and Mass Communication.

Noon-2:20 p.m. Saturday, Golden Gate A, B2 Level

STUDENT ACTIVITIES

NATIONAL JOURNALISM QUIZ BOWL

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 JEA Bookstore in Golden Gate Ballroom, and on Facebook and Twitter.

Test: 8 a.m. Friday, Salon 9, Lower B2 Level; Buzzer Rounds: 8-10:50 a.m. Saturday, Salon 8, Lower B2 Level

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 requirements, nature of work, salary-level expectations and job availability. They may inquire about how to handle issues or situations in their work as student journalists.

9 and 10 a.m. Friday, Salon 7, Lower B2 Level

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, Salon 7, Lower B2 Level

STUDENT DANCE

A dance for students will have music provided by a DJ. This is a good time to socialize with other student journalists from other parts of the country. Students must present their convention name badge to be admitted to the dance.

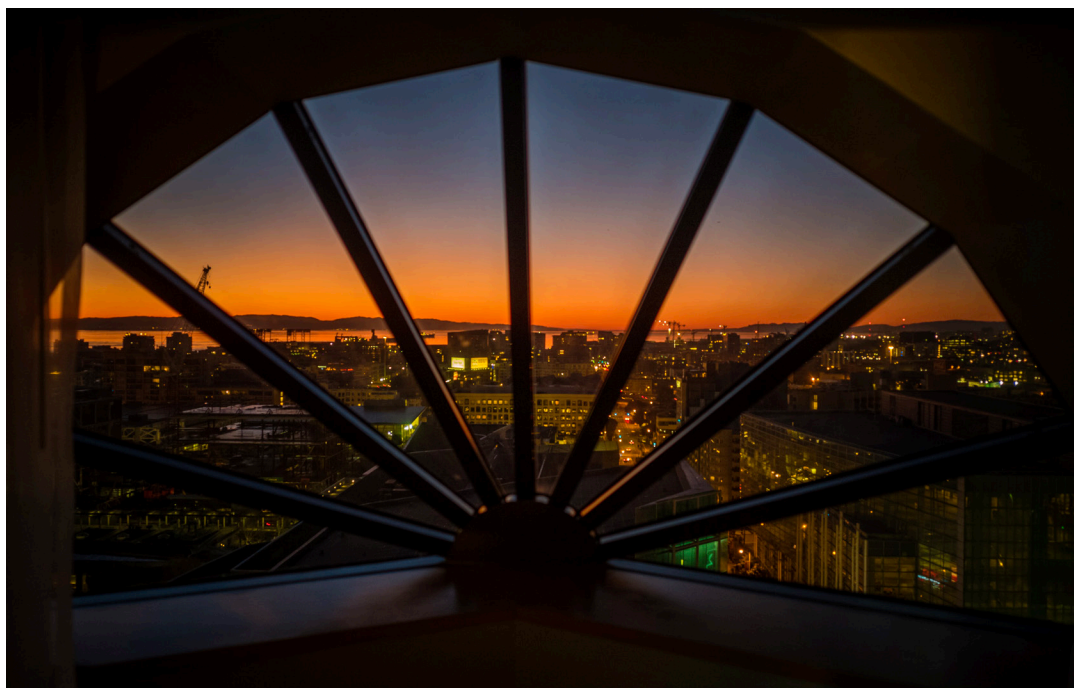
8:30-11 p.m. Friday, Salon 8-9, Lower B2 Level

AWARDS CEREMONY

JEA AND NSPA AWARDS

Winners of the NSPA Best of Show, NSPA Pacemakers and national individual awards will be honored at this ceremony. In addition, winners of JEA Write-off contests, Journalist of the Year scholarships, Impact Award and Aspiring Young Journalist will be recognized. You may pick up Write-off entries after the ceremony.

3:30-6:30 p.m. Saturday, Salon 7-9, Lower B2 Level



A window at the Marriott Marquis hotel frames downtown and the bay at sunset. (Photo by Kelly Glasscock, CJE, Journalism Education Association, Manhattan, Kansas)

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 best-selling 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.

• **Not just games — The Olympics beat, 2 p.m. Friday, Salon 10-11, Lower B2 Level**

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 Judge Rosemary Pooler of the 2nd U.S. Circuit Court of Appeals.

• **The front lines of free speech: A lawyer and reporter's roundtable, 11 a.m. Friday, Salon 9, Lower B2 Level**

• **How silence can protect free speech, noon Friday, Salon 10-11, Lower B2 Level**

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.”

• **Muslims, minorities and the media, 2 p.m. Friday, Salon 9, Lower B2 Level**

Chris Blow



Chris Blow is a designer living in Oakland, California. 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.

• **Antiviral design, 11 a.m. Saturday, Salon 10-11, Lower B2 Level**

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.

• **The front lines of free speech: A lawyer and reporter's roundtable, 11 a.m. Friday, Salon 9, Lower B2 Level**

Terry Collins



Terry Collins is a veteran journalist who has covered sports, politics, health and social networks for CNET, the Associated Press and the Star-Tribune in Minneapolis. He also serves on the board of the National Association of Black Journalists. Collins was a John Jay College of Criminal Justice Langeloth Fellow as well as a Journalism Law School Fellow at Loyola Marymount Law School in Los Angeles. He has judged the National Headliner Awards.

• **World of hurt: When hate goes online, 11 a.m. Saturday, Salon 12-13, Lower B2 Level**

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.

• **Breaking news backstory: Covering the ‘Ghost Ship,’ 10 a.m. Friday, Salon 9, Lower B2 Level**

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.

• **Reporting while human, 1 p.m. Friday, Salon 10-11, Lower B2 Level**

FEATURED SPEAKERS

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.

• **On politics: Blogging the Trump presidency, 9 a.m. Saturday, Salon 12-13, Lower B2 Level**

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.

• **Breaking news backstory: Covering the 'Ghost Ship,' 10 a.m. Friday, Salon 9, Lower B2 Level**

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.

• **Geek out!, noon Friday, Salon 9, Lower B2 Level**

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.

• **Breaking news backstory: Covering the 'Ghost Ship,' 10 a.m. Friday, Salon 9, Lower B2 Level**

• **The live impact: Facebook, Periscope and journalism, 1 p.m. Friday, Salon 9, Lower B2 Level**

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.

• **The politics of language, 10 a.m. Friday, Salon 10-11, Lower B2 Level**

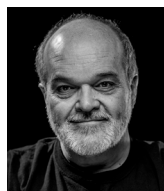
Marisa Kendall



Marisa Kendall is a reporter for the Bay Area News Group, covering housing affordability issues for The Mercury News and East Bay Times. She has written about everything from murders to tech companies to city government. In prior roles, she covered Silicon Valley court cases for The Recorder in San Francisco, and crime for The News-Press in Southwest Florida.

• **Breaking news backstory: Covering the 'Ghost Ship,' 10 a.m. Friday, Salon 9, Lower B2 Level**

Kim Komenich

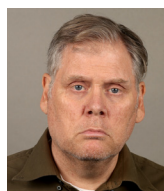


Kim Komenich is an assistant professor of photojournalism at San Francisco State University. He won the 1987 Pulitzer Prize in Spot News Photography for his photographs of the Philippine revolution. Komenich has earned numerous awards, including the Military Reporters and Editors' Association's Photography Award; the

Society of Professional Journalists Distinguished Service Award; the World Press Photo News Picture Story Award; three National Headliner Awards and the Clifton C. Edom Education Award.

• **Photojournalism: How to turn pro, 9 a.m. Friday, Salon 9, Lower B2 Level**

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 wrote the book "Killing the Messenger," on the murder of Oakland journalist Chauncey Bailey.

• **The front lines of free speech: A lawyer and reporter's roundtable, 11 a.m. Friday, Salon 9, Lower B2 Level**

FEATURED SPEAKERS

Greg Retsinas



Greg Retsinas is director of digital strategy for KGW Media Group, the NBC affiliate in Portland, Oregon. Under his 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.

- **The front lines of free speech: A lawyer and reporter's roundtable, 11 a.m. Friday, Salon 9, Lower B2 Level**

- **The live impact: Facebook, Periscope and journalism, 1 p.m. Friday, Salon 9, Lower B2 Level**

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.

- **The changing face of business journalism, 11 a.m. Friday, Salon 10-11, Lower B2 Level**

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.

- **Designing and having fun on deadline, 10 a.m. Saturday, Salon 10-11, Lower B2 Level**

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.

- **Immersive storytelling, 10 a.m. Saturday, Salon 12-13, Lower B2 Level**

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.

- **Storytelling in broadcast news, noon Saturday, Salon 10-11, Lower B2 Level**

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.

- **Drones, video and the decisive moment — photojournalism, 1 p.m. Saturday, Salon 12-13, Lower B2 Level**

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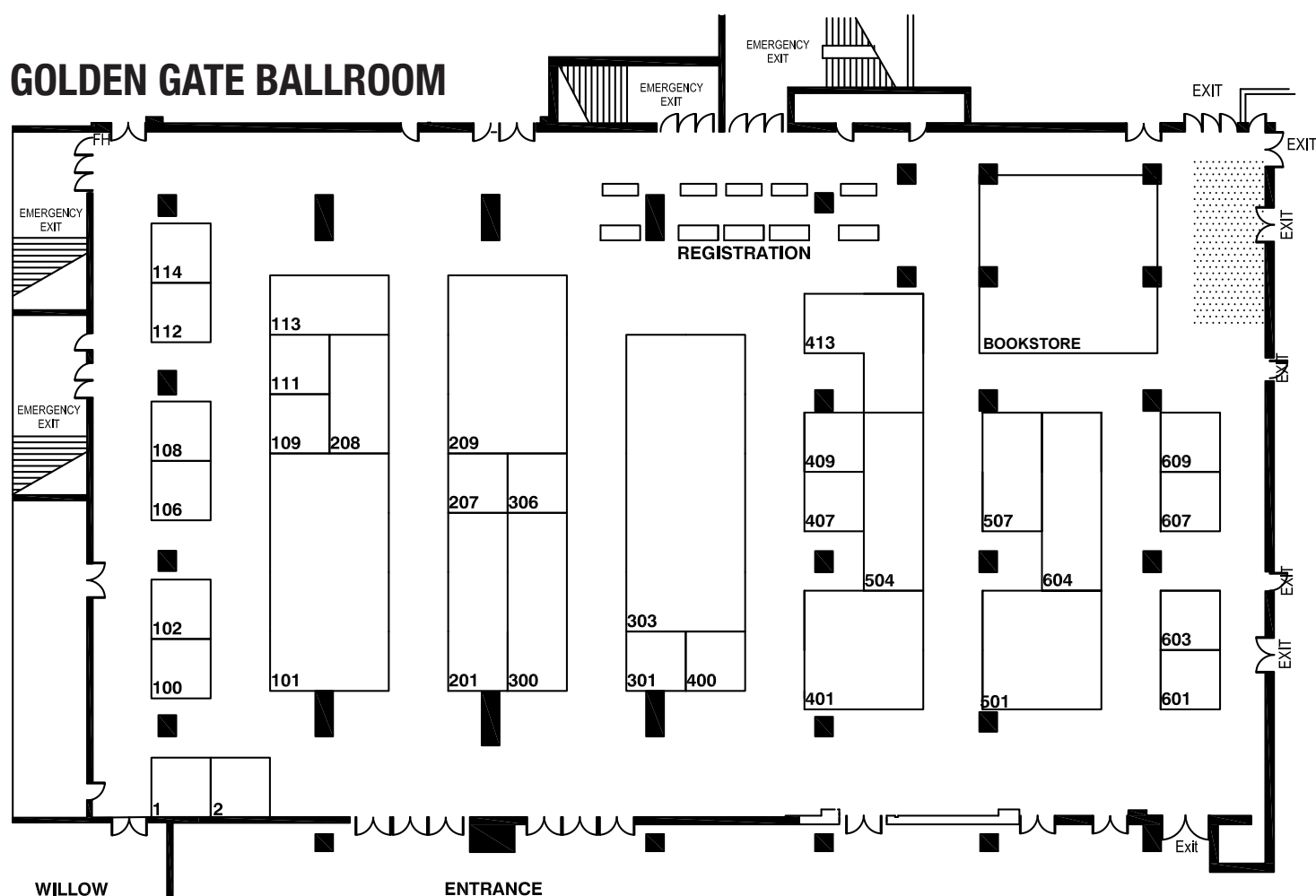
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SPRING 2018 AWARD WINNERS

H.L. HALL YEARBOOK ADVISER OF THE YEAR

Brenda Field, MJE
Glenbrook South High School
Glenview, Ill.



LINDA S. PUNTNEY TEACHER INSPIRATION AWARD

Brenda W. Gorsuch, MJE, Mills
River, N.C.



*The awards listed above, in the left column and on the next page
will be presented at noon Saturday in Golden Gate A, B2 Level.*

DISTINGUISHED YEARBOOK ADVISERS

Leland Mallett, CJE, Legacy High School, Mansfield, Texas
Allison Staub, CJE, Westfield (Ind.) Middle School
Laura Zhu, CJE, Toby Johnson Middle School

SPECIAL RECOGNITION YEARBOOK ADVISER

Rebecca Pollard, MJE, Lovejoy High School, Lucas, Texas

DIVERSITY AWARD

Erin Castellano, CJE, and The Globe staff, Clayton (Mo.)
High School

LIFETIME ACHIEVEMENT AWARD

Jane Blystone, MJE, North East, Pa.
Candace Brandt, Charlotte, N.C.
Gloria "Lori" Eastman, Denver, Colo.
Brenda Gorsuch, MJE, Mills River, N.C.
Trudy Hurd, CJE, Flora, Ill.
Mary Inglis, Palm Beach Gardens, Fla.
Janet Levin, MJE, Wheeling, Ill.
Rodney Lowe, Michigan City, Ind.
Wayna Polk, MJE, Carbon, Texas
Janelle Schultz, CJE, Scottsbluff, Neb.
Vanessa Shelton, Elsberry, Mo.
Cindy Todd, Austin, Texas

FUTURE ADMINISTRATOR SCHOLARSHIP

Elise T. Carlson, Oviedo (Fla.) High School

*The following awards will be presented
7 p.m. Thursday in Salon 7-9, Lower B2 Level*

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.
Kirkwood (Mo.) High School
McLean (Va.) High School
Mountlake Terrace (Wash.) High School
North Central High School, Indianapolis
Reno (Nev.) High School
St. Louis Park (Minn.) High School
Whitney High School, Rocklin, California

JOURNALIST OF THE YEAR STATE WINNERS

Each student who was named the Journalist of the Year
in his/her state will receive a certificate at the opening
ceremony.

The National High School Journalist of the Year winner
and runners-up, who will receive Sister Rita Jeanne
Scholarships, will be announced at the JEA/NSPA awards
ceremony at 3:30 p.m. Saturday.

*National High School Journalist of the Year/Sister Rita Jeanne Scholarships, Student Journalist Impact Award and
Aspiring Young Journalist will be awarded at 3:30 p.m. Saturday at Salon 7-9, Lower B2 Level.*

JEA CERTIFICATION RECIPIENTS

CERTIFIED JOURNALISM EDUCATORS

Sara-Beth Badalamente, Huron High School, Ann Arbor, Mich.
Samantha Jo Berry, Cypress Creek High School, Houston
Hayley M. Booth, Dickinson (Texas) High School
Pedro J. Cabrera, Judson High School, Converse, Texas
Kathryn A. Campbell, St. Paul (Minn.) Academy and Summit School
Diala Chaney, Oxford (Miss.) High School
Gwendolyn Childers, Herff Jones Inc., Hoschton, Ga.
Erin Cristales, University of North Texas, Denton, Texas
Tracy de la Feuilliez, Walsworth Yearbooks, Orlando, Fla.
Elizabeth A. Doeblar, Herff Jones Inc., Oceanside, Calif.
Margaret Edmonson, Smithson Valley High School, Spring Branch, Texas
Katie Frazier, Mayde Creek High School, Houston
Candice J. Gravitt, Faith Lutheran Jr./Sr. High School, Las Vegas
John Sonny Gray, Herff Jones Inc., Vestavia Hills, Ala.
Christina Hammit, Bloomfield Hills (Mich.) High School
Jesse A. Hancock, Brookwood High School, Snellville, Ga.
Constance B. Hinton, Magnolia (Ark.) High School
Krystle Hoisington, McCluer North High School, Florissant, Mo.
Kelsey Jackson-Owens, Oakwood High School, Dayton, Ohio
Kathleen Krill, Pinckney (Mich.) Community High School
Joshua Linville, Jostens Inc., Minneapolis
Yvette J. Manculich, Powell Middle School, Littleton, Colo.
Jolyn Bree McConnell, Herff Jones Inc., Athens, Ala.
Alicia B. Merrifield, The Village School, Houston
Kathleen Mills, Bloomington (Ind.) High School South
Brett Riley, Herff Jones Inc., Yorba Linda, Calif.
Deborah Salter, Ola High School, McDonough, Ga.
Murdoch J. Saunders, Herff Jones Inc., Bethlehem, Pa.
Bridget Lynn Sherrill, Herff Jones Inc., Covington, La.
Nick Todaro, Herff Jones Inc., Shreveport, La.
Lori Vincent, Ola High School, McDonough, Ga.
Kellie Wagner, Xavier High School, Cedar Rapids, Iowa
Molly Kennedy Walsh, McAuliffe International Middle School, Denver
Jeffrey Welch, Wichita (Kan.) South High School

CJE RENEWALS

Tara L. Anderson, Jostens Inc., Brockton, Mass.
Linda L. Berry, Berryton, Kan.
Bonnie Blackman, Jostens Inc., Ocean, N.J.
Rachel Braham, Saint Pius X Catholic High School, Atlanta
James R. Brooks, Jostens Inc., Port Matilda, Pa.
Tina Cleavelin, Jostens Inc., Parker, Colo.
Erin M. Daniels-Bangle, On Track Academy, Spokane, Wash.
Kristen T. DiGiorgio, Metea Valley High School, Aurora, Ill.
Jeffrey J. Fallon, Jostens Inc., Rochester, Minn.
Kathlyne Gaber, Montrose (Colo.) High School
Scott R. Geesey, Jostens Inc., Spring Mills, Pa.
Peter E. Griffin, Jostens Inc., Parker, Colo.

Jeanne E. Hanigan, Bellamine Preparatory School, Tacoma, Wash.
Michelle N. Huss, Blue Valley High School, Stilwell, Kan.
Laura L. Hutchison, MOT Charter High School, Middletown, Del.
H. Dan Kerns, Richwoods High School, Peoria, Ill.
Keri A. Lange, Jostens Inc., DeForest, Ill.
Sharon K. Martin, Wichita (Kan.) East High School
Paula A. Pantano, Stevenson High School, Sterling Heights, Mich.
Cynthia M. Reves, McKinley High School, Honolulu
Sara E. Sausker, Jostens Inc., Plymouth, Minn.
Mark F. Schledorn, West Shore Jr./Sr. High School, Melbourne, Fla.
Brenda L. M. Smith, Grayslake (Ill.) North High School
Betsy Sergeant Snow, Menlo-Atherton High School, Atherton, Calif.
Christina M. Tolisano, Saugus (Calif.) High School

MASTER JOURNALISM EDUCATORS

Jessica Marie Hunziker, Castle View High School, Castle Rock, Colo.
Shannon Kuehmichel, Berlin (Wis.) High School
Anna J. Manning, Spring Hill (Kan.) High School
Natalie Emma Niemeyer, Des Moines (Iowa) East High School
Kristi Rathbun, Rock Canyon High School, Highlands Ranch, Colo.

MJE RENEWALS

Ann Gramlich Akers, Herff Jones Inc., Matthews, N.C.
Linda M. Ballew, Park University, Great Falls, Mont.
Jane M. Blystone, North East, Pa.
Christy J. Briggs, Reno (Nev.) High School
Erin Coggins, Sparkman High School, Harvest, Ala.
Susan Y. Turner Colyer, Southside High School, Fort Smith, Ark.
Kathy Craghead, Mexico, Mo.
Bernadette R. Cranmer, Granite Bay (Calif.) High School
Brenda W. Gorsuch, Mills River, N.C.
Kathryn Hill Habiger, Mill Valley High School, Shawnee, Kan.
Nancy Hastings, Highland, Ind.
Gloria Grove Olman, Sterling Heights, Mich.
James L. Streisel, Carmel (Ind.) High School
Audrey E. Wagstaff, Wilmington (Ohio) College
Anita Marie Wertz, Powell, Wyo.
Rachel M. West, Stockton (Calif.) Early College Academy
Brian R. Wilson, Palo Alto (Calif.) High School



For more information about
JEA certification and awards:

www.jea.org

NSPA congratulates the finalists and winners in its annual Pacemaker competitions

2017 YEARBOOK PACEMAKER FINALISTS

presented on Thursday, April 12, 2018; national winners announced on Saturday, April 14, 2018

Hornet
Bryant (Arkansas) HS

Titanium
Antelope (California) HS

Jamboree
Toby Johnson MS
Elk Grove, California

Decamhian
Del Campo HS
Fair Oaks, California

Ursus
Granite Bay (California) HS

Farrier
Mirman School
Los Angeles

Wingspan
James C. Enochs HS
Modesto, California

Rampages
Casa Roble HS
Orangevale, California

Wings
Arrowhead Christian
Academy
Redlands, California

Pilot
Redondo Union
(California) HS

Cayuse
Walnut (California) HS

Summit
Smoky Hill HS
Aurora, Colorado

Calumet
Arapahoe HS
Centennial, Colorado

The Nighthawk
Rocky Heights MS
Littleton, Colorado

Westwind
Lewis-Palmer HS
Monument, Colorado

Eagle Eye View
Sierra MS
Parker, Colorado

Tigrium
Holy Trinity Episcopal
Academy
Melbourne, Florida

Panther
H.B. Plant HS
Tampa, Florida

Etruscan
Glenbrook South HS
Glenview, Illinois

Red and Black
Lawrence (Kansas) HS

Indian
Shawnee Mission North HS
Overland Park, Kansas

Hauberik
Shawnee Mission East HS
Prairie Village, Kansas

The Lair
Shawnee Mission
Northwest HS
Shawnee, Kansas

Echo
Grand Blanc (Michigan) HS

Le Flambeau
Notre Dame de Sion HS
Kansas City, Missouri

Tesseract
Corning-Painted Post HS
Corning, New York

Westwind
West Henderson HS
Hendersonville,
North Carolina

Panthera Pardus
Stigler (Oklahoma)
Public Schools

Lion's Roar
Christ Presbyterian
Academy
Nashville, Tennessee

Lone Star
James Bowie HS
Austin, Texas

Cornerstones
The Hockaday School
Dallas

Marksman
St. Mark's School of Texas
Dallas

The Highlander
Highland Park HS
Dallas

Hoofbeats
Burgess HS
El Paso, Texas

The View
Timberview MS
Fort Worth, Texas

Buffalo
Haltom HS
Haltom City, Texas

The Belltower
St. Thomas'
Episcopal School
Houston

Specifics
Seven Lakes Junior HS
Katy, Texas

Legacy
Klein (Texas) Collins HS

The Arena
Legacy HS
Mansfield, Texas

The Lion
McKinney (Texas) HS

Touchstone
Stony Point HS
Round Rock, Texas

Tiger
Texas HS
Texarkana, Texas

El Paisano
Westlake HS
Austin, Texas

The Lair
Lake Braddock
Secondary School
Burke, Virginia

Odyssey
Chantilly (Virginia) HS

Above and Beyond
Robinson Secondary
School
Fairfax, Virginia

Saltshaker
Trinity Christian School
Fairfax, Virginia

Columbian
George C. Marshall HS
Falls Church, Virginia

The Buzzer
Brookville HS
Lynchburg, Virginia

The Clan
McLean (Virginia) HS

The Legend
Atlee HS
Mechanicsville, Virginia

Saga
Loudoun Valley HS
Purcellville, Virginia

Laconian
Salem (Virginia) HS

The Legacy
Potomac Falls HS
Sterling, Virginia

2017 NSPA PIONEER AWARD RECIPIENTS

Jeanne Acton,
*University
Interscholastic
League*

**Vicki McCash
Brennan,**
JEA Mentor

Jeff Browne,
*Quill and Scroll
International
Honorary Society
for High School
Journalists*

Brenda Field,
*Glenbrook South
High School*

Kathy Habiger,
*Mill Valley
High School*

Pete LeBlanc,
*Antelope High
School*

Albert R. Tims,
*Univeristy of
Minnesota,
Twin Cities*

Mitch Ziegler,
*Redondo Union
High School*

2017 MAGAZINE FINALISTS

presented on Thursday, April 12, 2018; national winners announced on Saturday, April 14, 2018

Shadows
Cactus Shadows HS
Cave Creek, Arizona

Connotations
Fayetteville (Arkansas) HS

Titan Musings
San Marino (California) HS

The Looking Glass
Rocky Mountain HS
Fort Collins, Colorado

The Oracle
Brunswick School
Greenwich, Connecticut

One Blue Wall
duPont Manual HS
Louisville, Kentucky

Earthwinds
Jackson (Mississippi)
Preparatory School

Matter
Phillips Exeter Academy
Exeter, New Hampshire

Roars and Whispers
Providence Senior HS
Charlotte, North Carolina

Inkblot
Kealing Middle School

Austin, Texas

Vibrato
The Hockaday School
Dallas

The Marque
St. Mark's School of Texas
Dallas

Reflections
Cistercian Preparatory
School
Irving, Texas

The Lost Art
McKinney (Texas) HS

2017 BROADCAST WINNERS

presented on Saturday, Nov. 18, 2017 in Dallas

WINNERS
CHSTV
Carlsbad (California) HS

WROR-TV
Oviedo (Florida) HS

DTV
Davison (Michigan) HS

Tiger Broadcast
Lee's Summit (Missouri) HS

KCBY-TV
Coppell (Texas) HS

WTV Daily Update
Liberty HS
Frisco, Texas

Leopard Spotlight
Lovejoy HS
Lucas, Texas

Eagle Nation News
Prosper (Texas) HS

FINALISTS
EVTV
Eagle Valley HS
Gypsum, Colorado

CCNN Live
Christopher Columbus HS
Miami, Florida

BTV N3WS
The Benjamin School
Palm Beach Gardens, Florida

Trojan TV News
Park Hill HS
Kansas City, Missouri

Hawk Eye TV Today
Charlotte (North Carolina)
Latin School

Gnasher News
Gorzycki MS
Austin, Texas

CHS Wired
Cody (Wyoming) HS

2018 ONLINE PACEMAKER FINALISTS

presented on Thursday, April 12, 2018; national winners announced on Saturday, April 14, 2018

El Estoque
Monta Vista HS
Cupertino, California

The Feather Online
Fresno (California)
Christian HS

The Boiling Point
Shalhevet HS
Los Angeles

The Oracle
The Archer School for Girls
Los Angeles

The Campanile
Palo Alto (California) HS

The Paly Voice
Palo Alto (California) HS

Crimson Newsmagazine
Paso Robles (California) HS

Eye of the Tiger
Roseville (California) HS

Harker Aquila
The Harker School
San Jose, California

The Chronicle
Harvard-Westlake School
Studio City, California

The Mirror
Van Nuys (California) Sr. HS

BoonePubs
Boone HS
Orlando, Florida

Odyssey Media Group
Clarke Central HS
Athens, Georgia

The Prowler
Starr's Mill HS
Fayetteville, Georgia

Cedar Post
Sandpoint (Idaho) HS

Niles West News
Niles West HS
Skokie, Illinois

HiLite Online
Carmel (Indiana) HS

The Little Hawk
Iowa City (Iowa) HS

The Mustang Moon
Mount Vernon (Iowa) HS

The Harbinger Online
Shawnee Mission East HS
Prairie Village, Kansas

Manual RedEye
duPont Manual HS
Louisville, Kentucky

The Harbinger
Algonquin Regional HS
Northborough,
Massachusetts

Wayland Student Press Network
Wayland (Massachusetts)
HS

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

Echo
St. Louis Park
(Minnesota) HS

Rubicon Online
St. Paul (Minnesota)
Academy and Summit
School

The Globe
Clayton (Missouri) HS

The Kirkwood Call
Kirkwood (Missouri) HS

FHNtoday
Francis Howell North HS
Saint Charles, Missouri

SCHS Flightline
Skutt Catholic HS
Omaha, Nebraska

Southwest Shadow
Southwest Career and
Technical Academy
Las Vegas

The Leaf
Sycamore HS
Cincinnati

The Shield Online
McCallum HS
Austin, Texas

Westwood Horizon
Westwood HS
Austin, Texas

The Eagle's Tale
Canyon (Texas) HS

Coppell Student Media
Coppell (Texas) HS

Wingspan
Liberty HS
Frisco, Texas

The Rider Online
Legacy HS
Mansfield, Texas

Tiger Times Online
Texas HS
Texarkana, Texas

HHS Media
Harrisonburg (Virginia) HS

TRNWired
Prince George (Virginia) HS

The Blue & Gold
Taipei (Taiwan) American
School

2017 NEWSPAPER PACEMAKERS

presented on Saturday, Nov. 18, 2017 in Dallas

WINNERS
CS Press
Cactus Shadows HS
Cave Creek, Arizona

Titan Times
Antelope (California) HS

El Estoque
Monta Vista HS
Cupertino, California

The Town Crier
Paul Revere Charter MS
Los Angeles

The Campanile
Palo Alto (California) HS

Verde
Palo Alto (California) HS

Eye of the Tiger
Roseville (California) HS

The Eagle Eye
Marjory Stoneman
Douglas HS
Parkland, Florida

Red & Black
Hillsborough HS
Tampa, Florida

HiLite Newsmagazine
Carmel (Indiana) HS

The Budget
Lawrence (Kansas) HS

The JagWire
Mill Valley HS
Shawnee, Kansas

The Northwest Passage
Shawnee Mission
Northwest HS
Shawnee, Kansas

Paladin
Kapaun Mount Carmel HS
Wichita, Kansas

Uncaged
Stockbridge (Michigan) HS

The Rock
Rock Bridge Senior HS
Columbia, Missouri

The Kirkwood Call
Kirkwood (Missouri) HS

North Star
Francis Howell North HS
St. Charles, Missouri

Pilot's Log
Hasbrouck Heights
(New Jersey) HS

Wingspan
West Henderson HS
Hendersonville,
North Carolina

Lakota East Spark
Lakota East HS
Liberty Township, Ohio

The Eagle Angle
Allen (Texas) HS

The ReMarker
St. Mark's School of Texas
Dallas

The Fourcast
The Hockaday School
Dallas

The Highlander
McLean (Virginia) HS

The Puma Press
University Prep HS
Seattle

FINALISTS
Bear Witness
Branham HS
San Jose, California

The Winged Post
The Harker School
San Jose, California

The Herald
Arapahoe HS
Centennial, Colorado

Portfolio Newspaper
Bak MS of the Arts
West Palm Beach, Florida

Carpe Diem
Decatur (Georgia) HS

The Northview Messenger
Northview HS
Johns Creek, Georgia

U-High Midway
University HS
Chicago

Drops of Ink
Libertyville (Illinois) HS

The Little Hawk
Iowa City (Iowa) HS

The Tiger Print
Blue Valley HS
Overland Park, Kansas

The Express
Blue Valley Northwest HS
Overland Park, Kansas

Le Journal
Notre Dame de Sion HS
Prairie Village, Kansas

The Harbinger
Shawnee Mission East HS
Prairie Village, Kansas

The Phillipian
Phillips Academy
Andover, Massachusetts

Echo
St. Louis Park
(Minnesota) HS

The Rubicon
St. Paul (Minnesota)
Academy and Summit
School

Wingspan
Nixa (Missouri) HS

Legacy Uncut
Legacy HS
Bismark, North Dakota

Stampede
Burgess HS
El Paso, Texas

The Kinkaid Falcon
The Kinkaid School
Houston, Texas

Tiger Times
Texas HS
Texarkana, Texas

The Scroll
The American School in
London (England)

NSPA

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THURSDAY AT A GLANCE

ROOM	8:30 a.m.	Noon	1 p.m.	4:30 p.m.	6:15 p.m.	Evening
Salon 1, Lower B2 Level	Advanced InDesign		Photoshop/ Lightroom workflow			
Salon 2, Lower B2 Level	Investigative reporting workshop (8:30 a.m.-4:30 p.m.)					
Salon 3, Lower B2 Level	Broadcast and video boot camp (8:30 a.m.-4:30 p.m.)					
Salon 4, Lower B2 Level	Gender, censorship, reporting #MeTo		Fast and Furious: SND QuickCourse		New adviser con- vention orientation	
Salon 5-6, Lower B2 Level	Digital photography workshop (8:30 a.m.-4:30 p.m.)					
Yerba Buena, Lower B2 Level						Opening/Keynote (7-9 p.m.)
Salon 10-11, Lower B2 Level	Team storytelling (8:30 a.m.-4:30 p.m.)					
Salon 12-13, Lower B2 Level	Writers' workshop (8:30 a.m.-4:30 p.m.)					
Salon 14, Lower B2 Level	Online/social media boot camp (8:30 a.m.-4:30 p.m.)					
Salon 15, Lower B2 Level	Sports reporting workshop (8:30 a.m.-4:30 p.m.)					
Mission Corridor			Publication exchange			
Golden Gate Ballroom, B2 Level			Convention check-in/registration, trade show, JEA Bookstore, Best of Show desk, shirt distribution, lost and found (1-6:45 p.m.)			
Golden Gate Reg. A/B, B2 Level	Desk A: Media tour desk (8:30 a.m.-1 p.m.)		Desk B: Write-off check-in (1-6:45 p.m.)			
Atrium, 2nd Level						Adviser kickoff reception (9 p.m.)
Foothill C, 2nd Level	JEA board meeting (8:30 a.m.-3:30 p.m.)					
Foothill G1, 2nd Level			AEJMC Scholastic Journalism Division meeting (1-6 p.m.)			
Pacific H, 4th Level	Mentor forum (8 a.m.-5 p.m.)					
Pacific I, 4th Level	JEA Outreach Academy (8:30 a.m.-4:30 p.m.)					
Pacific J, 4th Level	Write-off headquarters					

■ ADVISING/TEACHING
■ CONTEST
■ DESIGN
■ EDITING

■ ENTREPRENEURSHIP
■ KEYNOTE
■ GENERAL AUDIENCE
■ LAW/ETHICS

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

■ NEWS LITERACY
■ PHOTOJOURNALISM
■ WEB
■ WRITING

THURSDAY 8 a.m.

EVENT

MEDIA TOUR CHECK-IN

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

7:30 a.m.-1 p.m. Thursday, Golden Gate Registration A, B2 Level (foyer)

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.

Linda Barrington, MJE, Milwaukee, Wis.; Peggy Gregory, CJE, Phoenix; Patrick Johnson, MJE, Antioch (Ill.) Community High School; and Mary Anne McCloud, CJE, Newton, Kan.

8 a.m.-5 p.m. Thursday, Pacific H, Fourth Level (48)

8:30 a.m.

MEETING

JEA BOARD MEETING

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

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

8:30 a.m.-3:30 p.m. Thursday, Foothill C, Second Level (150)

● 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.

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

8:30 a.m.-4:30 p.m. Thursday, Pacific I, Fourth Level (25)

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 InDesign CS6 or later installed. Two students may share one laptop. Preregistration was required.

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

8:30 a.m.-noon Thursday, Salon 1, Lower B2 Level (40)

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 convention site to finish their packages. Preregistration and an off-site permission form is required.

Amy DeVault, MJE, Wichita (Kan.) State University, and Sara Quinn, Kansas State University, Manhattan, Kan.

8:30 a.m.-4:30 p.m. Thursday, Salon 10-11, Lower B2 Level (60)

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.

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

8:30 a.m.-4:30 p.m. Thursday, Salon 12-13, Lower B2 Level (65)

WEB

ONLINE/SOCIAL MEDIA BOOT CAMP

Are you overwhelmed with the thought of managing a website, a social media presence, multimedia posts, and even possibly live coverage online? This

workshop will cover online storytelling through the use of Twitter, Snapchat, Instagram and the many third-party social media platforms in addition to incorporating video and audio content into your WordPress site. Your online team will leave with a plan to execute online storytelling with best practices in social media, multimedia posts, and live coverage. Participants may want to have login and password data available to use from their own site. All participants must bring either a laptop or tablet device. Preregistration was required.

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

8:30 a.m.-4:30 p.m. Thursday, Salon 14, Lower B2 Level (40)

WRITING

SPORTS REPORTING WORKSHOP

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. Preregistration was required.

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

8:30 a.m.-4:30 p.m. Thursday, Salon 15, Lower B2 Level (40)

NEWS GATHERING

INVESTIGATIVE REPORTING WORKSHOP

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 and fact-checking the story for accuracy, this pre-convention workshop will give you tools you need to get started. Newspaper adviser Emily Smith will walk you through the process her students followed of reporting and breaking 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. Preregistration was required.

Emily Smith, CJE, Pittsburg (Kan.) High School

8:30 a.m.-4:30 p.m. Thursday, Salon 2, Lower B2 Level (40)

● MULTIMEDIA BROADCAST BROADCAST AND VIDEO BOOT CAMP

In this hands-on workshop, beginning and intermediate students will learn the fundamentals of creating an effective news package from the ground up. This includes videography, sound recording, editing and story structure. Working in small teams, participants will spend the morning developing their videography skills and planning a story, and the afternoon shooting and editing that story. Participants must bring their own video cameras, tripods, microphones and laptops with editing software. Please test and become familiar with your equipment before attending the session, as the presenters may not be familiar with your specific hardware/software. Preregistration was required.
Michael Hernandez, Mira Costa High School, Manhattan Beach, Calif.

8:30 a.m.-4:30 p.m. Thursday, Salon 3, Lower B2 Level (40)

LAW AND ETHICS

GENDER, CENSORSHIP AND REPORTING #METOO

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 the SPLC team

for a preconvention 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. Preregistration was required.

Hadar Harris, Mike Hiestand and Diana Mitsu Klos, Student Press Law Center, Washington, D.C.

8:30 a.m.-noon Thursday, Salon 4, Lower B2 Level (40)

PHOTOJOURNALISM

DIGITAL PHOTOGRAPHY WORKSHOP

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

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, , Salon 5-6, Lower B2 Level (65)

1 p.m.

● PHOTOJOURNALISM PHOTOSHOP/LIGHTROOM WORKFLOW

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 that program. Participants must bring their own laptops with Adobe Lightroom or Photoshop CS6 or later installed. Two students may share one laptop. Preregistration was required.

Mark Murray, Arlington (Texas) Independent School District

1-4:30 p.m. Thursday, Salon 1, Lower B2 Level (40)

DESIGN

FAST AND FURIOUS: SOCIETY FOR NEWS DESIGN QUICKCOURSE

This long-running preconvention 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. 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

IN THE EXHIBIT HALL / 1-6:45 p.m. Thursday, Golden Gate Ballroom, B2 Level

CONVENTION CHECK-IN AND REGISTRATION

The registration desk is at the back of the trade floor. Those who have registered must check in to pick up school packets that include name badges, printed programs and event tickets (Break with a Pro, Media Swap Shops, adviser luncheons). It is best for the advisers only to check in their delegation, paying fees if they have not already done so. Walk-in registration will be accepted. Speakers may pick up their name badges at a nearby table.

BEST OF SHOW DESK

See how your publication fares against others represented at the convention. High school publications are eligible if at least one student representative is attending the convention, and junior high publications can enter if the adviser is a registered delegate at the convention. Enter your newspaper, newsmagazine, literary arts magazine, broadcast, website or yearbook at the Best of Show desk by 4 p.m. Friday. Winners will be announced at the Saturday awards ceremony.

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.

JEA BOOKSTORE

Browse nearly 200 journalism-related items in the JEA Bookstore. Check here to buy Write-off supplies and First Amendment T-shirts. Students are welcome.

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.

THURSDAY 1 p.m.

critiques. Preregistration was required.

Ron Johnson, St Joseph, Mo.

1-4:30 p.m. Thursday, Salon 4, Lower B2 Level (40)

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 now. 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.

1-6:45 p.m. Thursday, Golden Gate Registration Desk B, B2 Level (foyer)

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 take some you like.

1-11 p.m. Thursday, Mission Corridor, B2 Level

MEETING

AEJMC SCHOLASTIC JOURNALISM DIVISION MID-YEAR MEETING

Join members of AEJMC's Scholastic Journalism Division as they discuss scholastic journalism issues of the day. A separate registration was required for this event.

Mark Goodman, Kent (Ohio) State University

1-6 p.m. Thursday, Foothill G1, Second Level (26)

6:15 p.m.

● ADVISING/TEACHING

NEW ADVISER CONVENTION ORIENTATION

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

Tom Gayda, MJE, North Central High School, Indianapolis, Ind.; Julia Satterthwaite, CJE, Monta Vista High School, Cupertino, Calif., and Michael Malcom-Bjorklund, CJE, River City Science Academy Innovation, Jacksonville, Fla.

6:15-6:45 p.m. Thursday, Salon 4, Lower B2 Level (40)

7 p.m.

EVENT

OPENING CEREMONY/KEYNOTE ADDRESS

JEA, NSPA and the local convention team welcome you to the San Francisco convention. San Francisco Chronicle reporter Kevin Fagan and photojournalist Brant Ward will be the keynote speakers. Pacemaker and Journalist of the Year finalists will be recognized. Winners of the First Amendment Press Freedom Award will be announced. The 2017 National High School Journalist of the Year also will speak.

7 p.m. Thursday, Salon 7-9, Lower B2 Level (2,970)

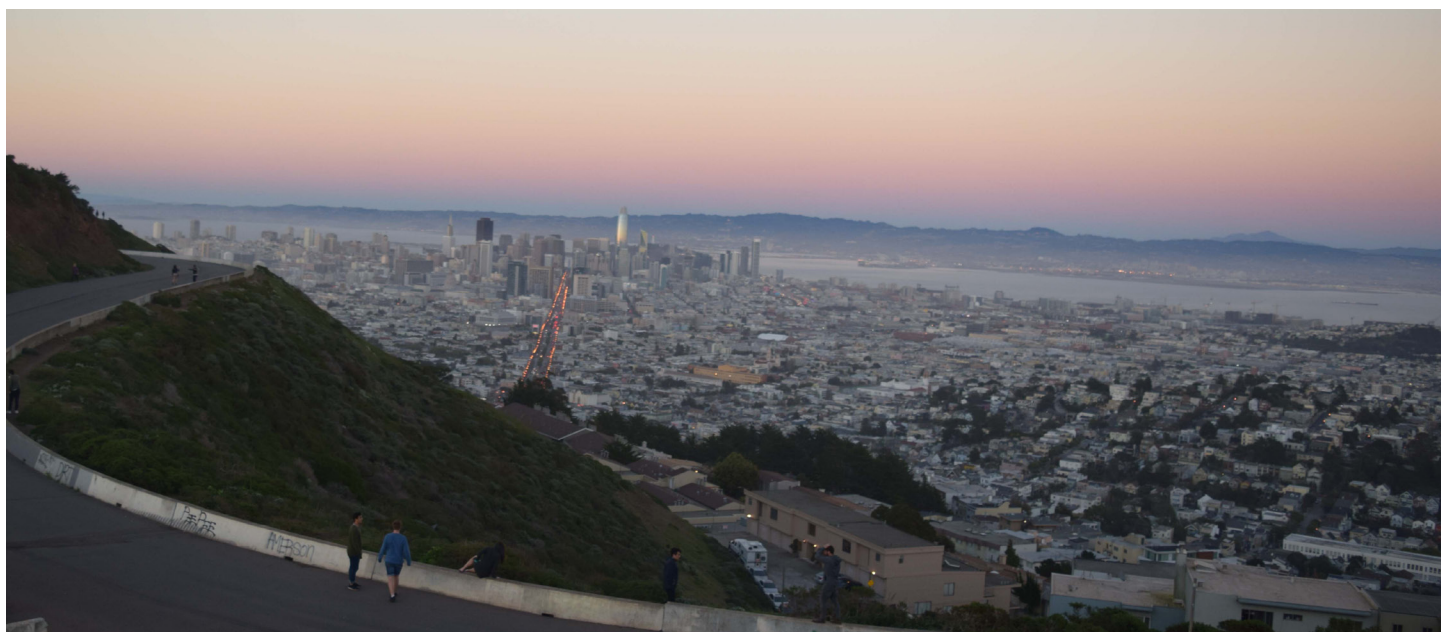
9 p.m.

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.

9 p.m. Thursday, Atrium, Second Level



The view from Twin Peaks (either peak) provides a sweeping view of the city skyline and the bay. (Photo by Chris Peterson, Archbishop Riordan High School, San Francisco)



MEET MEDILL BY THE BAY

**Advisers & students, talk with
Medill students and faculty at
Booth 413.**

And on Friday, join us for food and
fun from 4-5:30 only a few blocks
away at Medill's San Francisco
campus, 44 Montgomery Street.

YOUR **HARD WORK** **REWARDED**

We are so proud of your staffs' accomplishments, including being named CSPA Crown and NSPA Pacemaker Finalists! Congratulations to all of you. We love working with all of our Walsworth Yearbooks schools, and it's a privilege to print your masterpieces.

Thanks for creating the books we'll treasure forever, and for allowing us to be part of your yearbook family.



STOP BY THE WALSWORTH JEA BOOTH TO SEE OTHER GREAT YEARBOOKS AND TO LEARN MORE ABOUT YEARBOOK AR, OUR NEW AUGMENTED REALITY APP!



FRIDAY AT A GLANCE

ROOM	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Nob Hill A-B, Lower B2 Level		True color or off color	Complete coverage; compelling stories	How to kill it!
Nob Hill C-D, Lower B2 Level		Ideas from the professionals	Just your type	Step-by-step design
Salon 1, Lower B2 Level		The total online package (3 hours) <i>Preregistration required</i>		
Salon 2, Lower B2 Level		The power of the editorial policy (Part 1)	Legal and ethical issues for advisers	Aerial photography and videography
Salon 3, Lower B2 Level		Better interviews, better stories (3 hours) <i>Preregistration required</i>		
Salon 4, Lower B2 Level		Mastering advanced InDesign skills	Don't be basic	Copy coaching
Salon 5-6, Lower B2 Level		Boot camp basics	10 habits of a highly effective editor	Top advisers discuss yearbook trends
Salon 7, Lower B2 Level		Break with a Pro (9 and 10 a.m.) <i>Preregistration required</i>		Fun and games for team building
Salon 8, Lower B2 Level		Photos to IMPRESS	Getting that great sports image	These are the only photos we have?
Salon 9, Lower B2 Level	Journalism Quiz Bowl qualifying test	Photojournalism: How to turn pro	Breaking news backstory: Covering the 'Ghost Ship'	The front lines of free speech: A lawyer and reporter's roundtable
Salon 10-11, Lower B2 Level		Leadership zen starts now	The politics of language	The changing face of business journalism
Salon 12-13, Lower B2 Level		Forming the tribe	Organize the chaos	Spit. And polish.
Salon 14, Lower B2 Level		Deadline — It's not a dirty word	My name and image are not for sale	Don't just take charge — learn to lead
Salon 15, Lower B2 Level	Photography contest judging (8 a.m.-noon)			
Golden Gate Ballroom, B2 Level	Convention check-in/registration; Trade show exhibits; Best of Show desk; lost and found; JEA Bookstore (8 a.m.-4 p.m.); Editor in residence (9 a.m.-3:20 p.m.); Convention shirt distribution (8 a.m.-noon)			
Golden Gate Reg. Desk B, B2 Level	Write-off check-in (7:30-10:30 a.m.) <i>After 10:30 a.m., Write-off check-in moves to Pacific J, 4th Level</i>			
Atrium, 2nd Level				
Foothill C, 2nd Level	JEA general membership meeting	JEA state directors meeting	Design so cool it will make your eyes bleed	Covering a tragic event in your publication

■ ADVISING/TEACHING
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■ NEWS LITERACY
■ PHOTOJOURNALISM
■ WEB
■ WRITING

Noon	1 p.m.	2 p.m.	4 p.m.	Evening
Crossing borders: Covering religion in high school media	How to localize national and global news	A truly useful session on review writing	Write-off contest 01: News writing	
Applying design principles	Theme copy	10 ways to improve your print design	Write-off contest 03: Feature writing	
Developing engaging online packages using multimedia tools (3 hours) <i>Preregistration required</i>			Certification test for CJE and MJE candidates	
Yes, you can!	Certification: Managing student publications	CJE/MJE certification study session	Write-off contest 08: News editing/headline writing	
Bring your English teachers on board	Developing a staff manual	News story structure	Write-off contest 11: Press law and ethics	
Find the truth with FOIA requests	Diversity journalism today to improve tomorrow	No 'New Voices' law? You still have rights!	Write-off contests 20: Lit mag poetry; 21: Lit mag illustration	
Yearbook hacks	10 steps to better first drafts	Edit less, coach more	Write-off contest 05: Review writing	
On-site critiques (noon-3:30 p.m.) <i>Preregistration required</i>			Write-off contests 12-15: Yearbook copy/caption (all)	Media Swap Shops (8 and 9 p.m.)
Photographers: Stand here	Our images are our legacy	Be an action hero	Write-off contests 27-35: Photography (all)	Student Dance 8:30-11 p.m.
Geek out!	The live impact: Facebook, Periscope and journalism	Muslims, minorities and the media	Write-off contests 02, 06, 07: Editorial writing, cartooning, commentary writing	
How silence can protect free speech	Reporting while human	Not just games — The Olympics beat	Write-off contest 04: Sports writing	
Be an interview ninja	What judges look for in your publication	Copy capers	Write-off contest 43: Broadcast feature story	
What's the story?	Beyond the cover: Concept-driven storytelling	The environmental portrait	Write-off contest 41: Short documentary	
Lightroom for beginners	Oh, JOY: Preparing a digital portfolio	Digging dirt through access laws	Write-off contest 42: Videography	
Convention check-in/registration; Trade show exhibits; Best of Show desk; lost and found; JEA Bookstore (8 a.m.-4 p.m.); Editor in residence (9 a.m.-3:20 p.m.)				
				Adviser reception and SPLC fundraiser (8:30-11 p.m.)
The Pittsburg 6: Before and after the 15 minutes of fame	Feature writing: Telling the real stories			Write-off judges' dinner and judging (6-11 p.m.)

FRIDAY AT A GLANCE

ROOM	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Pacific A, 4th Level		News apps: The promise and perils of news in your pocket	Yearbook jump start: 2018-2019 planning (2 hours) <i>Preregistration required</i>	
Pacific B, 4th Level		Empathy: The lost art of understanding	Write stories with impact	Newspaper design for beginners
Pacific C, 4th Level		Study Ernie Pyle's style to improve your writing	How to outsmart trolls and troublemakers (2 hours) <i>Preregistration required</i>	
Pacific D, 4th Level			Roundtable for online media advisers	Newspaper adviser roundtable
Pacific E, 4th Level	Write-off contest 48: Online news package meeting and work time (8 a.m.-2 p.m.)			
Pacific F, 4th Level	Write-off contest 44: Broadcast anchor work room (8 a.m.-2 p.m.)			
Pacific G, 4th Level	Write-off contest 44: Broadcast anchor taping room (8 a.m.-2 p.m.)			
Pacific H, 4th Level	Adviser Hospitality (7:30 a.m.-5 p.m.) 10 a.m. — Meet SPLC's new executive director			
Pacific I, 4th Level	Write-off contest 47: Video package editing (8-11 a.m.) Write-off contest 46: Broadcast package meeting (8 a.m.)			Write-off contest 46: Broadcast package (11 a.m.-2 p.m.)
Pacific J, 4th Level	Write-off headquarters Quiz Bowl grading (9-11 a.m.)			
Sierra A, 5th Level		How the Beatles taught me critical thinking: Sgt. Pepper	'When': Perfect timing in student media	All things yearbook
Sierra B, 5th Level	Quill and Scroll Student Advisory Board (7:30 a.m.)	Undercover ethics	Harness the power of words	Social media goes to school
Sierra C, 5th Level		Produce like a pro	Broadcast script-writing tips for video	The art of the PSA
Sierra D, 5th Level		Uncommon journalism: Using the Common Core	Onward and upward	The latest in AEJMC scholastic journalism research
Sierra E, 5th Level		Handling controversial topics	The Client Job	From another perspective
Sierra F, 5th Level		Start your broadcast program for less than \$50,000	Copyright rules for video and multimedia	Resources for broadcast journalists
Sierra G, 5th Level		Meet and share ideas with NSPA	Google tips and tricks to make advising easier	Organized chaos
Sierra H, 5th Level		Press freedom in independent schools	Teach your staff to be effective photojournalists	Better every deadline
Sierra I, 5th Level		Breaking down barriers	You still have time	Building partnerships within your school community
Sierra J, 5th Level		Eureka! The map to better workflow	The chronicles of yearbook	Think like an Uber driver
Sierra K, 5th Level		Scripts, rules and rubrics	Can I use that?	Open forum for addressing censorship issues

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Noon	1 p.m.	2 p.m.	4 p.m.	Evening
Writing strong editorials and op-eds	All that color	Follow your alt	Write-off contest 28: Broadcast sports feature story	
Building a journalism brand in the digital age	Photojournalism basics (2 hours) <i>Preregistration required</i>		Write-off contest 37: Sports news (3 p.m.); 36: Broadcast news (4:30 p.m.)	
Photoshop does that?	Accelerate your team's success (2 hours)		Write-off contest 40: Commentary (3 p.m.); 39: Broadcast PSA (4:30 p.m.)	
	Roundtable for literary magazine advisers	Yearbook adviser roundtable		
Write-off contest 48: Online news package <i>Turn in entry by 2 p.m.</i>			Best of Show judging (4:30-8 p.m.)	
Write-off contest 44: Broadcast anchor (8 a.m.-2 p.m.)			Write-off contest 45: Broadcast newswriting	
Write-off contest 44: Broadcast anchor taping room (8 a.m.-2 p.m.)		Broadcast judges meet		
Adviser Hospitality (7:30 a.m.-5 p.m.) 2 p.m. — Meet SPLC's new executive director				
Write-off contest 46: Broadcast package work time <i>Turn in entry by 2 p.m.</i>			Write-off contest 22: Literary magazine photography	
Write-off headquarters Write-off lead judges check in (1-3:30 p.m.)				
Navigating through 280 characters	Yearbook = Journalism. Journalism = Yearbook	Credibility and the high school newsroom	Write-off contest 09: Newspaper layout	
50 ways to find the story	Zoom in, zoom out	Pushing the envelope in digital journalism	Write-off contest 10: Newsmagazine layout	
Bringing cinematography to broadcast journalism	Using VR to turn complex topics into simple stories	Make live sports broadcasts people watch	Write-off contest 17: Yearbook layout: Inside pages	
Yearbook summer boot camp	Stuck in the middle with you	From good to great		
All politics are local: Covering elections	How to investigate criminal justice issues	Sell more books!	Write-off contest 16: Yearbook layout: Theme	
So, you want to start a podcast?	Participatory educational communication: Reconnecting communities with schools (2 hours)		Write-off contest 18: Yearbook cover/endsheets	
Make it work: T.E.A.C.H.	Start fresh	Teaching news and media literacy	Write-off contest 19: Literary magazine layout	
Being a boss	Communication is key	Avoid staff infection	Write-off contest 23: Graphic design: Logo	
The significance of citizen journalism	Connecting with your community via social media	The great news debate	Write-off contest 25: Graphic design: Advertising	
Party in the margins!	Themespiration	Plan. Print. Post	Write-off contest 26: Graphic design: Photo illustration	
State laws protecting student press freedom	Legal issues in covering protests	How to be an effective leader	Write-off contest 24: Graphic design: Infographics	



Join us in Dallas this summer for the opportunity to sharpen and gain new skills in the areas of photography, graphic design, advertising, writing, leadership and more. Workshop registration opens in March.



DESIGN

Publication Design
Beginning Adobe InDesign
Advanced Adobe InDesign



NEWSPAPER

Newspaper Boot Camp
Feature Writing
Specialized Writing
Newspaper Editorial Leadership



ONLINE PUBLISHING

Online Publishing
Beginning Video
Advanced Video



PHOTOGRAPHY

Beginning Photography
Intermediate Photography
Advanced Photography



YEARBOOK

Yearbook Boot Camp
Yearbook Design and Concepts
Yearbook Editorial Leadership

Bonus classes offered on June 24.

JUNE 25-28, 2018
GLORIA SHIELDS WORKSHOP.COM

WRITE-OFF ROOM ASSIGNMENTS

Advisers: Check in at the Write-off desk at Golden Gate Registration Desk B, B2 Level (foyer), 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 7:45 a.m. Friday in order to be admitted to their 8 a.m. contests. The Write-off desk is open 1-6:45 p.m. Thursday and 7:30-10:30 a.m. Friday. Name substitutions must be made by noon Friday. Between 10:30 a.m. and 3 p.m. Friday, labels may be picked up in Pacific J, Fourth Level. If an ID label is lost, replacement fee is \$5.

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

Lead judges: Pick up material for contests 1-26 between 1 and 3:30 p.m. in Pacific J, Fourth Level.

Photography Judges: 8 a.m.-noon, Salon 15, Lower B2 Level

Broadcast Judges: Check schedule for assigned room/time.

Write-off Judges' Dinner/Judging: 6 p.m., Foothill C, Second Level

01 Newswriting.....	4 p.m., Nob Hill A-B, Lower B2 Level
02 Editorial Writing.....	4 p.m., Salon 9, Lower B2 Level
03 Feature Writing	4 p.m., Nob Hill C-D, Lower B2 Level
04 Sports Writing.....	4 p.m., Salon 10-11, Lower B2 Level
05 Review Writing.....	4 p.m., Salon 5-6, Lower B2 Level
06 Editorial Cartooning	4 p.m., Salon 9, Lower B2 Level
07 Commentary Writing.....	4 p.m., Salon 9, Lower B2 Level
08 News Editing/Headline Writing	4 p.m., Salon 2, Lower B2 Level
09 Newspaper Layout (online)	4 p.m., Sierra A, Fifth Level
10 Newsmagazine Layout (online).....	4 p.m., Sierra B, Fifth Level
11 Press Law & Ethics.....	4 p.m., Salon 3, Lower B2 Level
12 Yearbook Copy/Caption: Sports	4 p.m., Salon 7, Lower B2 Level
13 Yearbook Copy/Caption: Academics	4 p.m., Salon 7, Lower B2 Level
14 Yearbook Copy/Caption: Clubs	4 p.m., Salon 7, Lower B2 Level
15 Yearbook Copy/Caption: Student Life.....	4 p.m., Salon 7, Lower B2 Level
16 Yearbook Layout: Theme (online).....	4 p.m., Sierra E, Fifth Level, stay for critique
17 Yearbook Layout: Inside Pages (online).....	4 p.m., Sierra C, Fifth Level, stay for critique
18 Yearbook Cover/End Sheets (online).....	4 p.m., Sierra F, Fifth Level, stay for critique
19 Literary Magazine Layout (online)	4 p.m., Sierra G, Fifth Level, stay for critique
20 Literary Magazine Poetry	4 p.m., Salon 4, Lower B2 Level
21 Literary Magazine Illustration.....	4 p.m., Salon 4, Lower B2 Level
22 Literary Magazine Photography	4 p.m., Pacific I, Fourth Level
23 Graphic Design: Logo (online).....	4 p.m., Sierra H, Fifth Level, stay for critique
24 Graphic Design: Infographics (online)	4 p.m., Sierra K, Fifth Level, stay for critique
25 Graphic Design: Advertising (online).....	4 p.m., Sierra I, Fifth Level, stay for critique
26 Graphic Design: Photo Illustration (online)	4 p.m., Sierra J, Fifth Level, stay for critique
27 Themed Photography (online)	4 p.m., Salon 8, Lower B2 Level, stay for critique
28 Sports Action Photography (online).....	4 p.m., Salon 8, Lower B2 Level, stay for critique
29 Sports Feature Photography (online).....	4 p.m., Salon 8, Lower B2 Level, stay for critique
30 Feature Photography (online)	4 p.m., Salon 8, Lower B2 Level, stay for critique
31 General or Spot News Photography (online).....	4 p.m., Salon 8, Lower B2 Level, stay for critique
32 Photo Story (online)	4 p.m., Salon 8, Lower B2 Level, stay for critique
33 Portfolio (online)	4 p.m., Salon 8, Lower B2 Level, stay for critique
34 Photo Portrait (online)	4 p.m., Salon 8, Lower B2 Level, stay for critique
35 First-year Photo (online)	4 p.m., Salon 8, Lower B2 Level, stay for critique
36 Broadcast News Story (online).....	4:30 p.m., Pacific B, Fourth Level, stay for critique
37 Broadcast Sports News Story (online).....	3 p.m., Pacific B, Fourth Level, stay for critique
38 Broadcast Sports Feature Story (online).....	4 p.m., Pacific A, Fourth Level, stay for critique
39 Broadcast Commercial/PSA (online)	4:30 p.m., Pacific C, Fourth Level, stay for critique
40 Broadcast Commentary.....	3 p.m., Pacific C, Fourth Level, stay for critique
41 Short Documentary (online).....	4 p.m., Salon 14, Lower B2 Level, stay for critique
42 Videography (online)	4 p.m., Salon 15, Lower B2 Level, stay for critique
43 Broadcast Feature Story (online)	4 p.m., Salon 12-13, Lower B2 Level, stay for critique
44 Broadcast Anchor (on-site)	8 a.m., Pacific F, Fourth Level (taping in Pacific G)
45 Broadcast Newswriting (on-site)	4 p.m., Pacific F, Fourth Level
46 Broadcast Package (on-site).....	8 a.m., Pacific I, Fourth Level. Turn in entry by 2 p.m.
47 Video Package Editing (on-site)	8 p.m., Pacific I, Fourth Level. Turn in entry by 11 a.m.
48 Online News Package (on-site)	8 a.m., Pacific E, Fourth Level. Turn in entry by 2 p.m.

FRIDAY 7:30 a.m.

The number in parentheses after the level is the room's seating capacity.

7:30 a.m.

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.

All day Friday, Mission Corridor, B2 Level

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 now. Deadline for substitutions in preregistered categories is 10:30 a.m. Friday. No new entries will be accepted at the convention. Lost tickets will be replaced for \$5. Write-off personnel will move to Pacific J, 4th Level, at 10:30 a.m.

7:30-10:30 a.m. Friday, Golden Gate Registration Desk B, B2 Level (foyer)

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 provided by the University of Montana School of Journalism and the Temple University Klein College of Media and Communication.

7:30 a.m.-5 p.m. Friday, Pacific H, Fourth Level (90)

MEETING

QUILL AND SCROLL STUDENT ADVISORY BOARD

The Student Advisory Board will meet to discuss plans for the nationwide Quill and Scroll project. Only Q&S board members and student board members are invited.

Jeff Browne, Quill and Scroll, Iowa City, Iowa

7:30 a.m. Friday, Sierra B, Fifth Level (70)

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.

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

8 a.m. Friday, Foothill C, Second Level (220)

EVENT

CONVENTION CHECK-IN AND REGISTRATION, TRADE SHOW

Visit the vendors on the trade floor. 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, Golden Gate Ballroom, B2 Level

EVENT

JEA BOOKSTORE

Check out the new books, as well as popular best-sellers, at the JEA Bookstore. Nearly 200 items relating to journalism are available, including textbooks, curriculum development, yearbook, newspaper, design, photography, writing, desktop publishing, new media, advertising and broadcast. Did you forget Write-off supplies? Check here to buy stylebooks, paper and pens. Supplies are limited so shop early. Students are welcome.

8 a.m.-4 p.m. Friday, Golden Gate Ballroom, B2 Level

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.-noon Friday, Golden Gate Ballroom, B2 Level

EVENT

BEST OF SHOW DESK

Enter your newspaper, newsmagazine, literary arts magazine, broadcast, website or yearbook at the Best of Show desk by 4 p.m. Friday. Winners will be announced at

the Saturday awards ceremony.

8 a.m.-4 p.m. Friday, Golden Gate Ballroom, B2 Level

CONTEST

WRITE-OFF CONTEST 48: ONLINE NEWS PACKAGE

Those entered in the online news package contest will meet here for a short meeting. Contest ID label must be shown. Students leave to do their reporting then return to this room to work on their entry. Entries are due by 2 p.m.

8 a.m.-4 p.m. Friday, Pacific E, Fourth Level (37)

CONTEST

WRITE-OFF CONTEST 44: BROADCAST ANCHOR

Those entered in this contest will meet to write their scripts and to get their taping assignment. Contest ID label must be shown to enter. Students will give their presentation in Pacific G.

8 a.m. Friday, Pacific F, Fourth Level (21)

CONTEST

WRITE-OFF CONTEST 47: VIDEO PACKAGE EDITING

Students will meet to get instructions. Contest ID label must be shown to enter. Turn in entry by 11 a.m.

8 a.m. Friday, Pacific F, Fourth Level (48)

CONTEST

WRITE-OFF CONTEST 46: BROADCAST PACKAGE MEETING

Students will meet for the broadcast package contest. Contest ID label must be shown to enter. They will leave to do their reporting, then return at 11 a.m. to this room to complete their work. Final entries must be turned in by 2 p.m.

8 a.m. Friday, Pacific F, Fourth Level (48)

CONTEST

PHOTOGRAPHY CONTEST JUDGING

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

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

8 a.m. Friday, Salon 15, Lower B2 Level (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 the JEA Bookstore and on Facebook and Twitter.

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

8 a.m. Friday, Salon 9, Lower B2 Level (600)

9 a.m.

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.

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

9 a.m. Friday, Foothill C, Second Level (220)

GENERAL AUDIENCE

EDITOR-IN-RESIDENCE

Bill Elsen, primarily an editor during a 33-1/2-year career at The Washington Post, is editor-in-residence at this convention. 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 edits for Twice Media Productions, a video production company, and is a former board member of the Sigma Delta Chi Foundation of Washington, D.C. He teaches at journalism conventions and workshops, and has been a consultant in college newsrooms.

Bill Elsen, formerly of the Washington Post, Fairfax, Va.

9 a.m. Friday, Golden Gate Ballroom, B2 Level

DESIGN

TRUE COLOR OR OFF COLOR

No single visual element has more effect on a viewer than color. Color gets attention, sets a mood, sends a message. But what colors are the right ones? Using some basic principles, learn how to use color to enhance rather than detract from design.

Mimi Orth, CJE, Herff Jones, Altadena, Calif.
9 a.m. Friday, Nob Hill A-B, Lower B2 Level (80)

DESIGN

IDEAS FROM THE PROFESSIONALS

See how yearbook staffs use college viewbooks, magazines, television graphics and the web as inspirations for their books.

Laura Schaub, CJE, Lifetouch, Commerce City, Colo.
9 a.m. Friday, Nob Hill C-D, Lower B2 Level (80)

NEWS GATHERING

NEWS APPS: THE PROMISE AND PERILS OF NEWS IN YOUR POCKET

Push notifications and other app technologies raise cutting-edge opportunities for speed and relevance on the one hand and mistakes and miscalculations on the other. How often should you "push" a story, and which stories should be pushed? What should your staff avoid, and how can you correct a mistake? We'll consider these questions together to help your staff develop an approach to app technology.

Joelle Keene, CJE, Shalhevet High School, Los Angeles

9 a.m. Friday, Pacific A, Fourth Level (70)

NEWS GATHERING

EMPATHY: THE LOST ART OF UNDERSTANDING

Great stories start with one common thread: understanding your source. Discover why your interviews might be coming up short. This session will show you five of the most common mistakes in interviewing and how to correct these errors.

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

9 a.m. Friday, Pacific B, Fourth Level (70)

WRITING

STUDY ERNIE PYLE'S STYLE TO IMPROVE YOUR WRITING

World War II reporter Ernie Pyle was a master at capturing his audience. This session will show you examples of Pyle's work and how to apply that to your feature pieces and personal columns.

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

9 a.m. Friday, Pacific C, Fourth Level (70)

GENERAL AUDIENCE

THE POWER OF THE EDITORIAL POLICY (PART 1)

Learn about how to build the foundation of your student media, the editorial policy, and how it ties with your mission statement and ethical guidelines and staff manual. Part 2,

for hands-on work, will be Saturday.

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, Salon 2, Lower B2 Level (40)

GENERAL AUDIENCE, SPECIAL EXTENDED SESSION

THE TOTAL ONLINE PACKAGE (3 HOURS)

Packaged online stories that include text, embeddable interactive tools, and visuals can elevate your coverage and take your online story-telling to the next level. We'll learn, apply and critique in this hands-on session. Bringing a computer and mobile device/camera is recommended. Preregistration was required.

Aaron Manfull, MJE, Francis Howell North High School, St. Charles, Mo., And Michelle Balmeo, MJE, West Albany High School, Albany, Ore.

9-11:50 a.m. Friday, Salon 1, Lower B2 Level (40)

DESIGN

MASTERING ADVANCED INDESIGN SKILLS

This session will show you how to use InDesign to create eye-popping and on-trend design elements you see in print today. Come prepared to recreate your favorite designs by learning advanced skills and mastering those often-overlooked InDesign menu items.

Nicole Gravlin, Walsworth Yearbooks, San Jose, Calif.

9 a.m. Friday, Salon 4, Lower B2 Level (40)

NEWS GATHERING, SPECIAL EXTENDED SESSION

BETTER INTERVIEWS, BETTER STORIES (3 HOURS)

In this workshop-style session, students will experience the interviewing process from start to finish. They will learn how to find great sources, develop lists of quality questions, listen for storytelling quotes and eventually incorporate all those elements into great stories. Preregistration was required.

Jim Streisel, MJE, Carmel High School, Carmel, Ind.

9-11:50 a.m. Friday, Salon 3, Lower B2 Level (40)

FRIDAY 9 a.m.

LEADERSHIP AND TEAM BUILDING

BOOT CAMP BASICS

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.

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

9 a.m. Friday, Salon 5-6, Lower B2 Level (70)

STUDENT EVENT

BREAK WITH A PRO

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

9 a.m. and 10 a.m. Friday, Salon 7, Lower B2 Level (250)

FEATURED SPEAKER, PHOTOJOURNALISM

PHOTOJOURNALISM: HOW TO TURN PRO

A photojournalism professor will discuss traditional and nontraditional career paths for students who want to become visual storytellers. Komenich will draw on his own career in storytelling, including winning the Pulitzer in 1987 for his coverage of the Philippine revolution, a “people power” movement that toppled a tyrant.

Kim Komenich, San Francisco State University, San Francisco

9 a.m. Friday, Salon 9, Lower B2 Level (600)

LEADERSHIP AND TEAM BUILDING

LEADERSHIP ZEN STARTS NOW

Why wait until August to get ready for your 2019 publication? Jill and Mike are going to walk you and your staff through some cool tricks, hacks and simple procedures that you can implement on Monday. It's their publication.

Jill Chittum, MJE, Walsworth Yearbooks, Overland Park, Kan., and Mike Taylor, CJE, Walsworth Yearbooks, Mansfield, Texas

9 a.m. Friday, Salon 10-11, Lower B2 Level (70)

LEADERSHIP AND TEAM BUILDING

FORMING THE TRIBE

Learn tips on how to run your publications staff like one big happy family! Find out how

to get web and print to work as one and how to do it effectively without sacrificing quality on either end.

Rachel McCarver, MJE, and Roth Lovins, CJE, Columbus (Ind.) North High School

9 a.m. Friday, Salon 12-13, Lower B2 Level (160)

PHOTOJOURNALISM

PHOTOS TO IMPRESS

These 10 virtually unknown features of Photoshop will save you hours, produce more consistent results, and just plain make you look like a genius. Both beginners and experts will learn something new. Leave with powerful tools to make your Photoshop life impressive.

Brynda Everman, CJE, Balfour Publishing, Dallas

9 a.m. Friday, Salon 8, Lower B2 Level (400)

LEADERSHIP AND TEAM BUILDING

DEADLINE — IT'S NOT A DIRTY WORD

Does your staff have trouble meeting its deadlines? If so, that stops today. Learn 10 ideas to make sure that your staff stays on track, and deadlines are completed on time with ease.

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

9 a.m. Friday, Salon 14, Lower B2 Level (80)

Writing

HOW THE BEATLES TAUGHT ME CRITICAL THINKING: SGT. PEPPER

This multimedia lecture demonstrates how Beatles music aids the craft of critical writing, using Sgt. Pepper as an example for an interpretive essay. Breaking the record down using historical context, authorship issues, group dynamics, production elements, song-writing concerns, performance details and conceptual framework gives students a framework for approaching music as a writing topic. Artists such as Dylan, the Rolling Stones, Steely Dan, referenced in relation to this “critical grid.”

Tim Riley, Emerson College, Boston

9 a.m. Friday, Sierra A, Fifth Level (70)

ADVISING/TEACHING

UNCOMMON JOURNALISM: USING THE COMMON CORE

As Common Core (or other learning standards) become the law of the land, journalism programs need to adapt to

these standards. Having led three different courses through this process, the presenter can provide practical advice on how to manage without losing sanity.

Dean Bradshaw, CJE, Stevenson High School, Lincolnshire, Ill.

9 a.m. Friday, Sierra D, Fifth Level (14)

LAW AND ETHICS

UNDERCOVER ETHICS

One high school journalist won a Peabody Award for the undercover story he did exposing illegal Army recruiting practices at his school — but is going undercover an ethical practice or is it something to be avoided?

Jeff Browne, Quill and Scroll, Iowa City, Iowa

9 a.m. Friday, Sierra B, Fifth Level (70)

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.

Scott Collins, University Prep, Seattle

9 a.m. Friday, Sierra C, Fifth Level (70)

ADVISING/TEACHING

HANDLING CONTROVERSIAL TOPICS

Last year, Expressions found itself in national news concerning a letter to the editor on slohsexpressions.com about campus views concerning homosexuality. This session, by the adviser, will be a discussion of newspaper policy, how to deal with administration, and how students deal with public reaction.

Scott Nairne, San Luis Obispo (Calif.) High School

9 a.m. Friday, Sierra E, Fifth Level (56)

MULTIMEDIA BROADCAST

START YOUR BROADCAST PROGRAM FOR LESS THAN \$50,000

Journalism knowledge? Check. Technical knowledge on how to put together a broadcast studio in your school? Unsure. This is one of the major roadblocks to implementing a broadcast program for many educators. Get purchase lists, setup diagrams and more at this session.

David Weikert, CJE, Northeastern High School of York County, Manchester, Pa.

9 a.m. Friday, Sierra F, Fifth Level (48)

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.

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

9 a.m. Friday, Sierra G, Fifth Level (14)

LAW AND ETHICS

PRESS FREEDOM IN INDEPENDENT SCHOOLS

This session will explore the conundrum of freedom of speech in schools without First Amendment protections. We will discuss strategies for building trust and a positive relationship with school administration and pedagogical and mission-based arguments for student press freedoms.

Kristin Taylor, CJE, The Archer School for Girls, Los Angeles

9 a.m. Friday, Sierra H, Fifth Level (60)

NEWS GATHERING

BREAKING DOWN BARRIERS

Has your staff dealt with the issue of being accused of being too "political" or favoring certain topics? Are you stuck in a story-idea rut? This session explores ways you can do cutting-edge journalism, break out of your comfort zone and rejuvenate your media!

Kate Klonowski, MJE, Kent (Ohio) State University

9 a.m. Friday, Sierra I, Fifth Level (60)

LEADERSHIP AND TEAM BUILDING

EUREKA! THE MAP TO BETTER WORKFLOW

Going digital gives staffs advantages, but it's easy to get lost in cyber ideas without improving processes. This session looks at "eureka" moments when we found sweet spots between digital and analog for better workflow and communication to improve collaboration and the quality of publications.

Shari Adwers, MJE, Grosse Pointe North High School, Grosse Pointe Woods, Mich., and Ava Butzu, Grand Blanc (Mich.) High School

9 a.m. Friday, Sierra J, Fifth Level (60)

ADVISING/TEACHING

SCRIPTS, RULES AND RUBRICS

We ask so much from our student journalists. Let's give them the best chance

at success by providing checklists that keep them on the right path. (For advisers and editors.)

Kelly Wilkerson, Davis (Calif.) Senior High School

9 a.m. Friday, Sierra K, Fifth Level (60)

10 a.m.

DESIGN

DESIGN SO COOL IT WILL MAKE YOUR EYES BLEED

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

Karl Grubbaugh, CJE, Granite Bay (Calif.) High School

10 a.m. Friday, Foothill C, Second Level (220)

GENERAL AUDIENCE

COMPLETE COVERAGE; COMPELLING STORIES

Exceptional yearbook coverage comes from stories about the people on your campus. You want to capture their personalities, understand their lingo, and appreciate their world. See how solid questions and conversation in small group interviews will help you develop storytelling spreads.

Mimi Orth, CJE, Herff Jones, Altadena, Calif., and Rebecca Chai, Walnut (Calif.) High School

10 a.m. Friday, Nob Hill A-B, Lower B2 Level (80)

NEWS LITERACY, SPECIAL EXTENDED SESSION

HOW TO OUTSMART TROLLS AND TROUBLEMAKERS (2 HOURS)

In this two-hour session, get the skills to sort through the good, the bad and the ugly in the quest for truth. Explore what fake news is and isn't, the dangers and motivations behind it, and your journalistic responsibilities. Can you ace our Fake-or-Real Challenge?

Barbara McCormack, Newseum, Washington, D.C., and Rod Satterthwaite, MJE, Palo Alto (Calif.) High School

10-11:50 a.m. Friday, Pacific C, Fourth Level (70)

LEADERSHIP AND TEAM BUILDING, SPECIAL EXTENDED SESSION

YEARBOOK JUMP START: 2018-2019 PLANNING (2 HOURS)

Editors/leaders for the 2018-2019 yearbook plan to attend this two-hour session to get a jump start on the new book. We'll talk theme development, leadership and team building and have plenty of hands-on activities so please plan to stay for the entire session. Preregistration was required.

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

10-11:50 a.m. Friday, Pacific A, Fourth Level (70)

ADVISING/TEACHING

ROUNDTABLE FOR ONLINE MEDIA ADVISERS

If you're new to advising an online 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.

Sheila Jones, CJE, Littleton, Colo.

10 a.m. Friday, Pacific D, Fourth Level (14)

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 court cases or understand the importance of your publication's forum status, join us here.

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

10 a.m. Friday, Salon 2, Lower B2 Level (40)

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.

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

10 a.m. Friday, Nob Hill C-D, Lower B2 Level (80)

FRIDAY 10 a.m.

WRITING

WRITE STORIES WITH IMPACT

Want to write stories that have an impact? Then make people care about the issue. Practical tips on writing better stories. Localize, humanize and write stories that make the world a better place.

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

10 a.m. Friday, Pacific B, Fourth Level (70)

WEB

DON'T BE BASIC

Newspaper has the potential to be more than just weekly news stories or food reviews. Here are some ways to engage your readers in other ways from monthly schoolwide contests to Adobe Spark tips. *Cassie Valdez, Southwest Career Technical Academy, Las Vegas*

10 a.m. Friday, Salon 4, Lower B2 Level (40)

ADVISING/TEACHING

MEET SPLC'S NEW EXECUTIVE DIRECTOR

Meet new SPLC Executive Director Hadar Harris over a cup of coffee at Adviser

Hospitality. She's eager to hear your feedback about how SPLC can continue to aid and train students and get ideas about how to advocate on behalf of advisers at risk. *Hadar Harris, Student Press Law Center, Washington, D.C.*

10 a.m. Friday, Pacific H, Fourth Level (90)

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 staff effectively.

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

10 a.m. Friday, Salon 5-6, Lower B2 Level (70)

PHOTOJOURNALISM

GETTING THAT GREAT SPORTS IMAGE

Students in this session will get tips on things to be looking for while out shooting sports. Everything from who to take pictures of, to where to stand and what equipment

to use. Come learn from a former professional photojournalist.

Michael Reeves, CJE, James Bowie High School, Austin, Texas

10 a.m. Friday, Salon 8, Lower B2 Level (400)

FEATURED SPEAKER, NEWS GATHERING

BREAKING NEWS BACKSTORY: COVERING THE 'GHOST SHIP'

The team that won the 2017 Pulitzer Prize for breaking news talks about what the Pulitzer jury called their "relentless coverage" of a fire at a warehouse party in Oakland, its aftermath and lessons learned about the power of investigative reporting.

David DeBolt, Matthias Gafni and Marisa Kendall, East Bay Times (Bay Area News Group), Walnut Creek, Calif., and Victor Hernandez, Banjo, Las Vegas

10 a.m. Friday, Salon 9, Lower B2 Level (600)

FEATURED SPEAKER, WRITING

THE POLITICS OF LANGUAGE

Wheelchair-bound. Same-sex marriage. All Lives Matter. It's easy for journalists to offend people, even when they're trying to be more inclusive. In this interactive session,

Visit "BITTERSWEET WINDS"



Meet RICHIE PLASS at

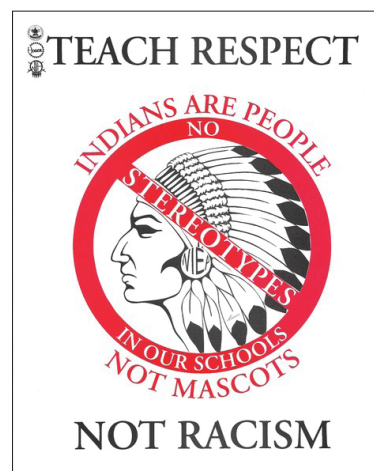
Booth 504

1-7 p.m. Thursday
8 a.m.-4 p.m. Friday
Golden Gate Hall

I am Richie Plass, a Menominee and Stockbridge/Munsee from Wisconsin. I have been collecting images and marketing devices related to Native American stereotypes since I was MY high school's mascot.

"*Bittersweet Winds*" is a collection of respected cultural images, craft and artwork from Native cultures as well as sports teams' mascots and logos, children's toys, movie posters, etc., used to sell everything from movies to water to pumpkin seeds to athletic teams.

Please visit Booth 504 and attend
"My Name and Image Are Not For Sale"
10 a.m. Friday in Salon 14, Lower B2.
I am also available for interviews.



the editor of "The Diversity Style Guide" will help you write with accuracy and sensitivity about a diverse world.

Rachele Kanigel, San Francisco State University, San Francisco

10 a.m. Friday, Salon 10-11, Lower B2 Level (70)

LEADERSHIP AND TEAM BUILDING

ORGANIZE THE CHAOS

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

Nancy Hastings, MJE, Highland, Ind.

10 a.m. Friday, Salon 12-13, Lower B2 Level (160)

GENERAL AUDIENCE

MY NAME AND IMAGE ARE NOT FOR SALE

So many schools, universities and pro sports teams use my name and image for their mascots and/or images, make money from sales of various items but never have asked me for my permission. As an enrolled member of a Federal Native American tribe, who owns my rights? If your school is looking to drop or has dropped its Native American-themed mascot/logo, come join in the discussion.

Richie Plass, Bittersweet Winds, Green Bay, Wis.

10 a.m. Friday, Salon 14, Lower B2 Level (80)

WRITING

HARNESS THE POWER OF WORDS

Let's discuss ways writers can unlock mysteries surrounding powerful writing. We will unveil secrets to inspire with verbal images allowing audiences to take memorable journeys. Learn to use compelling words and techniques revealing the essence of people's stories in writing for yearbooks, magazines and newspapers.

Linda Ballew, MJE, Park University, Great Falls, Mont.

10 a.m. Friday, Sierra B, Fifth Level (70)

LEADERSHIP AND TEAM BUILDING

'WHEN': PERFECT TIMING IN STUDENT MEDIA

This session about time management will provide strategies for leading a productive, engaged staff (from training to traditions and with an emphasis on deadlines and efficiency) while incorporating practical takeaways from Daniel Pink's new book "When" and the science of perfect timing.

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

10 a.m. Friday, Sierra A, Fifth Level (70)

MULTIMEDIA BROADCAST

BROADCAST SCRIPT-WRITING TIPS FOR VIDEO

Great storytelling begins with great writing whether you are producing a newspaper, yearbook, or web story. But people often forget about this process when they start to create a video. Discover how strong script writing can elevate the quality of your broadcast and web video.

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

10 a.m. Friday, Sierra C, Fifth Level (70)

ADVISING/TEACHING

THE CLIENT JOB

Are you the go-to for all things media related at your school? In this session, we'll talk about "The Client Job" – an annual project each student completes to build relationships with programs in the building and grow their multimedia skills.

Jessica Hunziker, MJE, Castle View High School, Castle Rock, Colo.

10 a.m. Friday, Sierra E, Fifth Level (56)

ADVISING/TEACHING

ONWARD AND UPWARD

It is easy to get lost in survival mode each school year, but you can do more with less. This session will give ideas to devise an action plan where everyone buys in. Hop off the struggle bus and create direction with your team.

Rebecca Pollard, MJE, Lovejoy High School, Lucas, Texas

10 a.m. Friday, Sierra D, Fifth Level (14)

ENTREPRENEURSHIP

YOU STILL HAVE TIME

Your yearbook is probably dropping into your student body's hands sooner than you'd like. Why? You still have too many unsold copies. Come to this session for 20 great ideas to make sure that the school year ends with your bill paid in full.

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

10 a.m. Friday, Sierra I, Fifth Level (60)

● GENERAL AUDIENCE

THE CHRONICLES OF YEARBOOK

Covering a whole year worth of events is challenging but not impossible. Examples and strategies for how to achieve a chronologically ordered yearbook will be discussed.

Russel Valdez, Southwest Career and Technical Academy, Las Vegas

10 a.m. Friday, Sierra J, Fifth Level (60)

MULTIMEDIA BROADCAST

COPYRIGHT RULES FOR VIDEO AND MULTIMEDIA

Your student makes an award-winning video promotional package for the statewide journalism competition finals but is disqualified due to a copyright violation by not following the licensing rules for the music he chose. Avoid this fate. Learn about copyright rules and sources for legal music.

David Weikert, CJE, Northeastern High School of York County, Manchester, Pa.

10 a.m. Friday, Sierra F, Fifth Level (48)

ADVISING/TEACHING

GOOGLE TIPS AND TRICKS TO MAKE ADVISING EASIER

In this session, advisers will learn tips and tricks to creating a shared workflow environment for their staff with Google Drive. From story sign-ups to checklists and everything in between, Drive can work for you and your staff.

Kaitlin Edgerton, Grosse Pointe South High School, Grosse Pointe Farms, Mich.

10 a.m. Friday, Sierra G, Fifth Level (14)

● ADVISING/TEACHING

TEACH YOUR STAFF TO BE EFFECTIVE PHOTOJOURNALISTS

For new yearbook advisers: This session will cover five instructional lessons with hands-on assignments that will help students properly use the SLR camera, compose better photographs, know more about sports photography, how best to take great classroom candid photos plus cover tips on photo organization.

Joy Lessard, Ellensburg, Wash.

10 a.m. Friday, Sierra H, Fifth Level (60)

LAW AND ETHICS

CAN I USE THAT?

Taking a photo from a web search to illustrate a story is easy, but is it legal? Learn how copyright law limits your ability to use things you didn't create in your media as well as tactics for finding things you can legally use.

Mark Goodman, Kent (Ohio) State University

10 a.m. Friday, Sierra K, Fifth Level (60)

11 a.m.

NEWS GATHERING

COVERING A TRAGIC EVENT IN YOUR PUBLICATION

There is a very delicate balance on the right way to cover a tragedy, and you want to make sure you give it the respect it deserves. Learn how to honor the victims while still telling an accurate story.

Sarah Lerner, CJE, Marjory Stoneman Douglas High School, Parkland, Fla.

11 a.m. Friday, Foothill C, Second Level (220)

DESIGN

TOP ADVISERS DISCUSS YEARBOOK TRENDS

Join a panel of honorees in JEA's 2017 National Yearbook Adviser of the Year competition for a far-reaching discussion and Q&A session.

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

Panelists: *Brenda Field, MJE, Glenbrook South High School, Glenview, Ill.; Allie Staub, CJE, Westfield (Ind.) Middle School; Leland Mallett, CJE, Legacy High School, Mansfield, Texas; and Laura Zhu, CJE, Toby Johnson Middle School, Elk Grove, Calif.*

11 a.m. Friday, Salon 5-6, Lower B2 Level (70)

GENERAL AUDIENCE

HOW TO KILL IT!

From writing to design to multimedia storytelling there are journalists KILLING IT. Sadly, many high school students are not telling interesting stories. Come to this session to learn how to tell great stories on any platform.

Jonathan Rogers, MJE, Iowa City (Iowa) High School

11 a.m. Friday, Nob Hill A-B, Lower B2 Level (80)

● DESIGN

NEWSPAPER DESIGN FOR BEGINNERS

Are you one of those folks who has no background in design but knows you'll be doing design next year? This session is for you. You'll learn a language for the basics of design in 10 easy steps as well as some other useful design C.R.A.P.

C.E. Sikkenga, Grand Haven (Mich.) High School

11 a.m. Friday, Pacific B, Fourth Level (70)

DESIGN

STEP-BY-STEP DESIGN

Planning the content makes designing pages a breeze. Follow this process and learn to design pages with strong visual interest in a quick and easy manner.

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

11 a.m. Friday, Nob Hill C-D, Lower B2 Level (80)

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.

Nick Homburg, Kansas State University, Manhattan, Kan.

11 a.m. Friday, Salon 2, Lower B2 Level (40)

WRITING

COPY COACHING

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

Susan Massy, Shawnee Mission Northwest High School, Shawnee, Kan.

11 a.m. Friday, Salon 4, Lower B2 Level (40)

LEADERSHIP AND TEAM BUILDING

FUN AND GAMES FOR TEAM BUILDING

Kick off your shoes and get your staff on the same page quickly with games that encourage participation, trust, listening, risk taking, and just plain fun. Journalism staffs that play together, stay together.

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

11 a.m. Friday, Salon 7, Lower B2 Level (250)

PHOTOJOURNALISM

THESE ARE THE ONLY PHOTOS WE HAVE?

Sometimes, when you design your spread, your photo choices are really limited. Picking the best photos (from what you have) can be a bit of an art. The emphasis of this breakout will be on choosing and editing photos, showing you how to "fix" some photo problems in Lightroom. And, more important, it will give you pointers on how to avoid this problem in the first place!

Kathy Daly, KDaly Photography, Denver, Colo.

11 a.m. Friday, Salon 8, Lower B2 Level (400)

FEATURED SPEAKER, GENERAL AUDIENCE

THE FRONT LINES OF FREE SPEECH: A LAWYER AND REPORTER'S ROUNDTABLE

How do issues such as fake news, censorship, access to government data, privacy and surveillance play out in real-life journalism? Two attorneys join an investigative reporter and a veteran broadcaster for an interactive question-and-answer discussion of how the First Amendment is faring under fire and what that means on a day-to-day level for working journalists.

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

Panelists: *Thomas Peele, East Bay Times (Bay Area News Group), Oakland, Calif.; Nate Cardozo, Electronic Frontier Foundation, San Francisco; Victoria Baranetsky, The Center for Investigative Reporting, Emeryville, Calif.; and Greg Retsinas, KGW Media Group, Portland, Ore.*

11 a.m. Friday, Salon 9, Lower B2 Level (600)

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.

Peggy Gregory, CJE, Phoenix, and Jo Zimmerman, MJE, Thousand Oaks, Calif.

11 a.m. Friday, Pacific D, Fourth Level (14)

FEATURED SPEAKER, GENERAL AUDIENCE

THE CHANGING FACE OF BUSINESS JOURNALISM

How people work, who generates jobs, what people consume and where the next startups will come from aren't just business stories — they're multicultural moments that tell us where society is headed. A reporter for Reuters talks about how tech and diversity are driving business news today.

Salvador Rodriguez, Reuters, San Francisco

11 a.m. Friday, Salon 10-11, Lower B2 Level (70)

WRITING

SPIT. AND POLISH.

Transforming a good story into a great story can require just one more revision. A few refinements will help experienced writers (and writing teachers/coaches) elevate

improvement efforts. Bring a copy of one of your own stories (no, you won't have to share it) to get you thinking.

Kathy Craghead, MJE, Mexico, Mo.

11 a.m. Friday, Salon 12-13, Lower B2 Level (160)

ADVISING/TEACHING

SOCIAL MEDIA GOES TO SCHOOL

Social media has arrived in the classroom.

Now, it needs to find its place in the educational setting. Teachers need to assess the strategies for incorporating the benefits of social media into their curriculum, and to do this, they also need to construct and know the policies guiding them as they learn to effectively teach an awareness of the best practices for implementing social media into students and teachers' communication behaviors.

Linda Ballew, MJE, Park University, Great Falls, Mont.

11 a.m. Friday, Sierra B, Fifth Level (70)

LEADERSHIP AND TEAM BUILDING

DON'T JUST TAKE CHARGE — LEARN TO LEAD

The dynamic of your staff directly affects the quality of your book, and this all starts with editorial leadership. Set the tone for a fun, productive year by learning how to effectively lead your staff to producing your best publication yet!

Sabrina Schmitz, CJE, Walsworth Yearbooks, Tampa, Fla.

11 a.m. Friday, Salon 14, Lower B2 Level (80)

GENERAL AUDIENCE

ALL THINGS YEARBOOK

Tons of verbal and visual spark plugs will inspire you with terrific themes, cool coverage, perfect pictures and delicious design. Share an awesome alliteration of innovative, inspirational ideas with us.

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. Friday, Sierra A, Fifth Level (70)

MULTIMEDIA BROADCAST

THE ART OF THE PSA

Use public service announcements to draw your audience's attention to a topic of importance. In this session, you'll laugh, you'll cry, you'll see how it's done.

Alyssa Boehringer, CJE, McKinney (Texas) High School

11 a.m. Friday, Sierra C, Fifth Level (70)

ADVISING/TEACHING

THE LATEST IN AEJMC SCHOLASTIC JOURNALISM RESEARCH

Learn about the research that college and university journalism educators from around the world are conducting relating to scholastic journalism.

Mark Goodman, Kent (Ohio) State University

11 a.m. Friday, Sierra D, Fifth Level (14)

LEADERSHIP AND TEAM BUILDING

FROM ANOTHER PERSPECTIVE

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

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

11 a.m. Friday, Sierra E, Fifth Level (56)

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 professional journalists to follow.

Scott Collins, University Prep, Seattle

11 a.m. Friday, Sierra F, Fifth Level (48)

ADVISING/TEACHING

ORGANIZED CHAOS

Yearbook is a chaotic world, but we're here to show you some of the ways we manage to keep it organized. If you want to improve communication, stay on schedule, and meet those pesky deadlines then this is the session for you.

Allison Miller and Katie Clarke, Marcus High School, Flower Mound, Texas

11 a.m. Friday, Sierra G, Fifth Level (14)

LEADERSHIP AND TEAM BUILDING

BETTER EVERY DEADLINE

Your publication should be improving with each deadline. In this session, we will discuss how to build a culture of continuous improvement within your publication.

Annie Gorenstein Falkenberg, CJE, Longmont (Colo.) High School

11 a.m. Friday, Sierra H, Fifth Level (60)

NEWS GATHERING

THINK LIKE AN UBER DRIVER

Most cab rides are about 20 minutes. In that time your driver needs to earn your trust, get you personally invested and, hopefully, earn your tip. Come see how thinking like an Uber driver can help your coverage in the field.

Larry Steinmetz, CJE, Bullitt East High School, Mount Washington, Ky., and R.J. Morgan, CJE, University of Mississippi, University, Miss.

11 a.m. Friday, Sierra J, Fifth Level (60)

GENERAL AUDIENCE

BUILDING PARTNERSHIPS WITHIN YOUR SCHOOL COMMUNITY

Have you always wanted to build a strong partnership with your administration, coaches, parents and/or school community? Relationships matter. Come join this interactive session to provide you with strategies and ideas that help foster relationships that help support your journalism program.

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

11 a.m. Friday, Sierra I, Fifth Level (60)

LAW AND ETHICS

OPEN FORUM FOR ADDRESSING CENSORSHIP ISSUES

Facing censorship issues including prior review or just have legal or ethical questions? Come to discuss them with members of JEA's Scholastic Press Rights Committee.

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

11 a.m. Friday, Sierra K, Fifth Level (60)

Noon

NEWS GATHERING

THE PITTSBURG 6: BEFORE AND AFTER THE 15 MINUTES OF FAME

Meet the students who uncovered a principal's falsified credentials and rocked the nation, even earning an invite to the White House Correspondents' Dinner in Washington, D.C. Learn about obstacles they encountered and how you also can find your voice.

Emily Smith, CJE, and The Booster Redux staff, Pittsburg (Kan.) High School

Noon Friday, Foothill C, Second Level (220)

FRIDAY Noon

NEWS GATHERING

CROSSING BORDERS: COVERING RELIGION IN HIGH SCHOOL MEDIA

Religion is a part of many news stories on the world stage. How can your readers learn to untangle the web of reality, misunderstanding and prejudice, sacred text vs. interpretation, and more, to help your readers understand — or at least not make unnecessary mistakes? With preparation and sensitivity, stories that face religion head-on can break down barriers while strengthening the cohesiveness of your community.

Joelle Keene, CJE, Shalhevet High School, Los Angeles

Noon Friday, Nob Hill A-B, Lower B2 Level (80)

DESIGN

APPLYING DESIGN PRINCIPLES

If you don't know what's wrong, how do you make your pages look better? We'll look at basic concepts and tools to guide your decisions in improving layout. If you can apply these principles, your work will look

more professional, organized, unified and interesting. Really.

Linda Barrington, MJE, Brookfield, Wis.

Noon Friday, Nob Hill C-D, Lower B2 Level (80)

ENTREPRENEURSHIP

BUILDING A JOURNALISM BRAND IN THE DIGITAL AGE

Today, in addition to writing great stories, journalists also have to move that content online. Attendees will learn how to use social media and other digital tools to accelerate their content and build their brand at the personal and platform-level.

Nick Westergaard, University of Iowa, Iowa City, Iowa

Noon Friday, Pacific B, Fourth Level (70)

WRITING

WRITING STRONG EDITORIALS AND OP-EDS

The best editorial and opinion writing changes minds, educates the public and influences policy. In this working session, you use a strategy to capture an idea and

produce a high-impact draft with the power to inspire and inform.

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

Noon Friday, Pacific A, Fourth Level (70)

WRITING

BRING YOUR ENGLISH TEACHERS ON BOARD

Your publication staff has a powerful ally in its school's English department; use it. These folks are style and usage experts, and will often gladly help out with all things grammar, creativity and tone. Learn how to maximize their skills to make your publications stronger.

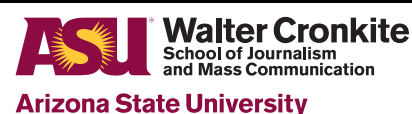
Rachel Prince, Horizon High School, Scottsdale, Ariz.

Noon Friday, Salon 3, Lower B2 Level (40)

GENERAL AUDIENCE

PHOTOSHOP DOES THAT?

These 10 virtually unknown features of Photoshop will save you hours, produce more consistent results, and just plain make



It's your time

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Renowned Faculty

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The **Walter Cronkite School of Journalism and Mass Communication** is a remarkable place at a remarkable time. In a rapidly evolving media landscape, employers around the world are looking for journalists and communications professionals who can produce in-depth enterprise reporting, lead innovation and engage audiences through immersive storytelling across digital, broadcast and print platforms. The Cronkite School prepares students to do exactly that.

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#FutureSunDevil



you look like a genius. Both beginners and experts will learn something new. Leave with powerful tools to make your Photoshop work for YOU!

Brynda Everman, CJE, Balfour Publishing, Dallas

Noon Friday, Pacific C, Fourth Level (70)

WEB, SPECIAL EXTENDED SESSION

DEVELOPING ENGAGING ONLINE PACKAGES USING MULTIMEDIA TOOLS (3 HOURS)

This session will expose students to best practices for online content through examining multimedia packages, demonstrate how to utilize a variety of multimedia tools and provide an opportunity for students to apply what they've learned. Students will report, create and share with the group. Preregistration was required.

Julia Satterthwaite, CJE, Monta Vista High School, Cupertino, Calif.

Noon-2:50 p.m. Friday, Salon 1, Lower B2 Level (40)

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.

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

Noon Friday, Salon 12-13, Lower B2 Level (160)

FEATURED SPEAKER, GENERAL AUDIENCE

HOW SILENCE CAN PROTECT FREE SPEECH

One of the biggest challenges to free speech is too much of it — the information that clutters our brains and confuses facts with clickbait. Learn how careful curation and deeply reported projects such as the Panama Papers are restoring trust in journalism.

Victoria Baranetsky, The Center for Investigative Reporting, Emeryville, Calif.

Noon Friday, Salon 10-11, Lower B2 Level (70)

WRITING

WHAT'S THE STORY?

Most stories start off messy, filled with words that don't take the reader anywhere.

Learn to take a story to its bare bones. You'll be amazed how selecting the best words and then adding the color and detail back will make the best story. Let's call it the 55-word story.

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

Noon Friday, Salon 14, Lower B2 Level (80)

PHOTOJOURNALISM

LIGHTROOM FOR BEGINNERS

From file management to photo editing, you'll learn the ins and outs to make your photos pop in Lightroom during this session.

Brooke Renna, Walsworth Yearbooks, Santa Rosa, Calif.

Noon Friday, Salon 15, Lower B2 Level (40)

● ADVISING/TEACHING

YES, YOU CAN!

Incorporating broadcast (video and audio) sounds daunting at first, but it's a lot easier to teach than you think. One adviser shares how to weave in broadcast segments into a course or even onto a publication staff easily and without stress.

Sandra Coyer, MJE, Puyallup High School, Puyallup, Wash.

Noon Friday, Salon 2, Lower B2 Level (40)

LAW AND ETHICS

FIND THE TRUTH WITH FOIA REQUESTS

You can always find the truth somewhere. In this session, learn how to obtain records from public agencies at the federal, state and local levels to enhance your reporting, learn the truth behind that new crazy policy, or even make headlines.

Leo Mercer, 601 East Ventures Corp, Flagstaff, Ariz.

Noon Friday, Salon 4, Lower B2 Level (40)

GENERAL AUDIENCE

YEARBOOK HACKS

These tips will make your life easier. We promise.

Lisa Lea Llewellyn, CJE, Walsworth Yearbooks, Dallas; Leland Mallett, CJE, Legacy High School, Mansfield, Texas; and Tiffani Womack, CJE, Lake Ridge High School, Mansfield, Texas

Noon Friday, Salon 5-6, Lower B2 Level (70)

FEATURED SPEAKER, GENERAL AUDIENCE

GEEK OUT!

Calling all digital nerds and those with tech questions. This lively session allows us to explore all things digital — think apps, think phones, think cameras, think what's the deal

with Alexa — via an informal town-hall style. *Robert Hernandez, USC Annenberg, Los Angeles*

Noon Friday, Salon 9, Lower B2 Level (600)

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 mock-ups 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. Preregistration was required

Noon-3:30 p.m. Friday, Salon 7, Lower B2 Level (250)

PHOTOJOURNALISM

PHOTOGRAPHERS: STAND HERE

This presentation could save your life. It is designed to help all photographers learn where to position themselves for sports and academic photography in order to be successful and capture the moment.

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

Noon Friday, Salon 8, Lower B2 Level (400)

● GENERAL AUDIENCE

NAVIGATING THROUGH 280 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 tweets from grammatical blunders to terrible typos and how journalists can avoid going viral.

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

Noon Friday, Sierra A, Fifth Level (70)

● ADVISING/TEACHING

YEARBOOK SUMMER BOOT CAMP

Engage your students in yearbook learning during the summer to develop skills and team morale before the school year even begins. This session will discuss the procedures and advantages of offering a summer media camp at your school.

Beth Brown, Northeastern High School, Manchester, Pa.

Noon Friday, Sierra D, Fifth Level (14)

GENERAL AUDIENCE

ALL POLITICS ARE LOCAL: COVERING ELECTIONS

Elections — whether they be the school board or the presidential race — affect your students. Learn practical tips for covering elections, hosting a mayoral debate, and engaging your readership on political topics. *Kathleen Mills, CJE, Bloomington (Ind.) High School South*

Noon Friday, Sierra E, Fifth Level (56)

ADVISING/TEACHING

MAKE IT WORK: T.E.A.C.H.

No one knows how to “make it work” with what you have better than teachers and mentors. You work with students every day, but are you TEACHing them? Come learn how iconic fashion mentor Tim Gunn has developed an acronym to help TEACH students effectively.

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

Noon Friday, Sierra G, Fifth Level (14)

GENERAL AUDIENCE

PARTY IN THE MARGINS!

Now more than ever, the voices of underrepresented populations need to be heard, especially in our student media. Learn how one program is taking steps to ensure that more students of color are exposed to the power of journalism and the fight for equity.

Sergio Yanes, Arvada (Colo.) High School

Noon Friday, Sierra J, Fifth Level (60)

MULTIMEDIA BROADCAST

BRINGING CINEMATOGRAPHY TO BROADCAST JOURNALISM

An award-winning student journalist will discuss how to integrate high quality cinematography and film technique into the basic structure of a broadcast segment.

Justin Raisner and Sophie Penn, Carlmont High School, Belmont, Calif.

Noon Friday, Sierra C, Fifth Level (70)

NEWS GATHERING

50 WAYS TO FIND THE STORY

The best stories in our publications are the result of the best reporting. If you're ready to move beyond the basic interview and get more interesting information, quotes and stories, this session will help.

Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.; Meghan Percival, MJE, McLean (Va.) High School; and Erinn Harris, MJE, Thomas Jefferson High School, Alexandria, Va.

Noon Friday, Sierra B, Fifth Level (70)

● WEB

SO, YOU WANT TO START A PODCAST?

This session will give tips on how to start producing your own podcasts. We'll talk about basic equipment on a budget, apps and ideas.

John Walter, CJE, Junction City (Kan.) High School

Noon Friday, Sierra F, Fifth Level (48)

LAW AND ETHICS

STATE LAWS PROTECTING STUDENT PRESS FREEDOM

Thirteen states have enacted laws that protect the rights of student journalists; lawmakers are debating ways to protect your rights each year. Learn how New Voices laws work, where this effort is heading and how you could work toward enacting legislation in your own state.

Mark Goodman, Kent (Ohio) State University, and Lori Keekley, MJE, St. Louis Park (Minn.) High School

Noon Friday, Sierra K, Fifth Level (60)

GENERAL AUDIENCE

THE SIGNIFICANCE OF CITIZEN JOURNALISM

Citizen journalism and other developing genres are challenging conventional “mainstream” and regional/niche outlets. General observations on this and case study notes of a CJ startup and operation are presented, along with implications for student journalism.

George Miller, CitizensJournalUS, Moorpark, Calif.

Noon Friday, Sierra I, Fifth Level (60)

LEADERSHIP AND TEAM BUILDING

BEING A BOSS

How can you manage a student-run newsroom when you are both peer and editor-in-chief. Come learn about strategies for building a mutually respectful hierarchy, implementing successful delegation and being the morale center for your team.

Kari Koshiol and Abby Letscher, Benilde-St. Margaret's, St. Louis Park, Minn.

Noon Friday, Sierra H, Fifth Level (60)

1 p.m.

● DESIGN

ALL THAT COLOR

Color is an effective way to enhance and tie-in your visual theme with your verbal statement. Learn some tips and tricks on

how to effectively incorporate color with a purpose into your design.

Gina Claus, Castle Rock (Colo.) Middle School

1 p.m. Friday, Pacific A, Fourth Level (70)

GENERAL AUDIENCE

FEATURE WRITING: TELLING THE REAL STORIES

Whether you're writing for a newspaper, a feature magazine, a blog or for a website, it's still all about quality writing and telling interesting and important stories. Where can you find unique story ideas? How do you locate good sources? And finally, how do you create the story that will grab your readers? This adviser has a wealth of ideas.

David Wallner, Madison, Wis.

1 p.m. Friday, Foothill C, Second Level (220)

PHOTOJOURNALISM, SPECIAL EXTENDED SESSION

PHOTOJOURNALISM BASICS (2 HOURS)

In this two-hour session, we'll learn the basics of ethical photojournalism. We'll learn how to use our cameras, compose great storytelling photos and use Photoshop, ethically, to enhance the photos not fake the photos. Students should bring their cameras to the session. Preregistration was required.

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

1-2:50 p.m. Friday, Pacific B, Fourth Level (70)

NEWS GATHERING

HOW TO LOCALIZE NATIONAL AND GLOBAL NEWS

With national and world events challenging the status quo in areas your readers may know little about, it's especially useful to have things explained in stories written specifically for them. From climate change and immigration to tax policy, disaster relief and much more, learn how to expand your definition of “local” so you can report these stories without repeating what others have said, making “outside news” some of your most important and widely read journalism.

Joelle Keene, CJE, Shalhevet High School, Los Angeles

1 p.m. Friday, Nob Hill A-B, Lower B2 Level (80)

WRITING

THEME COPY

Get some tips on how to make your theme copy come alive and give your yearbook continuity.

Susan Massy, Shawnee Mission Northwest High School, Shawnee, Kan.

1 p.m. Friday, Nob Hill C-D, Lower B2 Level (80)

LEADERSHIP AND TEAM BUILDING

ACCELERATE YOUR TEAM'S SUCCESS (2 HOURS)

Find out about the secret management technique used by journalism organizations like NPR and the New York Times. You will learn their method and leave with an actionable plan to manage your team assignments, motivate your whole staff and deliver quality — just like professionals do.

Brynda Everman, CJE, Balfour Publishing, Dallas

1 p.m. Friday, Pacific C, Fourth Level (70)

ADVISING/TEACHING

ROUNDTABLE FOR LITERARY MAGAZINE ADVISERS

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

Gary Lindsay, MJE, Cedar Rapids, Iowa

1 p.m. Friday, Pacific D, Fourth Level (14)

ADVISING/TEACHING

CERTIFICATION: MANAGING STUDENT PUBLICATIONS

This session will provide advisers with strategies for managing student publications. There will also be a Q&A to share current issues advisers have encountered. It is part of the certification training strand for those taking the CJE exam.

Jane Blystone, MJE, North East, Pa.

1 p.m. Friday, Salon 2, Lower B2 Level (40)

ADVISING/TEACHING

DEVELOPING A STAFF MANUAL

As an adviser, it is important to have all your expectations set in print. Having a staff manual is vital in developing a well-oiled machine.

Pedro Cabrera, CJE, Judson High School, Converse, Texas

1 p.m. Friday, Salon 3, Lower B2 Level (40)

LEADERSHIP AND TEAM BUILDING

DIVERSIFY JOURNALISM TODAY TO IMPROVE TOMORROW

This presentation will highlight why the prevalent issue of a lack of diversity in journalism is more serious than many people perceive it to be and will offer solutions for diversifying coverage and creating a more diverse newsroom.

Soumya Jhaveri, Palo Alto (Calif.) High School

1 p.m. Friday, Salon 4, Lower B2 Level (40)

● WRITING

10 STEPS TO BETTER FIRST DRAFTS

In this workshop, student journalists will learn 10 things they can do to make their first drafts stronger, their editors happier and their journalism better. Topics covered: leads, kickers, proof, nut graphs, attribution, punctuation and more.

Katina Paron, CJE, Baruch College, New York

1 p.m. Friday, Salon 5-6, Lower B2 Level (70)

LAW AND ETHICS, PHOTOJOURNALISM

OUR IMAGES ARE OUR LEGACY

With images being readily searchable using Flickr and Google, photographers need to be more aware of their rights regarding copyright and the long-term value of their images. And advisers need to make sure photographers have a contract detailing the rights of the school and the photographer.

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

1 p.m. Friday, Salon 8, Lower B2 Level (400)

FEATURED SPEAKER, MULTIMEDIA BROADCAST

THE LIVE IMPACT: FACEBOOK, PERISCOPE AND JOURNALISM

For good journalists, the ability to storytell is core. And the emergence of live streaming — increasingly by citizen journalists — is transforming how stories are told. Learn about current live-streaming trends, what's working across modern newsrooms and take a peek into what's coming next.

Greg Retsinas, KGW Media Group, Portland, Ore., and Victor Hernandez, Banjo, Las Vegas

1 p.m. Friday, Salon 9, Lower B2 Level (600)

FEATURED SPEAKER, GENERAL AUDIENCE

REPORTING WHILE HUMAN

Journalism demands that we connect with subjects and sources, and win their trust. Journalism also demands that we remain loyal first and foremost to readers and to the

truth. Navigating that contradiction is one of the profession's hardest, most emotionally fraught, and most important skills.

Daniel Duane, San Francisco

1 p.m. Friday, Salon 10-11, Lower B2 Level (70)

GENERAL AUDIENCE

WHAT JUDGES LOOK FOR IN YOUR PUBLICATION

Mystified by the critiques you receive for your publication? Wondering exactly what the standards are for journalism? Curious about whether it is worth it to compete? Come to this session and learn tips from a veteran adviser who has judged over the years for five state, regional and national press associations.

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

1 p.m. Friday, Salon 12-13, Lower B2 Level (160)

GENERAL AUDIENCE

BEYOND THE COVER: CONCEPT-DRIVEN STORYTELLING

If you're doing theme right, your yearbook's concept should be more than something that just lives on the cover and divider pages. Good yearbook concepts should be all about the stories you want (and need) to tell. In this session, we'll explore how to use a concept to open up coverage opportunities. Learn how to make your book more honest, authentic and inclusive.

Brenda Field, MJE, Glenbrook South High School, Glenview, Ill.

1 p.m. Friday, Salon 14, Lower B2 Level (80)

LEADERSHIP AND TEAM BUILDING

OH, JOY: PREPARING A DIGITAL PORTFOLIO

Are you thinking of applying for the journalist of the year contest? This session will go over the basics of applying for this contest, the keys to creating the winning portfolio, and tips and tricks to help you leave a lasting impression on the judges. Students who will be seniors in the fall and advisers are encouraged to attend.

Rebecca Pollard, MJE, Lovejoy High School, Lucas, Texas, and Meghan Bobrowsky, Scripps College, Claremont, Calif.

1 p.m. Friday, Salon 15, Lower B2 Level (40)

GENERAL AUDIENCE

ZOOM IN, ZOOM OUT

In storytelling we call it levels, in design it's hierarchy and in photography it's focus. Know what they all have in common?

FRIDAY 1 p.m.

They keep things interesting and tell more complete stories by mixing up the levels. *Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.; Meghan Percival, MJE, McLean (Va.) High School; and Erinn Harris, MJE, Thomas Jefferson High School, Alexandria, Va.*

1 p.m. Friday, Sierra B, Fifth Level (70)

NEWS GATHERING

YEARBOOK = JOURNALISM. JOURNALISM = YEARBOOK.

We all know that yearbook is a unique journalistic experience. But it works best when staffers truly think of themselves as reporters. Members of this experienced journalistic yearbook staff will provide unique ways to cover the year and push yourself to deepen your readers' experience. Chronological and other coverage techniques also will be highlighted.

Brian Wilson, MJE, and students, Palo Alto (Calif.) High School

1 p.m. Friday, Sierra A, Fifth Level (70)

ADVISING/TEACHING

STUCK IN THE MIDDLE WITH YOU

Advising in the middle school journalism world is unique, invigorating ... and sometimes challenging. Come join us as we discuss all things middle school in an engaging round-table discussion geared toward enhancing the three C's — communication, curriculum and camaraderie throughout JEA.

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

1 p.m. Friday, Sierra D, Fifth Level (14)

MULTIMEDIA BROADCAST

USING VR TO TURN COMPLEX TOPICS INTO SIMPLE STORIES

Media platforms like Seeker are using cutting-edge technology like augmented and virtual reality to take complex topics and simplify them for curious minds on multiple platforms. Find out what it takes!

Mark Lodato, Arizona State University, Phoenix, and Cailyn Bradley, Seeker, San Francisco

1 p.m. Friday, Sierra C, Fifth Level (70)

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.

Allisha Azlan, The Medill Justice Project, Evanston, Ill.

1 p.m. Friday, Sierra E, Fifth Level (56)

ADVISING/TEACHING

START FRESH

It's time for spring cleaning. Let's plan the 2019 high school yearbook with an entirely new approach. We'll look at common content areas that can cause trouble, and new ideas to replace them. Advisers only, please.

Brian Martinez, CJE, Jostens, Houston

1 p.m. Friday, Sierra G, Fifth Level (14)

LEADERSHIP AND TEAM BUILDING

COMMUNICATION IS KEY

Editors will gain knowledge and expertise in creating an open line of communication, to create a "sticky" team who stays together. There will be time to ask questions about managing a team, while learning tools about create a communication plan that sticks.

Kaitlin Edgerton, Grosse Pointe South High School, Grosse Pointe Farms, Mich.

1 p.m. Friday, Sierra H, Fifth Level (60)

MULTIMEDIA BROADCAST

PARTICIPATORY EDUCATIONAL COMMUNICATION: RECONNECTING COMMUNITIES WITH SCHOOLS (2 HOURS)

Educational communication is a transformative pedagogy in formal and informal science education, allowing students to take collective action around urgent local issues in our communities, reflecting on other larger national and global issues.

Reynaldo Morales, University of Wisconsin-Madison, Madison, Wis.

1 p.m. Friday, Sierra F, Fifth Level (48)

ENTREPRENEURSHIP

CONNECTING WITH YOUR COMMUNITY VIA SOCIAL MEDIA

We'll delve into the importance of connecting with the school community — and the community beyond the school — through social media. Learn how to establish yourself and your publication on various social media sites.

Joanna Chadwick, Derby (Kan.) High School

1 p.m. Friday, Sierra I, Fifth Level (60)

GENERAL AUDIENCE

THEMESPIRATION

Choosing a theme can be tricky and making it stick can be even trickier. In this session we will share fresh theme ideas for the 2019 year as well as how to execute them throughout the book with design, writing, features, and more.

Joyce Isleta, CJE, Walsworth Yearbooks, Carson, Calif., and Shea Suiter, Walsworth Yearbooks, North Hollywood, Calif.

1 p.m. Friday, Sierra J, Fifth Level (60)

LAW AND ETHICS

LEGAL ISSUES IN COVERING PROTESTS

From the Tea Party to Black Lives Matters, protests are regular events in many communities and even in schools. But journalists often find them challenging to cover. Learn the legal pitfalls and protections you have to cover protests on or off campus.

Mark Goodman, Kent (Ohio) State University

1 p.m. Friday, Sierra K, Fifth Level (60)

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, Pacific J, Fourth Level (90)

2 p.m.

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.

Janet Ewell, MJE, Huntington Beach, Calif.

2 p.m. Friday, Nob Hill A-B, Lower B2 Level (80)

FEATURED SPEAKER, MULTIMEDIA BROADCAST

NOT JUST GAMES — THE OLYMPICS BEAT

Doping scandals in Russia, nuclear tensions in Korea, Jewish and Muslim athletes bonding over judo. Clearly, covering the Olympics is more than counting medals. Learn how a veteran sportswriter achieved



The Mission neighborhood is one area where local mural artists display their work on building walls. Tourists to San Francisco can take city mural tours to see the variety of mural art. (Photo by Bella Guel, Menlo School, Atherton, California)

his journalism dream of covering the world's most important games — and cultures.

Alan Abrahamson, University of Southern California, Los Angeles

2 p.m. Friday, Salon 10-11, Lower B2 Level (70)

DESIGN

10 WAYS TO IMPROVE YOUR PRINT DESIGN

Outdated newspaper and yearbook designs? Struggling with awkward type and design furniture that just doesn't fit? The Design Doctor has some suggestions — for the short term and the long term.

Ron Johnson, St. Joseph, Mo.

2 p.m. Friday, Nob Hill C-D, Lower B2 Level (80)

DESIGN

FOLLOW YOUR ALT

Tired of seeing the same headline-photo-copy design structure in your publication? Learn how to structure your stories and pages using alternative storytelling formats that are sure to create some visual interest in your publication.

Roth Lovins, CJE, Columbus (Ind.) North High School

2 p.m. Friday, Pacific A, Fourth Level (70)

ADVISING/TEACHING

YEARBOOK ADVISER ROUNDTABLE

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

Joy Lessard, Ellensburg, Wash.

2 p.m. Friday, Pacific D, Fourth Level (14)

WRITING

COPY CAPERS

Opening and divider copy, traditional and alternative stories: All play a part to make your yearbook a paragon of journalistic excellence. Learn how to make copy sing a tune pleasant to the ear of all readers by adhering to the rules of good writing.

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

2 p.m. Friday, Salon 12-13, Lower B2 Level (160)

PHOTOJOURNALISM

THE ENVIRONMENTAL PORTRAIT

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

Mark Murray, Arlington (Texas)

Independent School District

2 p.m. Friday, Salon 14, Lower B2 Level (80)

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.

Peggy Watt, Western Washington University, Bellingham, Wash.

2 p.m. Friday, Salon 15, Lower B2 Level (40)

ADVISING/TEACHING

CJE/MJE CERTIFICATION STUDY SESSION

Teachers who will be taking 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, Salon 2, Lower B2 Level (40)

LAW AND ETHICS

NO 'NEW VOICES' LAW? YOU STILL HAVE RIGHTS!

It would be great if all 50 states had "New Voices" laws; but the reality is, most don't. Even when there is no student press rights law in place, school administrators can't just censor at will. Learn more from two who have fought the fight.

Kathy Schrier, MJE, Washington JEA, Seattle, and Vincent DeMiero, Mountlake Terrace (Wash.) High School

2 p.m. Friday, Salon 4, Lower B2 Level (40)

● ADVISING/TEACHING

FROM GOOD TO GREAT

If you are a newer adviser looking to improve your yearbook, this session is for you. Topics of discussion range from improving the book content and coverage to improving staff culture and goal-setting.

Beth Brown, Northeastern High School, Manchester, Pa.

2 p.m. Friday, Sierra D, Fifth Level (14)

**PACEMAKER
FINALISTS**

BOUND BY HERFF JONES

ANTELOPE HS
ANTELOPE, CA

ARAPAHOE HS
CENTENNIAL, CO

ATLEE HS
MECHANICSVILLE, VA

BROOKVILLE HS
LYNCHBURG, VA

CASA ROBLE HS
ORANGEVALE, CA

CHANTILLY HS
CHANTILLY, VA

CHRIST PRESBYTERIAN ACADEMY
NASHVILLE, TN

CORNING-PAINTED POST HS
CORNING, NY

GEORGE C. MARSHALL HS
FALLS CHURCH, VA

H.B. PLANT HS
TAMPA, FL

JAMES ENOCHS HS
MODESTO, CA

LAKE BRADDOCK SECONDARY
BURKE, VA

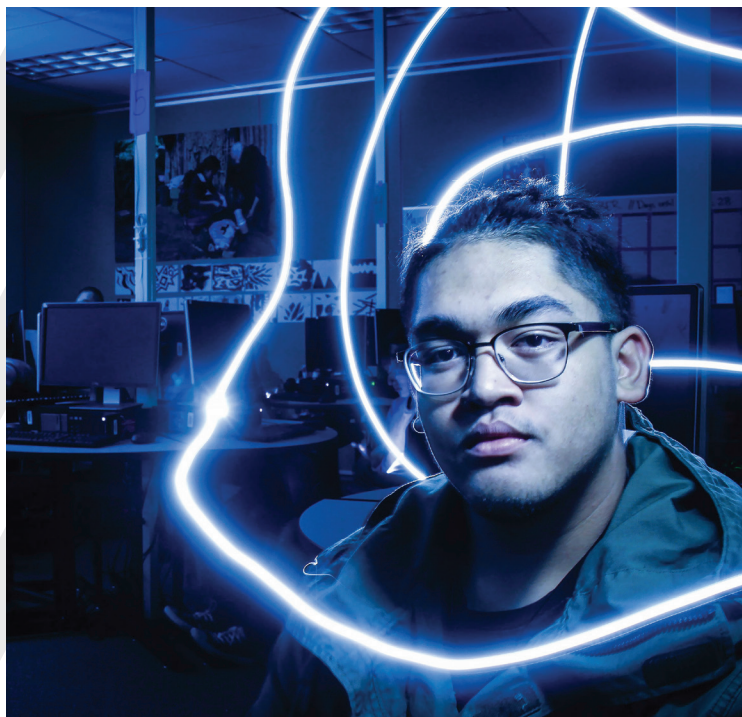
LAWRENCE HS
LAWRENCE, KS



ALAINA WHITTEN // SMOKY HILL HIGH SCHOOL // AURORA, CO

YOUR STORY IS OUR STORY.
PROOF OF LIFE LIVED.

SOMETHING THIS VITAL COULD ONLY BE
BOUND BY HERFF JONES.



DIANA KUTSENKO // **HERITAGE HIGH SCHOOL** // VANCOUVER, WA

LEWIS-PALMER HS
MONUMENT, CO

MCLEAN HS
MCLEAN, VA

MIRMAN SCHOOL
LOS ANGELES, CA

NOTRE DAME DE SION HS
KANSAS CITY, MO

POTOMAC FALLS HS
STERLING, VA

REDONDO UNION HS
REDONDO BEACH, CA

ROBINSON SECONDARY
FAIRFAX, VA

SALEM HS
SALEM, VA

SIERRA MS
PARKER, CO

SMOKY HILL HS
AURORA, CA

TOBY JOHNSON MS
ELK GROVE, CA

TRINITY CHRISTIAN SCHOOL
FAIRFAX, VA

WALNUT HS
WALNUT, CA

WEST HENDERSON HS
HENDERSONVILLE, NC



SEE THE PROOF AT

[BOUNDBY.US](https://boundby.us)

FRIDAY 2 p.m.

ADVISING/TEACHING

MEET SPLC'S NEW EXECUTIVE DIRECTOR

Meet new SPLC Executive Director Hadar Harris over a cup of coffee at Adviser Hospitality. She's eager to hear your feedback about how SPLC can continue to aid and train students. And, she'd like to get your ideas about how to advocate on behalf of advisers at risk.

Hadar Harris, Student Press Law Center, Washington, D.C.

2 p.m. Friday, Pacific H, Fourth Level (90)

WRITING

NEWS STORY STRUCTURE

Story structure: What is it and why does it matter? Learn different writing structures that can make a big impact on how you tell your stories.

Maggie Cogar, CJE, Ashland (Ohio) University

2 p.m. Friday, Salon 3, Lower B2 Level (40)

EDITING

EDIT LESS, COACH MORE

Good editors don't waste time rewriting copy. Learn how and why you should shift gears from being a fixer who makes changes to your reporters' articles to a coach who builds a strong writing staff.

Katina Paron, CJE, Baruch College, New York

2 p.m. Friday, Salon 5-6, Lower B2 Level (70)

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

Cindy Todd, Texas Association of Journalism Educators, Austin, Texas, and Deanne Brown, Westlake High School, Austin, Texas

2 p.m. Friday, Salon 8, Lower B2 Level (400)

FEATURED SPEAKER, GENERAL AUDIENCE

MUSLIMS, MINORITIES AND THE MEDIA

Since the election, Muslims and other minorities have faced the constant threat of hate attacks and policies targeting their civil rights. The media has likewise been targeted. This session will address the opportunity and responsibility journalists have to amplify authentic narratives from

minority communities.

Zahra Billoo, Council on American-Islamic Relations, Santa Clara, Calif.

2 p.m. Friday, Salon 9, Lower B2 Level (600)

MULTIMEDIA BROADCAST

MAKE LIVE SPORTS BROADCASTS PEOPLE WATCH

Learn how to not only start a live broadcast program in your school and community, but also how to add the professional touches that will create better live student broadcasters and draw in a viewership that supports your program.

Patrick Moring, CJE, Rampart High School, Colorado Springs, Colo.

2 p.m. Friday, Sierra C, Fifth Level (70)

ADVISING/TEACHING

TEACHING NEWS AND MEDIA LITERACY

Learn the basic tenets of news and media literacy and how to integrate this content into your journalism classroom. We'll explore the JEA news literacy curriculum, and you'll get hands-on experience with tested lessons for important skills such as fact-checking and identifying bias.

Megan Fromm, MJE, Colorado Mesa University, Grand Junction, Colo.

2 p.m. Friday, Sierra G, Fifth Level (14)

WEB

PUSHING THE ENVELOPE IN DIGITAL JOURNALISM

Student editors from some of the country's Pacemaker-finalist web staffs join each other in a panel discussion about their visions, common problems and solutions.

Moderated by Palo Alto High School student journalists.

Paul Kandell, Palo Alto (Calif.) High School

2 p.m. Friday, Sierra B, Fifth Level (70)

LEADERSHIP AND TEAM BUILDING

AVOID STAFF INFECTION

Advisers and editors — don't stress out every time you come into the journalism room. Use these tips to help motivate your staff. Give your staff a reason to want to be there!

Brian Martinez, CJE, Jostens, Houston

2 p.m. Friday, Sierra H, Fifth Level (60)

GENERAL AUDIENCE

THE GREAT NEWS DEBATE

What's more important in 2018? Long, well-written stories or powerful, quick reads that deliver relevant information. Let's discuss what readers want and how we can best

serve the needs of students living in an internet age.

Tom Gayda, MJE, North Central High School, Indianapolis

2 p.m. Friday, Sierra I, Fifth Level (60)

ADVISING/TEACHING

PLAN. PRINT. POST.

Your 2019 yearbook preparation starts today! Come learn how this adviser and her staff scout out design and theme inspiration (note: NEVER with old yearbooks); how they organize this visual inspiration digitally and traditionally using Trello and foam boards.

Lisa Lea Llewellyn, CJE, Walsworth Yearbooks, Dallas, and Tiffani Womack, CJE, Lake Ridge High School, Mansfield, Texas

2 p.m. Friday, Sierra J, Fifth Level (60)

LEADERSHIP AND TEAM BUILDING

HOW TO BE AN EFFECTIVE LEADER

Good leaders are made, not born. If you have the desire and willpower, you can become an effective leader or editor. Get tips for developing leadership, resolving conflicts and maintaining a positive attitude — it's all about people skills and communication.

Linda Barrington, MJE, Brookfield, Wis.

2 p.m. Friday, Sierra K, Fifth Level (60)

WEB

CREDIBILITY AND THE HIGH SCHOOL NEWSROOM

The presentation encompasses the changing and fast-paced challenges of mobile, online journalism, the First Amendment and the credibility of each reporter.

Mark Storer, Adolfo Camarillo High School, Camarillo, Calif.

2 p.m. Friday, Sierra A, Fifth Level (70)

ENTREPRENEURSHIP

SELL MORE BOOKS!

It's never too late to sell more books or too early to prep for next year! This session will examine marketing tactics to use until the end of the year and the best ways to prepare a successful marketing plan for the 2018-2019 year.

Danielle Sill, Walsworth Yearbooks, Concord, Calif., and Brooke Renna, Walsworth Yearbooks, Santa Rosa, Calif.

2 p.m. Friday, Sierra E, Fifth Level (56)

3 p.m.

CONTEST

WRITE-OFF CONTEST 37: BROADCAST SPORTS NEWS STORY

Students entered in this contest will meet for a critique. Contest ID label must be shown.

3 p.m. Friday, Pacific B, Fourth Level (70)

CONTEST

WRITE-OFF CONTEST 40: BROADCAST COMMENTARY

Students entered in this contest will meet for a critique. Contest ID label must be shown.

3 p.m. Friday, Pacific C, Fourth Level (70)

3:30 p.m.

ADVISING/TEACHING

CERTIFICATION TEST FOR CJE AND MJE CANDIDATES (2.5 HOURS)

Advisers who have applied to take the Certified Journalism Educator or Master Journalism Educator tests will do so now. Please bring your laptop.

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

3:30 p.m. Friday, Salon 1, Lower B2 Level (40)

4 p.m.

CONTEST

WRITE-OFF CONTESTS

Check Page 31 for room assignments. Arrive to the room by 3:45 p.m. with your contest ID label. Latecomers may be disqualified. Read the rules at the JEA website to know the supplies you will need for your contest. (Most on-site contests at 4 p.m. will require paper and pen.) Those who submitted entries online before the convention must meet for a critique session.

4 p.m. Friday, See Page 31 for room assignments

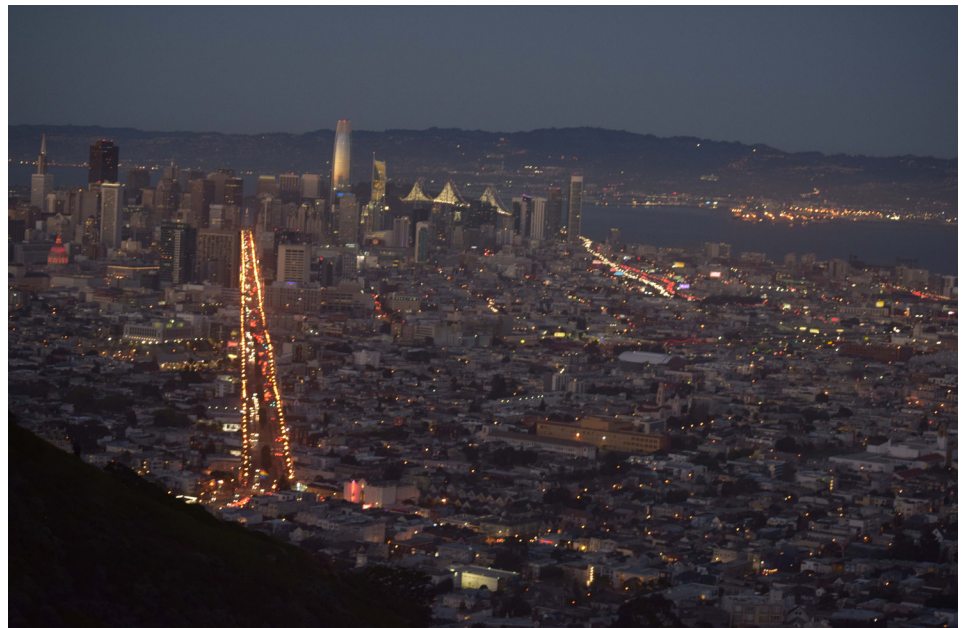
4:30 p.m.

CONTEST

WRITE-OFF CONTEST 36: BROADCAST NEWS STORY

Students entered in this contest will meet for a critique. Contest ID label must be shown.

4:30 p.m. Friday, Pacific B, Fourth Level (70)



From Twin Peaks, Market Street lights the way to the Ferry Building, with the downtown skyline and Bay Bridge framing the city. (Photo by Chris Peterson, Archbishop Riordan High School, San Francisco)

CONTEST

WRITE-OFF CONTEST 39: BROADCAST COMMERCIAL/PSA

Students entered in this contest will meet for a critique. Contest ID label must be shown.

4:30 p.m. Friday, Pacific C, Fourth Level (70)

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

6 p.m. Friday, Foothill C, Second Level (220)

8 p.m.

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

registration packet. Please check the ticket for your assigned table and time.

8 and 9 p.m. Friday, Salon 7, Lower B2 Level (250)

8:30 p.m.

ADVISER EVENT

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, books, San Francisco-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.

8:30-11 p.m. Friday, Atrium, Second Level

STUDENT EVENT

STUDENT DANCE

A dance for students will have music provided by a DJ. This is a good time to socialize with other student journalists from other parts of the country. Students must present their convention name badge to be admitted to the dance.

8:30-11 p.m. Friday, Salon 8-9, Lower B2 Level

SATURDAY AT A GLANCE

ROOM	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Nob Hill A-B, Lower B2 Level	Student Press Freedom 101	Covering controversy: Video journ., social responsibility	Humans of your school: The video	Journalism's deadly sins
Nob Hill C-D, Lower B2 Level	Great editor = Great leader	Why visual storytelling matters	The art of storytelling	Visual storytelling
Salon 1, Lower B2 Level	Photoshop and InDesign tips for advisers (2 hours)		InDesign tips and techniques for student publications (2 hours)	
Salon 2, Lower B2 Level	SOS — Systems of Success	Design Quest 2019	Listen up, leaders!	Pay attention to the pulse: Profiles and your publication
Salon 3, Lower B2 Level	Telling big stories that matter	Show your true colors	Could I have a word with you?	Seize the story
Salon 4, Lower B2 Level	Best staff ever	Newspaper and the principal	Review a movie, review the world	Breaking: Chaos ensues
Salon 5-6, Lower B2 Level	Coverage that counts	Confessions of a fontaholic	Write CAPTIONS, not CRAPtions	Write it tight, write it right
Salon 7, Lower B2 Level		LGBTQ media: Beyond the letters	Transgender Q&A	Sex, drugs and controversy
Salon 8, Lower B2 Level	National Journalism Quiz Bowl (3 hours)			
Salon 9, Lower B2 Level	Head of the class	Coverage: It's what sells		There's more to sports than football
Salon 10-11, Lower B2 Level		Sports: Players and coaches, not scores and stats	Designing and having fun on deadline	Antiviral design
Salon 12-13, Lower B2 Level	What to do with that new drone	On politics: Blogging the Trump presidency	Immersive storytelling	World of hurt: When hate goes online
Salon 14, Lower B2 Level	Narrative writing	Making your yearbook great is as easy as A, B, C	Better by design	How did THAT happen?
Salon 15, Lower B2 Level	It's what you do with it	Photo packaging in the 21st century	The writing lab	How to win awards your staff deserves
Golden Gate A, B2 Level				
Golden Gate Reg. Desk A, B2 Level	Convention check-in/registration, lost and found (8 a.m.-1 p.m.)			
Golden Gate C3, B2 Level	JEA Bookstore (8-11 a.m.)			
Mission Corridor, B2 Level	Publication exchange			

■ 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.
	Beyond the content: Becoming an inspirational editor	Free to tweet?	Unleash New Voices to #CureHazelwood	
	Activating girls' voices	Activating your voice	We're running a business here	
		Photoshop tips and techniques for student publications (2.5 hours)		
	Becoming a columnist	A field guide for fake news	We want you: Building your staff	
	Our lives through the lens	Stripped: The power of black-and-white photography	Looking for inspiration	
	Audio: It REALLY is important	16 editions, 32 weeks	Don't shy away from hard stories	
		Designers need to stop 'designing'	Not another InDesign session	
	Set up for awards ceremony			JEA/NSPA awards ceremony 3:30-6:30 p.m.
	Storytelling in broadcast news	Different points of view = Better reporting	Strategies for getting sources to talk	
		Drones, video, the decisive, moment — photo trends		
	God and the newsroom	Build it and they will come	This 'whine' is not so fine	
	Freelancing your work: Take it to the bank!	Connecting through social media and sports	Journalism student leaders deserve 'honors' credit	
	Adviser recognition luncheon (noon-2:30 p.m.)			
	Publication exchange			

SATURDAY AT A GLANCE

ROOM	8 a.m.	9 a.m.	10 a.m.	11 a.m.	
Foothill C, 2nd Level		On-site Critiques (9-11 a.m.) <i>Preregistration required</i>			
Pacific A, 4th Level	No yawning in yearbook	Write a story — or something else	In perfect sequence (2 hours) <i>Preregistration required</i>		
Pacific B, 4th Level	Coaching student journalists	Training truth seekers (2 hours)		Be a better writer: Revisions	
Pacific C, 4th Level	JEA Digital Media Committee meeting	Human journalism (3 hours) <i>Preregistration required</i>			
Pacific D, 4th Level	JEA Certification Committee meeting (7:30 a.m.)	JEA CTE Committee meeting		JEA Awards Committee meeting	
Pacific E, 4th Level	Best of Show judging (8 a.m.-noon)				
Pacific F, 4th Level	SoCal JEA updates	Scholastic press association roundtable (2 hours)			
Pacific H, 4th Level	Adviser hospitality (7:30 a.m.-noon)				
Pacific I, 4th Level		Journalist of the Year meet and greet (2 hours) <i>By invitation only</i>			
Pacific J, 4th Level	Write-off headquarters				
Sierra A, 5th Level		Fake it until you make it	Vulnerability within opinion writing	Love your print and online publications equally	
Sierra B, 5th Level		Give them something new	DSLR camera boot camp (2 hours) <i>Preregistration required</i>		
Sierra C, 5th Level		Techniques for memorable audio storytelling	Exploring visual patterns in broadcast video	Using stills in multimedia and broadcast video	
Sierra D, 5th Level		Editor-in-residence (9 a.m.-3:20 p.m.)			
Sierra E, 5th Level		Introduction to intellectual property	Why consider JEA certification?	Let's get organized	
Sierra F, 5th Level	Scholastic Press Rights Committee meeting (7:30 a.m.)	'Work Happy': Become a better editor	Bits to bytes: Digital marketing explained	Covering fantasy sports with Yahoo!	
Sierra G, 5th Level	Remember to breathe	The power of the editorial policy (Part 2)	New adviser? My advice ...	Advisers: It's lonely at the top	
Sierra H, 5th Level	Conflict in a crux	Help for new advisers	Working with administrators who don't understand	Open forum for addressing censorship issues	
Sierra I, 5th Level	Social media and media literacy	Building community, one book at a time	Elevate your work with editing	Yearbook like you're Snapchatting	
Sierra J, 5th Level	Yearbook overload	Photojournalism basics for advisers	You want to major in WHAT?	Big book? Think small	
Sierra K, 5th Level	The art of accuracy checks	May the Force be with you	Cultural appropriation	Editors: It's lonely at the top	

-  NEWS LITERACY
-  PHOTOJOURNALISM
-  WEB
-  WRITING

JEA/NSPA Spring 2018 • SAN FRANCISCO — 53

SATURDAY 7:30 a.m.

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.

All day Saturday, Mission Corridor, B2 Level

7:30 a.m.

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, Pacific D, Fourth Level (14)

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.-noon Saturday, Pacific H, Fourth Level (90)

MEETING

JEA 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.

Lori Keekley, MJE, St. Louis Park High School, St. Louis Park, Minn.

7:30 a.m. Saturday, Sierra F, Fifth Level (48)

8 a.m.

EVENT

JEA BOOKSTORE

Check out the new books and T-shirts, as well as popular best-sellers, at the JEA Bookstore. Nearly 200 items relating to journalism are available, including textbooks, curriculum development, design, photography, writing, desktop publishing, new media, advertising and broadcast.

8-11 a.m. Saturday, Golden Gate C3, B2 Level

EVENT

CONVENTION CHECK-IN AND REGISTRATION

Those needing to register for the convention or pick up their school packets should stop here. This also is convention lost and found. Items not picked up by 1 p.m. will be turned over to the hotel security department.

8 a.m.-1 p.m. Saturday, Golden Gate Registration Desk A, B2 Level (foyer)

LAW AND ETHICS

STUDENT PRESS FREEDOM 101

In a session geared to student journalists who will be taking on leadership roles this fall, we'll provide tips and best practices to avoid plagiarism, access public documents, follow copyright laws and obtain photos and images in the public domain.

Mike Hiestand, Student Press Law Center, Washington, D.C.

8 a.m. Saturday, Nob Hill A-B, Lower B2 Level (166)

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 leader.

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

8 a.m. Saturday, Nob Hill C-D, Lower B2 Level (166)

WRITING

NO YAWNING IN YEARBOOK

If you're going to write copy, don't put your readers to sleep. Write something worth reading. This session will give you tips on making your copy interesting and relevant while telling the story of the year.

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

8 a.m. Saturday, Pacific A, Fourth Level (70)



Walking distance from the Marriott Marquis, Yerba Buena Gardens offers guests a place to relax while enjoying the sights and sounds of the city. (Photo by Brando Castro, Archbishop Riordan High School, San Francisco)

ADVISING/TEACHING

COACHING STUDENT JOURNALISTS

What is the secret to good teaching? It's more than simply telling people to listen, take notes, memorize, then parrot back the words. The secret is coaching. By its very nature, coaching is personal. And that is what makes it powerful. Let's talk about this.

Linda Barrington, MJE, Brookfield, Wis.
8 a.m. Saturday, Pacific B, Fourth Level (70)

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, Pacific C, Fourth Level (70)

MEETING

SoCAL JEA UPDATES

We will discuss issues concerning journalism in Southern California, including planning for the upcoming JEA/NSPA Spring National High School Journalism Convention in Anaheim 2019.

Lacey Hatfield, Public Service Community School, Los Angeles, and Adriana Chavira, MJE, Daniel Pearl Magnet High School, Lake Balboa, Calif.

8 a.m. Saturday, Pacific F, Fourth Level (48)

● ADVISING/TEACHING

PHOTOSHOP AND INDESIGN TIPS FOR ADVISERS (2 HOURS)

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.

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

8 a.m. Saturday, Salon 1, Lower B2 Level (40)

WRITING

HEAD OF THE CLASS

Headlines are more than a pretty type treatment — they inform, sometimes entertain, attract the reader and work as an integral part of the story package. Get tips to make your headlines stronger and techniques used by others to create headlines that are memorable.

Linda Puntney, MJE, Manhattan, Kan.

8 a.m. Saturday, Salon 9, Lower B2 Level (1254)

DESIGN

IT'S WHAT YOU DO WITH IT

When you find the perfect design inspiration you have to figure out how to use it. This session will explore how two schools used the same design inspiration to drive the visual for their books with very different results.

Annie Gorenstein Falkenberg, CJE, Longmont (Colo.) High School, and Lindsay Safe, Sunny Hills High School, Fullerton, Calif.

8 a.m. Saturday, Salon 15, Lower B2 Level (80)

● 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.

Nick Homburg, Kansas State University, Manhattan, Kan.

8 a.m. Saturday, Salon 12-13, Lower B2 Level (160)

WRITING

NARRATIVE WRITING

The presentation will address narrative writing and the importance of incorporating a human element into all types of journalistic writing. Profile writing as well as other narrative forms will be covered.

Tara Verderosa, Spring Valley High School, Las Vegas

8 a.m. Saturday, Salon 14, Lower B2 Level (80)

LEADERSHIP AND TEAM BUILDING

SOS — SYSTEMS OF SUCCESS

This session will examine specific Systems of Success — recruiting, finding inspiration, summer planning, ladder, getting better photos, staff organization, deepening your coverage, caption writing, storytelling, quality control, fun — that will ensure that your book will come out on time and you'll love the process.

Jim Jordan, Walsworth Yearbooks, Fair Oaks, Calif.

8 a.m. Saturday, Salon 2, Lower B2 Level (80)

NEWS GATHERING

TELLING BIG STORIES THAT MATTER

Tackling politically charged issues in a student publication is tough, but reporters should explore topics of national conversation that affect their readers. Learn

how to find and tell stories that preserve the big picture impact of these issues while relating them directly to student life.

Lindsay Benedict, CJE, McLean (Va.) High School

8 a.m. Saturday, Salon 3, Lower B2 Level (80)

LEADERSHIP AND TEAM BUILDING

BEST STAFF EVER

This session is about building a yearbook culture both within your staff and your community. Let those other students WISH they were on the yearbook staff.

Alicia Merrifield, CJE, The Village School, Houston

8 a.m. Saturday, Salon 4, Lower B2 Level (80)

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, incorporating different formats and methods of organization. Make it a book they must have now and forever.

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

8 a.m. Saturday, Salon 5-6, Lower B2 Level (160)

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.

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

8 a.m. Saturday, Salon 8, Lower B2 Level (858)

● ADVISING/TEACHING

REMEMBER TO BREATHE

Are you a new adviser? Welcome to the yearbook world! You are now the teacher, CEO, bookkeeper and counselor of your school's small business ... and you have to grade it all! This session will provide ideas of how to tame this fun and exciting world.

Gina Claus, Castle Rock (Colo.) Middle School

8 a.m. Saturday, Sierra G, Fifth Level (14)

GENERAL AUDIENCE

CONFLICT IN A CRUX

Got conflict? This education mediator has answers to resolving your conflict with parents, staff, administrators and stakeholders ...peaceably. Come learn some top tips and mediation advice.



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Nicole Sanders, Willow Springs Middle School, Lucas, Texas

8 a.m. Saturday, Sierra H, Fifth Level (60)

NEWS LITERACY

SOCIAL MEDIA AND MEDIA LITERACY

As social media platforms continue to grow, they reach more audiences as a source of information. This presentation will explore those effects on media creators and their consumers.

Bex Hunter and Renée Borcas, Ashland (Ohio) University

8 a.m. Saturday, Sierra I, Fifth Level (60)

GENERAL AUDIENCE

YEARBOOK OVERLOAD

Being a yearbooker is a full-time job, easily making you feel emo and stressed out. From tips on designing layouts and headlines to caption writing and stress management, this is will be all about working smarter, not harder.

Justine Ho and Kiana Tibule, Southwest Career and Technical Academy, Las Vegas

8 a.m. Saturday, Sierra J, Fifth Level (60)

EDITING

THE ART OF ACCURACY CHECKS

Want to curry favor with your sources; gain street cred as a professional newspaper; and avoid misquoting, mistaking, and misrepresenting the news? Practical tips from a former adviser and current reporter — for students and advisers who've left out "alleged" one too many times.

Alexis Allison, Columbia (Mo.) Missourian

8 a.m. Saturday, Sierra K, Fifth Level (60)

9 a.m.

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 mock-ups 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.

9-11 a.m. Saturday, Foothill C, Second Level (220)

MULTIMEDIA BROADCAST

COVERING CONTROVERSY: VIDEO JOURNALISM AND SOCIAL RESPONSIBILITY

Follow Pacemaker-winning Mustang Morning News staff and adviser through case studies of how they've succeeded — and sometimes failed — to report on topics 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.

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

9 a.m. Saturday, Nob Hill A-B, Lower B2 Level (166)

PHOTOJOURNALISM

WHY VISUAL STORYTELLING MATTERS

It is challenging to decipher all the visual information we are exposed to every day. A photojournalist's role is more important than ever to help navigate societal issues and reveal why these issues matter.

Jeanie Adams-Smith, Western Kentucky University, Bowling Green, Ky.

9 a.m. Saturday, Nob Hill C-D, Lower B2 Level (166)

WRITING

WRITE A STORY — OR SOMETHING ELSE

Just because you're writing a story for your yearbook spread doesn't mean you have to write a traditional feature. Sometimes another method of storytelling works better. This session will give you some ideas about how to tell the story of the year in different ways.

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

9 a.m. Saturday, Pacific A, Fourth Level (70)

GENERAL AUDIENCE

TRAINING TRUTH SEEKERS (2 HOURS)

Do you want to fight the fake news, be media literate and have a staff of truth seekers? Come to this session to learn all about media literacy and how journalists are earning trust by embracing their role as truth seekers.

Jonathan Rogers, MJE, Iowa City (Iowa) High School; JoAnn Gage, CJE, Mount Vernon (Iowa) High School, and Stacy Haynes-Moore, MJE, Kennedy High School, Cedar Rapids, Iowa

9 a.m. Saturday, Pacific B, Fourth Level (70)

NEWS GATHERING, SPECIAL EXTENDED SESSION

HUMAN JOURNALISM (3 HOURS)

Storytellers are on the comeback and the realization that everyone has stories to tell is at the heart of human journalism. Join two storytelling junkies to explore ways to get into the personal stories that give your media heart. We'll first explore the interviewing and publications styles for journalists of all types — broadcast, print, online, social media and yearbook. In hour two you'll go out and practice and in the final hour we'll review your work.

Casey Nichols, CJE, Rocklin (Calif.) High School, and Mitch Eden, MJE, Kirkwood (Mo.) High School

9-11:50 a.m. Saturday, Pacific C, Fourth Level (70)

MEETING

JEACTE 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.

Nina Quintana, CJE, Bernalillo (N.M.) High School

9 a.m. Saturday, Pacific D, Fourth Level (14)

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.

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

9 a.m. Saturday, Pacific F, Fourth Level (48)

EVENT

JOURNALIST OF THE YEAR MEET AND GREET (2 HOURS)

Per feedback from contest participants, we are offering a meet and greet for 2018 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.

Rebecca Pollard, MJE, Lovejoy High School, Lucas, Texas

9-10:50 a.m. Saturday, Pacific I, Fourth Level (90)

SATURDAY 9 a.m.

WRITING

SPORTS: PLAYERS AND COACHES, NOT SCORES AND STATS

Sports journalism should focus on players and coaches, not just scores and stats. Good journalism is about people. As J.R. Ogden, sports editor of the Cedar Rapids Gazette, said, "People stories last forever." *Kellie Wagner, CJE, Xavier High School, Cedar Rapids, Iowa*

9 a.m. Saturday, Salon 10-11, Lower B2 Level (160)

FEATURED SPEAKER, NEWS GATHERING

ON POLITICS: BLOGGING THE TRUMP PRESIDENCY

Learn about what it's like to cover national politics during the Trump administration — from someone who got her own start in high school journalism.

Jessica Estepa, USA Today, Washington, D.C.

9 a.m. Saturday, Salon 12-13, Lower B2 Level (160)

GENERAL AUDIENCE

MAKING YOUR YEARBOOK GREAT IS AS EASY AS A, B, C

In a whirlwind of examples and ideas, we'll see hundreds of yearbooks from coast to coast and learn how these most recent volumes set the standards and raised the bar for coverage, concept, design and more. An overview of yearbook awesomeness, we'll identify 26 ideas that can help you make your 2018 book even more incredible.

Paul Ender, Herff Jones, Palm Springs, Calif., and Ann Akers, MJE, Herff Jones, Charlotte, N.C.

9 a.m. Saturday, Salon 14, Lower B2 Level (80)

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.

Pete LeBlanc, CJE, Antelope (Calif.) High School, and Dan Austin, Casa Roble High School, Orangevale, Calif.

9 a.m. Saturday, Salon 15, Lower B2 Level (80)

DESIGN

DESIGN QUEST 2019

This session will stimulate your thinking for next year. Where do the great yearbook designers get all those great ideas? Come see what the professionals are doing and learn how you might adapt these ideas for your 2019 book.

Jim Jordan, Walsworth Yearbooks, Fair Oaks, Calif.

9 a.m. Saturday, Salon 2, Lower B2 Level (80)

DESIGN

SHOW YOUR TRUE COLORS

Color is a powerful communication and branding tool. The response to color is most often emotional. Color by mood, color by content, color by number — learn how to best strategically integrate color into your yearbook.

John Cutsinger, CJE, Jostens, Orlando, Fla., and Brenda Field, MJE, Glenbrook South High School, Glenview, Ill.

9 a.m. Saturday, Salon 3, Lower B2 Level (80)

LEADERSHIP AND TEAM BUILDING

NEWSPAPER AND THE PRINCIPAL

The newspaper and school administration often have an uneasy relationship. Newspaper staffs can work to create healthy and fruitful connections with their principals using tips learned from 15 years of advising and 10 years in business before.

Dean Bradshaw, CJE, Stevenson High School, Lincolnshire, Ill.

9 a.m. Saturday, Salon 4, Lower B2 Level (80)

DESIGN

CONFESSIONS OF A FONTAHLIC

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 typography to strengthen your design. Check out the seven-step program to cure your font addictions.

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

9 a.m. Saturday, Salon 5-6, Lower B2 Level (160)

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.

Bethany Grace Howe, University of

Oregon, Eugene, Ore.

9 a.m. Saturday, Salon 7, Lower B2 Level (858)

GENERAL AUDIENCE

COVERAGE: IT'S WHAT SELLS

It doesn't matter how pretty your publication is if your audience can't find themselves in it. This session will offer multiple ways to include more stories and more people plus alternative ways to cover the stories that appear year after year.

Linda Puntney, MJE, Manhattan, Kan.

10 a.m. Saturday, Salon 9, Lower B2 Level (1,254)

GENERAL AUDIENCE

EDITOR-IN-RESIDENCE

Bill Elsen, primarily an editor during a 33-1/2-year career at The Washington Post, is editor-in-residence at this convention. 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 edits for Twice Media Productions, a video production company, and is a former board member of the Sigma Delta Chi Foundation of Washington, D.C. He teaches at journalism conventions and workshops, and has been a consultant in college newsrooms.

Bill Elsen, formerly of The

Washington Post, Fairfax, Va.

9 a.m.-3:20 p.m. Saturday, Sierra D, Fifth Level (14)

MULTIMEDIA BROADCAST

TECHNIQUES FOR MEMORABLE AUDIO STORYTELLING

Audio is IN! Learn the basics of interviewing, writing and editing for audio stories. We will look and listen to break down what it takes to create the audio personal essay, the feature podcast and the Radio Lab style story.

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

9 a.m. Saturday, Sierra C, Fifth Level (70)

WEB

GIVE THEM SOMETHING NEW

"Nobody reads our website because there's nothing new, but nobody wants to write



Built for the 1915 Panama-Pacific Exhibition to mark the opening of the Panama Canal and the resurgence of San Francisco after the 1906 earthquake, the Palace of Fine Arts was meant to be temporary. It has been renovated and retrofitted many times over the years and is one of the few structures remaining from the 1915 showcase of the city. (Photo by Susan Sutton, adviser to *The Crusader*, Archbishop Riordan High School, San Francisco)

for our website because no one reads it.” If that’s you, come learn how a monthly coverage calendar might give your site the consistency that it needs to get, and keep, readers.

Michelle Balmeo, MJE, West Albany High School, Albany, Ore.

9 a.m. Saturday, Sierra B, Fifth Level (70)

● ADVISING/TEACHING HELP FOR NEW ADVISERS

JEA-trained mentors are prepared to help new journalism advisers who may feel they are likely to 1) live through the experience; 2) die from the experience; or 3) thrive, given appropriate help. Find out how to get your own JEA mentor and hear from mentees on how having a mentor as affected their journalism teaching.

Mary Anne McCloud, CJE, Newton, Kan.; Joanna Chadwick, Derby (Kan.) High School; Eric Ballas, Southridge High School, Beaverton, Ore.; Mary Rechner, Lincoln High School, Portland, Ore., and Karla Shotts, Englewood (Colo.) High

School, Englewood, Colo.

9 a.m. Saturday, Sierra H, Fifth Level (60)

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.

Peggy Watt, Western Washington University, Bellingham, Wash.

9 a.m. Saturday, Sierra E, Fifth Level (56)

● LEADERSHIP AND TEAM BUILDING

FAKE IT UNTIL YOU MAKE IT

What does it take to learn the ropes as a first-time journalist on an experienced staff? This student-led presentation gives tips to becoming a successful journalist on a time crunch and what to do to achieve success.

Elizabeth Levin, MJE, Downers Grove (Ill.) North High School

9 a.m. Saturday, Sierra A, Fifth Level (70)

LEADERSHIP AND TEAM BUILDING

‘WORK HAPPY’: BECOME A BETTER EDITOR

“If you’re serious about getting something accomplished, schedule it,” writes Jill Geisler, author of “Work Happy: What Great Bosses Know,” the spring 2018 JEA One Book. Learn tips on how to become a more effective editor and aspiring leader in this session.

Evelyn Lauer, MJE, Niles West High School, Skokie, Ill.

9 a.m. Saturday, Sierra F, Fifth Level (48)

LAW AND ETHICS

THE POWER OF THE EDITORIAL POLICY (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.)

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. Saturday, Sierra G, Fifth Level (14)

ENTREPRENEURSHIP

BUILDING COMMUNITY, ONE BOOK AT A TIME

Come learn from this award-winning middle school yearbook adviser and her rep about how they’ve worked together to build a journalistic, student-led middle school publication. You’ll hear how to have fun with community-focused marketing strategies that sell more books year after year.

Lisa Lea Llewellyn, CJE, Walsworth Yearbooks, Dallas, and Jennifer Bass, Timberview Middle School, Fort Worth, Texas

9 a.m. Saturday, Sierra I, Fifth Level (60)

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

SATURDAY 9 a.m.

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.

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

9 a.m. Saturday, Sierra J, Fifth Level (60)

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.

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

9 a.m. Saturday, Sierra K, Fifth Level (60)

10 a.m.

MULTIMEDIA BROADCAST

HUMANS OF YOUR SCHOOL: THE VIDEO

The staff and adviser of Pacemaker-winning Mustang Morning News will discuss how you can produce a video version of "The Humans of New York." We'll show examples and discuss the production process, including story and technical elements, and tips for producing creative, high quality interviews.

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

10 a.m. Saturday, Nob Hill A-B, Lower B2 Level (166)

MULTIMEDIA BROADCAST, SPECIAL EXTENDED SESSION **IN PERFECT SEQUENCE (2 HOURS)**

Thoughtful sequencing is the key to dynamic visual storytelling. In this two-hour session, you'll learn what shots to get and how to use them.

Alyssa Boehringer, CJE, McKinney (Texas) High School

10-11:50 a.m. Saturday, Pacific A, Fourth Level (70)

GENERAL AUDIENCE

THE ART OF STORYTELLING

Exceptional reporting requires much more than snapping a photo, writing a five-paragraph story or shooting a 10-second video. To learn the art of storytelling, we'll look at professional examples to show student journalists how to engage readers in

content worthy of attention.

Margaret Sorrows, CJE, Jostens, Sherwood, Ark.

10 a.m. Saturday, Nob Hill C-D, Lower B2 Level (166)

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.

Paul Ender, Herff Jones, Palm Springs, Calif., and Ann Akers, MJE, Herff Jones, Charlotte, N.C.

10 a.m. Saturday, Salon 14, Lower B2 Level (80)

LEADERSHIP AND TEAM BUILDING

LISTEN UP, LEADERS!

Lessons in leadership are everywhere when you really tune in. We will share some yearbook wisdom we've learned from listening to everyone from GnR and Pharrell to Robert Capa. Come share your favorite lessons in leadership and rock out with us.

Jim Jordan, Walsworth Yearbooks, Fair Oaks, Calif., and Emily Pyeatt Arnold, CJE, Haltom High School, Haltom City, Texas

10 a.m. Saturday, Salon 2, Lower B2 Level (80)

ADVISING/TEACHING

COULD I HAVE A WORD WITH YOU?

Need materials for teaching your staff members basic writing skills? In this session, you will be prefaced with a PowerPoint focused on brainstorming, reporting, headlines, captions, news features/personality profiles, captions and editing.

John Cutsinger, CJE, Jostens, Orlando, Fla.

10 a.m. Saturday, Salon 3, Lower B2 Level (80)

WRITING

REVIEW A MOVIE, REVIEW THE WORLD

Movie reviews have been a staple of newspapers for more than 50 years. Using the same principles of writing a film review, reporters can review almost anything of interest in their readers' world.

Dean Bradshaw, CJE, Stevenson High School, Lincolnshire, Ill.

10 a.m. Saturday, Salon 4, Lower B2 Level (80)

WRITING

WRITE CAPTIONS, NOT CRAPTIONS!

Are you tired of your staff writing lame captions that don't add anything to your pages? Come learn how to write journalistic-style captions with a simple formula. Take your captions from crappy to happy with six easy steps!

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

10 a.m. Saturday, Salon 5-6, Lower B2 Level (160)

GENERAL AUDIENCE

TRANSGENDER Q&A

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.

Bethany Grace Howe, University of Oregon, Eugene, Ore.

10 a.m. Saturday, Salon 7, Lower B2 Level (858)

FEATURED SPEAKER, DESIGN

DESIGNING AND HAVING FUN ON DEADLINE

"Do what you love and you'll never work a day in your life!" That's the speaker's motto, as she started designing pages in high school. Armed with stories and tips from 20 years' experience, you will see deadline-created pages on a small budget.

Susana Sanchez-Young, Advanced Digital, Jersey City, N.J.

10 a.m. Saturday, Salon 10-11, Lower B2 Level (160)

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.

Pete LeBlanc, CJE, Antelope (Calif.) High School, and Dan Austin, Casa Roble High School, Orangevale, Calif.

10 a.m. Saturday, Salon 15, Lower B2 Level (80)

10 a.m. SATURDAY

FEATURED SPEAKER, MULTIMEDIA
BROADCAST

IMMERSIVE STORYTELLING

Virtual reality technology alone can't capture the human heart. But tech plus heart can lead to some amazing stories. Come and learn from a VR journalist about stories she has done, including *The Wait*, on asylum-seekers in Germany, a 360 video on homelessness in San Francisco, and Daily 360 content for *The New York Times*.
Lakshmi Sarah, Tiny World Productions, Berkeley, Calif.

10 a.m. Saturday, Salon 12-13, Lower B2 Level (160)

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.

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

10 a.m. Saturday, Salon 1, Lower B2 Level (40)

● PHOTOJOURNALISM, SPECIAL EXTENDED SESSION DSLR CAMERA BOOT CAMP (2 HOURS)

This two-hour completely hands-on session requires only that you bring a camera (with a charged battery and empty memory card) and your willingness to learn. We will explore the basics of your camera — from ISO to aperture to shutter speed and more. You will never put your camera on Auto setting again. We also will study the role available light plays. Bring your users manual. Preregistration was required.

Kathy Daly, KDaly Photography, Denver, Colo.

10-11:50 a.m. Saturday, Sierra B, Fifth Level (70)

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.

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

10 a.m. Saturday, Sierra E, Fifth Level (56)

● WRITING

VULNERABILITY WITHIN OPINION WRITING

It is no secret being vulnerable in today's world can be challenging. Showing your real self within your writing is scary. This session will share some advice, examples within the world (Ellen DeGeneres), and benefits of vulnerability.

Mary Tallett, Xavier High School, Cedar Rapids, Iowa

10 a.m. Saturday, Sierra A, Fifth Level (70)

JOURNALISM + STRATEGIC COMMUNICATIONS
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SATURDAY 10 a.m.

● ENTREPRENEURSHIP

BITS TO BYTES: DIGITAL MARKETING EXPLAINED

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

Jason Kaiser, CJE, Jostens, Minneapolis, Minn.

10 a.m. Saturday, Sierra F, Fifth Level (48)

MULTIMEDIA BROADCAST

EXPLORING VISUAL PATTERNS IN BROADCAST VIDEO

We know that broadcast and documentary storytelling is largely built on the power of the spoken script. This session will explore the sequencing of visual patterns that link to your audio. Effective visual pattern design can enhance your foundation for approaching overall storytelling.

Jim McCarthy, Joseph Gregori High School, Modesto, Calif.

10 a.m. Saturday, Sierra C, Fifth Level (70)

● ADVISING/TEACHING

NEW ADVISER? MY ADVICE ...

"That's not how we did it last year." In this session we will look at how to build a program you control, tips to get staff/student support, how to make class fun and organized, and various other tricks I have mooched from wonderful advisers.

Sarah Kirksey, CJE, Ladue Horton Watkins High School, St. Louis

10 a.m. Saturday, Sierra G, Fifth Level (14)

LAW AND ETHICS

WORKING WITH ADMINISTRATORS WHO DON'T UNDERSTAND

Student-led media provides the strongest protection for the school and the greatest learning for the students. Even in Hazelwood states it is the law, but some school administrators just don't "get it." This session discusses ways students can advance the cause of student-led journalism.

Lori Keekley, MJE, St. Louis Park (Minn.) High School, and Janet Ewell, MJE, Huntington Beach, Calif.

10 a.m. Saturday, Sierra H, Fifth Level (60)

EDITING

ELEVATE YOUR WORK WITH EDITING

Editing yourself is critical to becoming a better writer. Editing others is critical to improving your publication. Learn important strategies on how to do both well, and elevate your work!

Melissa McCoy, University of Montana, Missoula, Mont.

10 a.m. Saturday, Sierra I, Fifth Level (60)

GENERAL AUDIENCE

CULTURAL APPROPRIATION

The cultural appropriation workshop is focused on identifying and explaining cultural appropriation in media. Students will learn different strategies to combat cultural appropriation and micro-aggression. This workshop includes a lecture and interactive activities.

Grace Marion, Neshaminy High School, Langhorne, Pa.; Brisa Yopez, Hopland Band of Pomo Indians, Hopland, Calif.; and Morning Star Gali, Elk Grove, Calif.

10 a.m. Saturday, Sierra K, Fifth Level (60)

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 300 students produce in-the-moment content for Collegian.com. They also program the latest music for KCSU-FM, create nightly programs for Collegian TV, 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.



Colorado State University



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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.

Peter Bobkowski and Kerry Benson, University of Kansas, Lawrence, Kan.

10 a.m. Saturday, Sierra J, Fifth Level (60)

11 a.m.

GENERAL AUDIENCE

JOURNALISM'S DEADLY SINS

We'll share our list of journalism's deadly sin, aka things our students do (or don't do) that drive us crazy. We'll have suggestions for improvement, too. Bring your own list of (journalism) things that drive you crazy to help us build our list.

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

11 a.m. Saturday, Nob Hill A-B, Lower B2 Level (166)

PHOTOJOURNALISM

VISUAL STORYTELLING

Great photos create a visual language. Learn how to speak that photo language and tell the story of who you are as a school.

Margaret Sorrows, CJE, Jostens, Sherwood, Ark.

11 a.m. Saturday, Nob Hill C-D, Lower B2 Level (166)

WRITING

BE A BETTER WRITER: REVISIONS

Make your writing — or your staff's — better fast with 10 small revisions that have a big impact. In this session, you learn a framework for approaching revision plus 10 easy-to-implement improvements that boost writing quality.

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

11 a.m. Saturday, Pacific B, Fourth Level (70)

MEETING

JEA AWARDS COMMITTEE MEETING

Committee members will meet to discuss award procedures.

Karen Slusher, CJE, Eaglecrest High

School, Centennial, Colo.

11 a.m. Saturday, Pacific D, Fourth Level (14)

FEATURED SPEAKER, DESIGN

ANTIVIRAL DESIGN

How can designers meet the challenge of misinformation? How can we create compelling visuals that push back on untruth? This talk reviews recent trends from the perspective of a designer, with a focus on the challenges of viral misinformation, bots and propaganda.

Chris Blow, Meedan, San Francisco

11 a.m. Saturday, Salon 10-11, Lower B2 Level (160)

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. Examples of great books and solid solutions will help you avoid that moment when your book is printed and you realize that crucial info is missing from your title page or that your indexing plan was less than perfect.

Paul Ender, Herff Jones, Palm Springs, Calif., and Ann Akers, MJE, Herff Jones, Charlotte, N.C.

11 a.m. Saturday, Salon 14, Lower B2 Level (80)

FEATURED SPEAKER, GENERAL AUDIENCE

WORLD OF HURT: WHEN HATE GOES ONLINE

Mark Zuckerberg's New Year resolution was to "fix Facebook" so that it becomes a force for good. But there's a long way to go before the online world is a safe place. A veteran reporter talks about his experiences covering the dark world of digital speech.

Terry Collins, San Francisco

11 a.m. Saturday, Salon 12-13, Lower B2 Level (160)

GENERAL AUDIENCE

HOW TO WIN THE AWARDS YOUR STAFF DESERVES

Many yearbook staffs are flustered by the national-award process — Pacemakers from NSPA and Crown Awards from CSPA. In this session, you'll learn what two veterans think are the most important areas of focus, not just for judges, but more importantly, your readers.

Pete LeBlanc, CJE, Antelope (Calif.) High School, and Dan Austin, Casa Roble High School, Orangevale, Calif.

11 a.m. Saturday, Salon 15, Lower B2 Level (80)

NEWS GATHERING

PAY ATTENTION TO THE PULSE: PROFILES AND YOUR PUBLICATION

Profiles, stories about the people at your school, should be the heart of all publications. This session will provide tips on how to ask the right questions to listen for the best answers to write great stories about the people who walk your halls.

Evelyn Lauer, MJE, Niles West High School, Skokie, Ill.

11 a.m. Saturday, Salon 2, Lower B2 Level (80)

NEWS GATHERING

SEIZE THE STORY

We will cover techniques for reporting, interviewing and storytelling. Learn how to get the most out of your interview and how to make your readers care with a story that is unique to the year.

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

11 a.m. Saturday, Salon 3, Lower B2 Level (80)

WEB

BREAKING: CHAOS ENSUES

When water starts pouring out of the ceiling or students walk out of school in protest, you need to be there to cover it. Let's talk about how to tell developing stories.

Asha Khanna and Claire Kosewic, Convent of the Sacred Heart High School, San Francisco

11 a.m. Saturday, Salon 4, Lower B2 Level (80)

EDITING

WRITE IT TIGHT, WRITE IT RIGHT

This session will help make the writing in your publications snappier and stronger. How? By encouraging you to focus on a few copy-editing guidelines that will help kill the clutter and confusion in your stories.

Karl Grubaugh, CJE, Granite Bay (Calif.)

High School

11 a.m. Saturday, Salon 5-6, Lower B2 Level (160)

NEWS GATHERING

SEX, DRUGS AND CONTROVERSY

If you're ready to tackle a challenging topic or issue but have questions or concerns, this session is for you. Hear from a veteran adviser who has navigated out of the hot seat — and even the national spotlight — and lived to tell some tales.

Emily Smith, CJE, Pittsburg (Kan.) High School

11 a.m. Saturday, Salon 7, Lower B2 Level (858)

SATURDAY 11 a.m.

PHOTOJOURNALISM

THERE'S MORE TO SPORTS THAN FOOTBALL

For photographers who want to build a portfolio — or get a job — sports photography is more than shooting football. Come discuss how to shoot a variety of sports and shooting more than just the action — the reaction, interaction and inaction.

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

11 a.m. Saturday, Salon 9, Lower B2 Level (1,254)

WEB

LOVE YOUR PRINT AND ONLINE PUBLICATIONS EQUALLY

You can still love your print edition, even after you begin loving your online site. Come to this session to learn how to find the perfect distribution of love. This staff continues its print edition quality and has added much more.

Janet Levin, MJE, and The Correspondent staff, John Hersey High School, Arlington Heights, Ill.

11 a.m. Saturday, Sierra A, Fifth Level (70)

MULTIMEDIA BROADCAST

USING STILLS IN MULTIMEDIA AND BROADCAST VIDEO

This session will look at the effective use of still images in slide shows for multimedia stories, integrating still images for B-roll in broadcast video, and effectively using the powerful editing workflow between Adobe Photoshop and Premiere Pro.

Jim McCarthy, Joseph Gregori High School, Modesto, Calif.

11 a.m. Saturday, Sierra C, Fifth Level (70)

LEADERSHIP AND TEAM BUILDING

LET'S GET ORGANIZED

Looking for ideas on how to organize your staff? Your photo checkout? Your workflow? Come to this session to see how we get organized, from press passes to photo checkout and more. Get ideas for how to get organized to become a more productive staff.

Anastasia Harrison, CJE, Legend High School, Parker, Colo.

11 a.m. Saturday, Sierra E, Fifth Level (56)

GENERAL AUDIENCE

COVERING FANTASY SPORTS WITH YAHOO!

Yahoo! Sports breaks down what it takes to be a national leader in covering the

billion-dollar industry of fantasy sports. From breaking news to feature video storytelling, this session will leave you with an insider's knowledge you can take back to your own school productions.

Mark Lodato, Arizona State University, Phoenix, and Evan Doherty and Brandon Velaski, Yahoo Sports, Sunnyvale, Calif.

11 a.m. Saturday, Sierra F, Fifth Level (48)

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 share how to tell personal stories.

Andrew Ross, Walsworth Yearbooks, Arvada, Colo., and Brooke Renna, Walsworth Yearbooks, Santa Rosa, Calif.

11 a.m. Saturday, Sierra I, Fifth Level (60)

LAW AND ETHICS

OPEN FORUM FOR ADDRESSING CENSORSHIP ISSUES

Facing censorship issues including prior review or just have legal or ethical questions? Come to discuss them with members of JEA's Scholastic Press Rights Committee.

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

11 a.m. Saturday, Sierra H, Fifth Level (60)

ADVISING/TEACHING

ADVISERS: IT'S LONELY AT THE TOP

For advisers only. Establishing expectations, giving timely feedback and tackling hard questions and challenges with grace, authority and credibility.

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

11 a.m. Saturday, Sierra G, Fifth Level (14)

ADVISING/TEACHING

BIG BOOK? THINK SMALL

How do you fit it all in when you have a school of more than 4,000 students. You think small! Learn to manage students with small tasks to create a big book.

Heather Hackett, Hamilton High School, Chandler, Ariz.

11 a.m. Saturday, Sierra J, Fifth Level (60)

LEADERSHIP AND TEAM BUILDING

EDITORS: IT'S LONELY AT THE TOP

For editors only. Establishing expectations, giving timely feedback and tackling hard

questions and challenges with grace, authority and credibility.

Ava Butzu, Grand Blanc High School, Grand Blanc, Mich.

11 a.m. Saturday, Sierra K, Fifth Level (60)

Noon

LEADERSHIP AND TEAM BUILDING

BEYOND THE CONTENT: BECOMING AN INSPIRATIONAL EDITOR

Editing is an exciting but daunting job and one that comes with many more responsibilities than just editing content. Come learn some tips and get some tools to expand your editorial role so you can more effectively support and inspire your staff.

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

Noon Saturday, Nob Hill A-B, Lower B2 Level (166)

ADVISER EVENT

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 as well as winners of the H.L. Hall National Yearbook Adviser of the Year competition, Diversity Award and Linda S. Puntney Teacher Inspiration Award. Brenda Field, the 2017 H.L. Hall National Yearbook Adviser of the Year, will speak.

Preregistration was required. Please bring your ticket. Sponsor is Herff Jones and the University of Minnesota Hubbard School of Journalism and Mass Communication.

Noon Saturday, Golden Gate A, B2 Level (532)

LAW AND ETHICS

ACTIVATING GIRLS' VOICES

Hear from five college students who undertook projects this academic year, reaching out to high school females and teaching them about the First Amendment and student press rights. This marks the second year of the Student Press Law Center's Active Voice initiative, which is rooted in research that shows female high school journalists are more likely to be censored or self-censor.

Hadar Harris and Diana Mitsu Klos,

Noon SATURDAY

Student Press Law Center, Washington, D.C.; Shine Cho, University of California, San Diego, San Diego; Jamie Crockett, University of Missouri, Columbia, Mo.; Melissa Gomez, University of Florida, Gainesville, Fla.; Paula Pecorella, Stony Brook (N.Y.) University; Savannah Robinson, University of Southern California, Los Angeles; and Naba Siddiq, Texas Tech University, Lubbock, Texas
Noon Saturday, Nob Hill C-D, Lower B2 Level (166)

FEATURED SPEAKER, MULTIMEDIA
BROADCAST

STORYTELLING IN BROADCAST NEWS

Vince Sturla learned how to hone the art of storytelling as a deep sea diver, sharing tales during long months off-shore. See how this producer for NBC "Dateline" uses the same skills to craft a narrative to make the news event compelling for viewers.
Vince Sturla, NBC Universal, Davis, Calif.
Noon Saturday, Salon 10-11, Lower B2 Level (160)

GENERAL AUDIENCE

GOD AND THE NEWSROOM

There still remain too many impediments for an ethical and fair representation of religious issues in the media. Part of the problem is the lack of intellectual diversity in the newsroom. This session will guide religious students into making their way into the mainstream media.

Clemente Lisi, The Kings College, New York

Noon Saturday, Salon 14, Lower B2 Level (80)

GENERAL AUDIENCE

FREELANCING YOUR WORK: TAKE IT TO THE BANK!

This encouraging, informative and humorous presentation will discuss opportunities of freelancing (photos, written, audio, video) that are currently available as well as future opportunities. Q and A will follow on how to pitch clients and payment methods.

Ken McCoy, Ken McCoy Entertainment, Beverly Hills, Calif.

Noon Saturday, Salon 15, Lower B2 Level (80)

WRITING

BECOMING A COLUMNIST

Being a columnist takes more than stringing together 600 words every week or so. It requires choosing and arranging those words to inform, entertain, and inspire. This session will cover techniques and skills to create columns that draw readers in and keep them coming back.

Terri Barnes, Elva Resa Publishing, St. Paul, Minn.

Noon Saturday, Salon 2, Lower B2 Level (80)

PHOTOJOURNALISM

OUR LIVES THROUGH THE LENS

Photography is journalism. It captures moments. Learn how to look for angles and moments to get amazing photos. Sports photography can go from good to great by anticipating the action and trying different angles.

Camryn McPherson, Xavier High School, Cedar Rapids, Iowa

Noon Saturday, Salon 3, Lower B2 Level (80)

Your stories. Your yearbook.



Stop by our booth (#604) for a chance to win a awesome Canon Camera.



Attend our 15 minute "mini" lessons to learn photography tips and tricks.



Shine bright and take a San Francisco themed selfie!

Check out our sessions presented by our Yearbook expert Laura Schaub:

IDEAS FROM THE PROFESSIONALS

When: 9-9:50 AM on Friday, April 13

JUST YOUR TYPE

When: 10-10:50 AM on Friday, April 13

STEP-BY-STEP DESIGN

When: 11-11:50 AM on Friday, April 13

Sessions located in Nob Hill C-D, Lower B2 Level

SATURDAY Noon

MULTIMEDIA BROADCAST

AUDIO: IT REALLY IS IMPORTANT

Audio in broadcast and multimedia is every bit as important as the video to tell the story in a compelling and interesting way. Explore effective techniques to include great audio and natural sound in your next story or live production.

Albert Dupont, Loyola University of New Orleans

Noon Saturday, Salon 4, Lower B2 Level (80)

ADVISING/TEACHING

COMBATING THE 'UNTRUSTWORTHY JOURNALIST' STEREOTYPE

How do we work around "fake news" and "untrustworthy journalist" labels? Based on the presenter's research of building trust with audiences in student journalism curriculum, we will discuss real-world applications to help us better teach and understand trust-building in the current media climate.

Melanie Wilderman, University of Oklahoma, Norman, Okla.

Noon Saturday, Sierra E, Fifth Level (56)

LEADERSHIP AND TEAM BUILDING

STARTING A NEW PUBLICATION

Starting a publication isn't as difficult as your adviser may say it is. Learn how to take an idea to print by securing funding, a staff and your adviser's support.

Justin Raisner and Mona Murhamer, Carmont High School, Belmont, Calif.

Noon Saturday, Sierra F, Fifth Level (48)

1 p.m.

LAW AND ETHICS

FREE TO TWEET?

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

Mike Hiestand, Student Press Law Center, Washington, D.C.

1 p.m. Saturday, Nob Hill A-B, Lower B2 Level (166)

LAW AND ETHICS

ACTIVATING YOUR VOICE

Now that you've heard about this year's Active Voice projects, SPLC wants to hear your stories of censorship or self-

censorship. What are the story topics and issues that spark censorship? We'll show you how to fight back.

Hadar Harris and Diana Mitsu Klos, Student Press Law Center, Washington, D.C.; Shine Cho, University of California, San Diego, San Diego; Jamie Crockett, University of Missouri, Columbia, Mo.; Melissa Gomez, University of Florida, Gainesville, Fla.; Paula Pecorella, Stony Brook (N.Y.) University; Savannah Robinson, University of Southern California, Los Angeles; and Naba Siddiq, Texas Tech University, Lubbock, Texas

1 p.m. Saturday, Nob Hill C-D, Lower B2 Level (166)

DESIGN

PHOTOSHOP TIPS AND TECHNIQUES FOR STUDENT PUBLICATIONS (2.5 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.

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

1 p.m. Saturday, Salon 1, Lower B2 Level (40)

LEADERSHIP AND TEAM BUILDING

DIFFERENT POINTS OF VIEW = BETTER REPORTING

Intellectual diversity, or "diversity of mental tool set," is crucial for successful journalism. In this session, we explore why newsrooms need staffers with different backgrounds and different ways of thinking, and how to make deliberation and decision-making more effective.

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

1 p.m. Saturday, Salon 10-11, Lower B2 Level (160)

FEATURED SPEAKER, PHOTOJOURNALISM

DRONES, VIDEO AND THE DECISIVE MOMENT — PHOTOJOURNALISM TRENDS

Photojournalism isn't about just shooting stills. Besides that decisive moment, you need to be able to shoot and edit video, fly a drone and push out content on social media in real time. Learn how to juggle it all and keep yourself marketable.

Jane Tyska, The East Bay Times/Oakland

Tribune, Oakland, Calif.

1 p.m. Saturday, Salon 12-13, Lower B2 Level (160)

ENTREPRENEURSHIP

BUILD IT AND THEY WILL COME

Selling yearbooks is no easy task. You will learn how to combine; leadership, planning, increased coverage, leverage your yearbook provider and media buzz to boost sales by 10 percent or more guaranteed. Sell more books and have fun doing it, with techniques from this innovative session.

Greg Samples, Friesens America, Winnetka, Calif.

1 p.m. Saturday, Salon 14, Lower B2 Level (80)

ENTREPRENEURSHIP

CONNECTING THROUGH SOCIAL MEDIA AND SPORTS

This session will delve into the importance of connecting with the school community and beyond through Twitter, Instagram, Snapchat, Facebook. Chadwick will help you learn how to establish yourself and your publication on social media sites, gain followers and interact with followers through sports.

Joanna Chadwick, Derby (Kan.) High School

1 p.m. Saturday, Salon 15, Lower B2 Level (80)

GENERAL AUDIENCE

A FIELD GUIDE FOR FAKE NEWS

This talk/discussion will cover lies, bots and propaganda and how to fact check in the era of fake news. Even the most experienced reporters can be fooled. Here's what you can do about it.

Carol Pogash, Orinda, Calif.

1 p.m. Saturday, Salon 2, Lower B2 Level (80)

PHOTOJOURNALISM

STRIPPED: THE POWER OF BLACK-AND-WHITE PHOTOGRAPHY

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

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

1 p.m. Saturday, Salon 3, Lower B2 Level (80)

LEADERSHIP AND TEAM BUILDING

16 EDITIONS, 32 WEEKS

Being a part of a student-run paper and leading one are two different beasts.



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- Training on ethics, law, design, writing, photography, video, website development, advertising, staff motivation, grading, the role of the adviser, and more.
- Instruction from professional journalists, Student Press Law Center attorneys and nationally recognized journalism advisers.
- Networking opportunities with advisers from across the country.
- Come experience Vegas while earning professional development points.

Visit www.jea.org/ai for more information.

SATURDAY 1 p.m.

Learn from two high school editors of a 45-member newspaper staff on how to take control in a classroom setting and successfully produce 16 editions in 32 weeks.

Sidney Scott and Sylvia Clubb, Xavier High School, Cedar Rapids, Iowa

1 p.m. Saturday, Salon 4, Lower B2 Level (80)

DESIGN

DESIGNERS NEED TO STOP 'DESIGNING'

As "designers" we need to step back and evaluate our process. It's time to strip away the excess in our designs and drive simplicity and readability. We will focus on a design philosophy that stresses good design as the way something works rather than the way it looks.

Shannon Williams, A Momentus Group, Chicago, Ill., and Michael Sanders, Edmond, Okla.

1 p.m. Saturday, Salon 5-6, Lower B2 Level (160)

MULTIMEDIA BROADCAST

PITCH PERFECT: TAKING YOUR STORY NATIONAL

Youth Radio is the premier source of youth news, and expanding its national network of reporters. Workshop your pitches with senior producers/editors who have worked with Teen Vogue, NPR and others. They will share tips on getting your print, audio and visual stories maximum impact.

Teresa Chin and Rebecca Martin, Youth Radio, Oakland, Calif.

1 p.m. Saturday, Sierra A, Fifth Level (70)

● MULTIMEDIA BROADCAST

THIS ISN'T ABOUT WRITING

Podcasting is one of the best mediums to share your amazing stories with hundreds of people effectively. Give us 50 minutes and we'll show you how to engage and connect with your audience by telling a provocative story even if it's not through audio.

Teresa Bonilla and Marianne Nacanaynay, Mountlake Terrace (Wash.) High School

1 p.m. Saturday, Sierra C, Fifth Level (70)

LEADERSHIP AND TEAM BUILDING

ADVISER, WHO? MAKING YOUR ADVISER IRRELEVANT

Five leaders in a multi-publication journalism program will hold a panel discussion to answer questions about leadership, the specific publications, how to balance the dynamic of all four publications in one class, and how students run that class.

Justin Raisner and students, Carlmont High School, Belmont, Calif.

1 p.m. Saturday, Sierra E, Fifth Level (56)

GENERAL AUDIENCE

CHANGING YOUR SCHOOL THROUGH JOURNALISM

Using the speaker's own experience with changing her school's dress code through journalism, the session will revolve around the idea of making changes through both your publication and your journalistic skills. Attendees will watch a PowerPoint, and work together to brainstorm ideas of change.

Alexandra Brown, Carlsbad (Calif.) High School

1 p.m. Saturday, Sierra F, Fifth Level (48)

ADVISING/TEACHING

WHAT I WISH I'D KNOWN ...

This year, Arvada High School revived both a news media and a broadcast program that had not existed in years. Take an honest look at the successes and challenges in starting a new publication from scratch and the lessons learned along the way.

Sergio Yanes, Arvada (Colo.) High School

1 p.m. Saturday, Sierra G, Fifth Level (14)

LEADERSHIP AND TEAM BUILDING

WORKED UP ABOUT WORKFLOW

An adviser and managing editors will share their method of juggling reporting, photography, WordPress and InDesign for busy high school journalists — and how they get graded along the way.

Jeff Mount, Paso Robles (Calif.) High School

1 p.m. Saturday, Sierra I, Fifth Level (60)

2:30 p.m.

ADVISING/TEACHING

JOURNALISM STUDENT LEADERS DESERVE 'HONORS' CREDIT

Your editors work hard and deserve credit for doing so. If you're in a school with weighted grades, one potential option for rewarding their efforts is to offer honors credit for advanced journalism. Learn how Palo Alto schools are working to make this possible.

Paul Kandell, Palo Alto (Calif.) High School

2:30 p.m. Saturday, Salon 15, Lower B2 Level (80)

ENTREPRENEURSHIP

WE'RE RUNNING A BUSINESS HERE

Yearbook is not just a class. We are running a business. Learn to grow your business and discuss ideas for marketing your product and recruiting employees. Any staff can benefit from this session — not just yearbook.

Kira Hayes, Leyla Davydova and Sandy Cartagena, Lewisville (Texas) High School

2:30 p.m. Saturday, Nob Hill C-D, Lower B2 Level (166)

GENERAL AUDIENCE

THIS 'WHINE' IS NOT SO FINE

I'm not Dr. Phil or Oprah but I play them at conventions. I'm back for another session of dealing with the whiners in publication life. Learn how to deal with all the complainers (staff, students, adults). Prepare to admit whiners may have a point.

Janet Levin, MJE, John Hersey High School, Arlington Heights, Ill.

2:30 p.m. Saturday, Salon 14, Lower B2 Level (80)

LAW AND ETHICS

UNLEASH NEW VOICES TO #CUREHAZELWOOD

SPLC is in a year-long campaign to raise awareness about the corrosive effects of the Supreme Court's Hazelwood School District v. Kuhlmeier decision 30 years ago. At the same time, grassroots efforts are sweeping across the country to enact state laws protecting student press freedom. Find out how you can make a difference.

Mike Hiestand, Student Press Law Center, Washington, D.C.

2:30 p.m. Saturday, Nob Hill A-B, Lower B2 Level (166)

NEWS GATHERING

STRATEGIES FOR GETTING SOURCES TO TALK

Getting sources to talk to you is one challenge. Another is getting quotes and background that are worth using. In this session, you learn how professional journalists find sources, encourage them to talk and ask questions that yield better answers.

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

2:30 p.m. Saturday, Salon 10-11, Lower B2 Level (160)

2:30 p.m. SATURDAY

GENERAL AUDIENCE

LOOKING FOR INSPIRATION

Picasso said, "Inspiration exists, but it has to find you working." So get ready to work! Visual and verbal inspiration is everywhere, but you need to know where to look and a process for how to spot it — this presentation will help.

Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.; Meghan Percival, MJE, McLean (Va.) High School; and Erinn Harris, MJE, Thomas Jefferson High School, Alexandria, Va.

2:30 p.m. Saturday, Salon 3, Lower B2 Level (80)

LEADERSHIP AND TEAM BUILDING

WE WANT YOU: BUILDING YOUR STAFF

The key to great publications is great staff. But what happens when staffing declines? This session focuses on ideas to build culture that draws students to choose to be part of your staff amid the demands of a system driven by AP and "blow-off" culture. *Shari Adwers, MJE, Grosse Pointe North High School, Grosse Pointe Woods, Mich.,*

and Ava Butzu, Grand Blanc (Mich.) High School

2:30 p.m. Saturday, Salon 2, Lower B2 Level (80)

GENERAL AUDIENCE

DON'T SHY AWAY FROM HARD STORIES

How you approach framing a controversial story can make all the difference. Hear examples of how a private school news staff without First Amendment rights have managed to write regular stories about sex, drugs and mental health with administrative support.

Rebekah Goode, CJE, Woodward Academy, College Park, Ga.

2:30 p.m. Saturday, Salon 4, Lower B2 Level (80)

DESIGN

NOT ANOTHER INDESIGN SESSION

Yes, another InDesign session. This session will focus on working smarter with InDesign. InDesign is loaded with hidden features and capabilities that will have you rethinking the way you've been doing it. The most

common conversation following this session is "why didn't I know this before I started the school year?"

Shannon Williams, A Momentus Group, Chicago, Ill.

2:30 p.m. Saturday, Salon 5-6, Lower B2 Level (160)

3:30 p.m.

EVENT

JEA AND NSPA AWARDS AND CLOSING CEREMONY

Winners of the NSPA Best of Show, NSPA Pacemakers and national individual awards will be honored at this ceremony. In addition, winners of JEA Write-off contest, Journalist of the Year scholarships, Impact Award and Aspiring Young Journalist will be recognized. You also will see a slide show of convention highlights. You may pick up Write-off entries after the ceremony. If you receive entries from other schools in your envelope, contact JEA at staff@jea.org.

3:30-6:30 p.m. Saturday, Salon 7-9, Lower B2 Level (2970)

TOM GAYDA
LORI KEEKLEY
MITCH EDEN
CHRIS WAUGAMAN
JIM STREISEL
ELLEN AUSTIN
AARON MANFULL
VALERIE KIBLER
PAUL KANDELL
KARL GRUBAUGH
JIM MCGONNELL
ALAN WEINTRAUT
LINDA BALLEW
BRENDA GORSUCH
BETH FITTS
DONALD BOTT
TERRY NELSON
ROBIN SAWYER
RANDY SWIKLE
KATHLEEN ZWIEBEL
C. DOW TATE
MERLE DIELEMAN
PAT GRAFF
NICK FERENTINOS
JACK KENNEDY
GLORIA OLMAN
CAROL LANGE
STEVE O'DONOGHUE
CANDACE PERKINS BOWEN
ROBERT BUTTON



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Teachers of the Year

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generations of journalists.

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And our appreciation to
JEA and NSPA for their support.

JOHN CUTSINGER
JACK HARKRIDER
ALYCE CULPEPPER
GEORGE TAYLOR
ROD VAHL
JOHN BOWEN
HOMER HALL
WAYNE BRASLER
REGIS BOYLE
JACKIE ENGEL
CHARLES SAVEDGE
RON CLEMONS
WILLIAM STEINECKE
CHRISTINA BEESON-BAILEY
RANDY STANO
RONNIE HAYES
BRENT NORLEM
ANN HEINTZ
ELAINE PRITCHETT
VIRGINIA WOODRING
RUTH GRIGGS
MARY BENEDICT
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SPEAKER BIOS

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 best-selling 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.

2 p.m. Friday, Salon 10-11

JEANIE ADAMS-SMITH is a professor in the award-winning photojournalism sequence at Western Kentucky University. During her 15 years at WKU students have won numerous awards in the William Randolph Hearst competition, College Photographer of the Year, and have been named White House Student Photographer of the Year. She teaches many of the core courses in the program, which is home to about 120 students.

9 a.m. Saturday, Nob Hill C-D

SHARI ADWERS, MJE, teaches at Grosse Pointe North H.S. in Michigan. She advises the North Pointe newspaper and Valhalla yearbook. Her students have won top state and national awards. Adwers is president of the Michigan Interscholastic Press Association and a JEA curriculum coordinator. With a focus on mentoring young journalists, she emphasizes student leadership and maximizes talent.

9 a.m. Friday, Sierra J; 11 a.m. Saturday, Sierra G; 2:30 p.m. Saturday, Salon 2

ANN AKERS, MJE, is Herff Jones Yearbooks' educational products manager. Formerly NSPA's associate director, Akers has done stints as a 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, Salon 14

ALEXIS ALLISON has a crush on data, and storytelling is her cup of tea. A former journalism adviser, she now marries both realms in her work as a business and economic reporter at the Columbia Missourian, an editorial assistant at IRE and a graduate student (on the data journalism path) at the University of Missouri.

8 a.m. Saturday, Sierra K

EMILY PYEATT ARNOLD, CJE, is the Buffalo yearbook and Stampede TV adviser at Haltom H.S. in Fort Worth, Texas. In her ninth year advising, she teaches photography, journalism and yearbook. She was named a 2015 JEA Rising Star, and her students have earned awards from NSPA, CSPA, Quill and Scroll, ILPC and ATPI.

10 a.m. Saturday, Salon 2

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, Salon 12-13; 9, 10 and 11 a.m. Saturday, Salon 15

ALLISHA AZLAN is The Medill Justice Project associate. Azlan assists with MJP's multimedia efforts, helped launch MJP-TV and has been honored for her short film documentary work. Prior to joining MJP in August 2015, she was the producer and anchor of the Northwestern News Network, the broadcast news network at Northwestern University, and worked as a video reporter in South Africa.

1 p.m. Friday, Sierra E

JUDY BABB, MJE, has decades of experience at a variety of schools from inner city to university campus to Title 1 suburban. She advises yearbook and newspaper and will add radio next year. Babb's publications have won top state and national awards, including Gold Crowns and Pacemakers. Personal honors include Gold Key and Pioneer awards, JEA Distinguished Yearbook Adviser, JEA Medal of Merit, Texas Legend and more.

Noon Friday, Salon 14

ERIC BALLAS teaches TV news production, yearbook and journalism at Southridge H.S. in Beaverton, Oregon. He is in his third year of advising student media. Before beginning a teaching career, Ballas worked as a TV news producer in Yakima, Washington, and Albuquerque, New Mexico. Under his leadership, the program has grown from a one-semester class with 11 students to three class periods and more than 80 students.

9 a.m. Saturday, Sierra H

LINDA BALLEW, MJE, represents advisers as a DJNF Journalism Teacher of the Year

and JEA Distinguished Yearbook Adviser. Twice, she represented teachers as a Montana Teacher of the Year finalist. She is JEA's Montana director, mentor and MJEA member. Ballew teaches writing, literature, business communication at Park University. For 32 years, she advised media at Great Falls H.S. She still presents national and state journalism workshops.

10 and 11 a.m. Friday, Sierra B

MICHELLE BALMEO, MJE, advises the newly revived Whirlwind news publication at West Albany H.S. in Albany, Oregon. After 11 years of advising a converged news staff in California, Balmeo is starting from scratch with an eager group of student journalists who are producing a 32-page news magazine and are starting a new website.

9 a.m. Friday, Salon 1; 9 a.m. Saturday, Sierra B

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 Judge Rosemary Pooler of the 2nd U.S. Circuit Court of Appeals.

11 a.m. Friday, Salon 9; Noon Friday, Salon 10-11

TERRI BARNES traces her journalistic roots back to student newspapers in high school and college. After graduating from Baylor University, she worked for various newspapers as both reporter and editor, and later wrote a weekly column for Stars and Stripes. She is now a book editor for an independent publisher, developing book projects and helping writers create their best work.

Noon Saturday, Salon 2

LINDA BARRINGTON, MJE, is the graphics adviser for the student magazine at Mount Mary University. She is the executive director of the Kettle Moraine Press Association, vice president of the Wisconsin College Media Association and a JEA mentor. 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.

8 a.m. Thursday, Pacific H; Noon Friday, Nob Hill C-D; 2 p.m. Friday, Sierra K; 8 a.m. Saturday, Pacific B

SPEAKER BIOS

JENNIFER BASS has advised the yearbook at Timberview Middle School in Fort Worth, Texas, since 2010. Her yearbook staff has been recognized for excellence in photography, design and writing at both the state and national levels. She teaches journalism and creative writing and loves watching her students become the tellers of others' stories.
9 a.m. Saturday, Sierra I

LINDSAY BENEDICT, CJE, is lucky to teach all journalism classes at McLean (Virginia) H.S. She advises The Highlander newsmagazine and website, WMHS News and The Tartan literary magazine. In 2017, The Highlander won a Pacemaker and Benedict's students earned two top five NSPA Story of the Year awards. Benedict was a 2015 JEA Rising Star.
8 a.m. Saturday, Salon 3

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.
10 a.m. Saturday, Sierra J

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."
2 p.m. Friday, Salon 9

CHRIS BLOW is a designer living in Oakland, California. 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.
11 a.m. Saturday, Salon 10-11

JANE BLYSTONE, MJE, Ph.D., advised publications for 34 years. She served as past JEA regional and state director, and chaired the scholarship committee. She is a member of the Scholastic Press Rights and Certification committees. She served as

local chair for the Philadelphia convention; has judged, moderated and written prompts for JEA Write-offs; authored pieces for C:JET and is a JEA mentor.
1 p.m. Friday, Salon 2

PETER BOBKOWSKI teaches journalism students how to do research at the University of Kansas. He was the publications adviser at St. Thomas H.S. in Houston from 1999 to 2006, before earning a doctorate in mass communication from the University of North Carolina at Chapel Hill. He is a recipient of the CSPA Gold Key and NSPA Pioneer awards.
10 a.m. Saturday, Sierra J

MEGHAN BOBROWSKY is JEA's 2017 National High School Journalist of the Year. She is a 2017 graduate of Davis (California) Senior H.S., where she was social media/multimedia editor-in-chief for her school's student publications. Bobrowsky is a first-year student at Scripps College in Claremont, California, studying politics and Spanish. She is an editor for her college publication and an intern at the city's newspaper.
7 p.m. Thursday, Yerba Buena 7-9; 1 p.m. Friday, Salon 15

ALYSSA BOEHRINGER, CJE, is in her 13th year of advising journalism at her alma mater, McKinney (Texas) H.S. She advises broadcast, yearbook and online news. She is president-elect for the Texas Association of Journalism Educators, a recipient of the Edith Fox King Award from ILPC and the Trailblazer Award from TAJE and was JEA's National Broadcast Adviser of the Year in 2017.
11 a.m. Friday, Sierra C; 10 a.m. Saturday, Pacific A

TERESA BONILLA is a co-host for TMI which is a podcast produced by the Hawkeye Student Media Program at Mountlake Terrace (Washington) H.S. TMI works to address topics relevant to students through engaging conversation. Bonilla also writes for the Hawkeye, an award winning print publication and has been working on producing stories for Youth Radio.
1 p.m. Saturday, Sierra C

THE BOOSTER REDUX STAFF, including seniors Maddie Baden, Connor Balthazor, Gina Mathew, Kali Poenitske, Patrick Sullivan and 2017 graduate Trina Paul, are the Pittsburg (Kansas) H.S. student journalists who discovered a newly hired principal's falsified credentials. The editors

and reporters for newspaper are advised by Emily Smith, CJE.
Noon Friday, Foothill C

RENÉE BORCAS is an Ashland University senior, double majoring in digital media production and digital media journalism. At AU she is the media content editor for The Collegian and AU Live, the executive news producer for AUTV-20, and a host for a show on 88.9 WRDL.
8 a.m. Saturday, Sierra I

DON BOTT advises the Stag Line newspaper and StagOnline website. The newspaper has won many awards including several National Pacemakers and First Place Best of Show awards. Bott was the DJNF's National Newspaper Teacher of the Year in 2002.
7 p.m. Thursday, Salon 7-9

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, serves on Certification and Press Rights committees and is the new Editing leader for the Curriculum Initiative.
9 and 10 a.m. Friday, Salon 2; 9 a.m. Saturday, Sierra G

JOHN BOWEN, MJE, is former 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, Salon 2; 9 a.m. Saturday, Sierra G

CAILYN BRADLEY is a producer of original content for Seeker, a Discovery-backed digital content venture. In her role at Seeker, Bradley oversees creative strategy and production for two top-performing science series on Facebook Watch. She has produced short documentaries, in 360-degree and conventional video, that break down history, science and politics to explain the complex world around us.
1 p.m. Friday, Sierra C

SPEAKER BIOS

DEAN BRADSHAW, CJE, has advised Statesman, the student newspaper and website, for the past four years. Having work in student publications for nearly 15 years, his newspapers have been recognized at the local, state, and national levels.

9 a.m. Friday, Sierra D; 9 and 10 a.m. Saturday, Salon 4

ALEX BROWN is a senior at Carlsbad (California) H.S. and is the editor-in-chief of its online publication, The Lancer Link, but has experience in both online and print publication. Brown is going to attend a journalism college after graduation and plans on pursuing a career in the field.

1 p.m. Saturday, Sierra F

BETH ANN BROWN is an English teacher and yearbook adviser at Northeastern H.S. in Manchester, Pennsylvania. She has been a yearbook adviser for the past 10 years, and the yearbook has earned All-American and All-Columbian honors from NSPA and CSPA, the Keystone All-State Award, and a 2015 Pacemaker. Brown is treasurer for the Pennsylvania School Press Association.

Noon and 2 p.m. Friday, Sierra D

DEANNE BROWN advises The Featherduster newsmagazine at Westlake H.S. in Austin, Texas. She was named the 2014 Texas Journalism Teacher of the Year, a TAJE Trailblazer, an ATPI Star of Texas, a JEA Medal of Merit recipient and an NSPA Pioneer. She serves as past president of ATPI. Her students have won in Jostens, JEA, NSPA, ILPC, ATPI and other state and national contests.

2 p.m. Friday, Salon 8

JEFF BROWNE is the executive director of Quill and Scroll International Honor Society. He is also a documentary film producer and an adjunct journalism professor at the University of Iowa. His 2015 film, "Taking the Lede," told the story of courageous high school journalists in Colorado. He is the former director of both the Colorado High School Press Association and the Kansas Scholastic Press Association.

7:30 and 9 a.m. Friday, Sierra B

AVA BUTZU teaches yearbook at Grand Blanc (Michigan) H.S. Her staff produces a 386-page book regarded as innovative in coverage and design from several press associations. Butzu's interest in approaching yearbook as a complete journalism and entrepreneurship team-building experience has encouraged her students pursue

design, writing, journalism, photography and marketing careers.

9 a.m. Friday, Sierra J; 11 a.m. Saturday, Sierra K; 2:30 p.m. Saturday, Salon 2

PEDRO CABRERA, CJE, advises newspaper and yearbook production at Judson H.S. in Texas. He also teaches speech communications at the high school and San Antonio College. This is his seventh year in the classroom.

1 p.m. Friday, Salon 3

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.

11 a.m. Friday, Salon 9

SANDY CARTAGENA is the design editor for The Farmer Yearbook at Lewisville H.S. in Texas. She is a junior and this is her third year on staff. She hopes to attend the University of Texas and study journalism before pursuing a career in the design field.

2:30 p.m. Saturday, Nob Hill C-D

ERIN SUCHER CASTELLANO, CJE, is the JEA Missouri state director and the adviser of The Globe and chsglobe.com of Clayton (Missouri) H.S. Castellano was named Missouri Teacher of the Year in 2016 and a JEA Rising Star in 2014. Her students have earned the Brasler Prize for writing twice in 2016 and 2017, as well as numerous Pacemakers and Crown Awards.

10 a.m. Friday, Pacific B

JOANNA CHADWICK advises at Derby H.S. She is in her second year as an adviser after spending the previous 20 years as a high school sports writer. She has won two Kansas sports writer of the year awards, two tennis writers of the year and a wrestling writer of the year. Chadwick is on the Kansas Scholastic Press Association board.

1 p.m. Friday, Sierra I; 9 a.m. Saturday, Sierra H; 1 p.m. Saturday, Salon 15

REBECCA CHAI has advised the Cayuse yearbook and the Hoofprint hybrid newspaper for the past 11 years. Her publications have won multiple Crown and

Pacemaker awards. Her students love her for many reasons, but one standout is the ability she has to nurture their growth and develop leadership skills. Most spend all four high school years in the "Pubs" room under her direction.

10 a.m. Friday, Nob Hill A-B

ADRIANA CHAVIRA, MJE, is a former newspaper journalism now teaching at Daniel Pearl Magnet H.S. in Los Angeles. She is a board member of SoCal JEA.

8 a.m. Saturday, Pacific F

TERESA CHIN is the senior digital producer at Youth Radio. She works with teens in Youth Radio's newsroom and interactive teams to produce deep multimedia stories. She is an award-winning journalist and a former classroom teacher, with master's degrees in public health and journalism. Her work has appeared in numerous media outlets, including Matter, Hyphen, KQED, KALW and The Cleveland Plain Dealer.

1 p.m. Saturday, Sierra A

JILL CHITNUM, MJE, is a sales rep trainer with Walsworth Yearbooks, based in Overland Park, Kansas. She was a yearbook rep in Arkansas and Oklahoma for four years. Previously, Chittum was the journalism adviser at Blue Valley H.S. and Derby H.S. in Kansas, as well as a staff photographer at The Wichita Eagle. She has been involved in scholastic journalism since high school.

9 a.m. Friday, Salon 10-11

SHINE CHO is an Active Voice community builder and a student at the University of California, San Diego.

Noon and 1 p.m. Saturday, Nob Hill C-D

KATIE CLARKE is the editor-in-chief of the Marauder yearbook in Flower Mound, Texas. After only two months on staff during her sophomore year, she was promoted to copy and design editor. She was named EIC her second year on staff and will continue as EIC in her senior year.

11 a.m. Friday, Sierra G

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 third-year adviser. Her staff has earned state awards in photography, NSPA Best of Show, All-American critique and a CSPA Crown.

1 p.m. Friday, Pacific A; 8 a.m. Saturday, Sierra G

SPEAKER BIOS

TINA CLEAVELIN, CJE, is a Jostens creative accounts manager and works with advisers and staffs to produce and market their publications. She received the JEA Friend of Scholastic Journalism award as well as the Friends of Journalism award from the New Mexico Scholastic Press Association and the Jostens Leadership Award.

11 a.m. Friday, Sierra A

SYLVIA CLUBB is the co-editor-in-chief of the Xpress newspaper at Xavier H.S. She is a senior this year and plans to continue her education at The University of Iowa next year with a major in English. Clubb hopes to be able to continue writing and editing while at Iowa, along with participating in the famous "Iowa Wave."

1 p.m. Saturday, Salon 4

MAGGIE COGAR, CJE, advises the student newspaper and news site at Ashland University. She is a former high school journalism adviser and the JEA state director for Ohio. She has her master's degree from Kent State University in journalism education and is working on her Ph.D. in mass communication. She also teaches media writing, law and ethics and media effects.

2 p.m. Friday, Salon 3

ERIN COGGINS, MJE, has advised the award-winning journalism programs at Sparkman H.S. for 16 years. She worked in public relations at NASA prior to advising. She has served as the Alabama Scholastic Press Association's Board of Advisers president and currently serves on SIPA's board and endowment committee. She is JEA's social media editor.

9 a.m. Friday, Pacific C

SCOTT COLLINS advises two newspapers, a yearbook and a literary magazine at University Prep in Seattle. He previously advised 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.

9 a.m. Friday, Sierra C; 11 a.m. Friday, Sierra F

TERRY COLLINS is a veteran journalist who has covered sports, politics, health and social networks for CNET, the Associated Press and the Star-Tribune in Minneapolis. He also serves on the board of the National

Association of Black Journalists. Collins was a John Jay College of Criminal Justice Langeloth Fellow as well as a Journalism Law School Fellow at Loyola Marymount Law School in Los Angeles. He has judged the National Headliner Awards.

11 a.m. Saturday, Salon 12-13

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

11 a.m. Saturday, Sierra A

SANDRA COYER, MJE, has taught English and journalism at Puyallup (Washington) H.S. since 2000. She is the Washington Journalism Education Association president and a 2015 Dow Jones Distinguished Adviser.

Noon Friday, Salon 2

KATHY CRAGHEAD, MJE, is the former adviser at Mexico (Missouri) H.S. and is a freelance writer and community volunteer. The 2003 National Yearbook Adviser of the Year, she is a former member of the JEA board of directors and a recipient of the NSPA Pioneer, JEA Medal of Merit and JEA Lifetime Achievement awards. Craghead has taught workshops in 26 states.

11 a.m. Friday, Salon 12-13

JAMIE CROCKETT was raised in East St. Louis, Illinois. She is pursuing two master's degrees studying public affairs and journalism at the University of Missouri. Crockett works as the communications specialist for the Missouri Women's Business Center, after working in state government. She serves on several boards and is the owner of Shining Light Media, LLC.

Noon and 1 p.m. Saturday, Nob Hill C-D

JOHN CUTSINGER, CJE, semi-retired last year after 16 years in the classroom as a yearbook, newspaper and magazine adviser and 27 years as a Jostens educational and creative manager. Cutsinger takes great pride in his CSPAA Gold Key, his NSPA Pioneer, his JEA Medal of Merit and Friend of Scholastic Journalism, his SIPA Distinguished Adviser Award, and DJNF Journalism Teacher of the Year.

11 a.m. Friday, Sierra A; 9 and a.m. Saturday, Salon 3

JUSTIN DAIGLE, CJE, advises the Reflections yearbook at Brighton (Colorado) H.S. His students' publications have earned state and national awards including three CSPA Crowns and a NSPA Pacemaker Finalist nomination. Daigle has been honored with the 2009 Colorado Student Media Association Teacher of the Year and JEA Rising Star (2010), Special Recognition Yearbook Adviser (2014) and Distinguished Yearbook Adviser (2016).

9 a.m. Friday, Salon 14; 11 a.m. Friday, Sierra I

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.

11 a.m. Friday, Salon 8; 10 a.m. Saturday, Sierra B

LEYLA DAVYDOVA is the editor-in-chief for The Farmer Yearbook in Lewisville, Texas. She is a junior and this is her third year on staff. She hopes to attend the University of Texas or New York University after high school and eventually travel the world after college.

2:30 p.m. Saturday, Nob Hill C-D

ADAM DAWKINS, CJE, advises RJ Media Magazine, website and broadcast at Regis Jesuit H.S. in Colorado. He is the JEA Scholastic Journalism Week coordinator and the Colorado Student Media Association past president.

9 a.m. Saturday, Sierra C

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.

10 a.m. Friday, Salon 9

VINCE DEMIERO advises student media at Mountlake Terrace (Washington) H.S. and is program director for the WJEA Summer Workshop at Western Washington University. A frequent speaker on First Amendment issues, he serves on JEA's

SPEAKER BIOS

Scholastic Press Rights Committee. DeMiero is an NSPA Pioneer, a DJNF Distinguished Adviser, a JEA Medal of Merit recipient, and was twice named WJEA's Adviser of the Year.

2 p.m. Friday, Salon 4

ANNETTE DEMING, CJE, is the president of the Inland Empire Journalism Education Association in Southern California. She is a 12th grade lead teacher, district curriculum writer, and adviser of the Quest News online publication at Don Antonio Lugo H.S. Her students have won several individual writing and photography awards locally and nationally and Deming herself is a recent Rising Star Award recipient.

11 a.m. Friday, Salon 7

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, Salon 10-11

EVAN DOHERTY is a senior producer at Yahoo! Sports and formerly worked at ABC7 News Bay Area and KAPP/KVEW TV. He graduated from the Walter Cronkite School of Journalism with a degree in mass communication and journalism.

11 a.m. Saturday, Sierra F

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.

1 and 2 p.m. Friday, Salon 12-13

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.

1 p.m. Friday, Salon 10-11

ALBERT DUPONT is the technology coordinator for the Loyola University School of Mass Communication in New Orleans. Previously he was the broadcasting adviser at the St. Charles Parish Public Schools Satellite Center for 12 years. Before jumping into education, Dupont worked for 17 years in broadcasting as a producer, videographer and editor. His last 12 years were spent at WVUE-TV in New Orleans.

Noon Saturday, Salon 4

MITCH EDEN, MJE, advises The Kirkwood Call newsmagazine/website and the Pioneer yearbook. In his 21st year teaching, he

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SPEAKER BIOS

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.

9 a.m. Saturday, Pacific C

KAITLIN EDGERTON, CJE, advises The Tower at Grosse Pointe South H.S. in Michigan. The Tower, is one of the last weekly scholastic broadsheets in the country. Her students have won numerous awards at the state and national level. Edgerton is the second vice president of the Michigan Interscholastic Press Association. Her focus is on the student voice and helping new advisers through professional development.

10 a.m. Friday, Sierra G; 1 p.m. Friday, Sierra H

BILL ELSÉN, primarily an editor during a 33-1/2-year career at The Washington Post, is editor-in-residence at this convention. 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 edits for Twice Media Productions, a video production company, and is a former board member of the Sigma Delta Chi Foundation of Washington, D.C. He teaches at journalism conventions, and has been a consultant in college newsrooms.

9 a.m. Friday, Golden Gate Ballroom; 9 a.m. Saturday, Sierra D

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, Salon 14

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.

9 a.m. Saturday, Salon 12-13

BRYNDA EVERMAN, CJE, is a senior product manager for Balfour Publishing in Dallas and a certified Adobe Education Trainer. After more than 20 years as a yearbook publishing representative, she has taken her classroom experience and leads development teams to innovate the next generation of Balfour's publishing software. A teacher at heart, she continues to help students maximize their technology and staff management skills.

9 a.m. Friday, Salon 8; noon and 1 p.m. Friday, Pacific C

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.

2 p.m. Friday, Nob Hill A-B; 10 a.m. Saturday, Sierra H

CARRIE FAUST, MJE, advises the Summit yearbook and Express newspaper at Smoky Hill H.S. in Aurora, Colorado. Her staffs have earned CSPA Crowns, NSPA Pacemakers, Gold Medalist and All-American critiques. She was a JEA Rising Star in 2008, a JEA Distinguished Yearbook Adviser in 2009, the CHSPA Teacher of the Year in 2011 and received a Gold Key from CSPA in 2017.

Noon and 1 p.m. Friday, Sierra B; 2:30 p.m. Saturday, Salon 3

BRENDA FIELD, MJE, has been advising yearbooks for over 20 years. The books her staffs at Glenbrook South H.S. have created have regularly earned NSPA Pacemakers and CSPA Crowns. The 2017 National Yearbook Adviser of the Year, Field serves on the Illinois JEA board and as the JEA Illinois state director. She was closely involved in the New Voices campaign that restored First Amendment rights to high school journalists in Illinois.

11 a.m. Friday, Salon 5-6; 1 p.m. Friday, Salon 14; 9 a.m. Saturday, Salon 3; noon Saturday, Golden Gate A

MEGAN FROMM, MJE, PhD, is an assistant professor at Colorado Mesa University. She advises the Horizon magazine and is also the JEA Educational Initiatives director. Fromm has worked as a professional journalist and high school publications adviser.

2 p.m. Friday, Sierra G

PRISCILLA FROST teaches and advises at Lindbergh H.S. in St. Louis. She serves on the JEA national Write-off committee.

6 p.m. Friday, Foothill C

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.

10 a.m. Friday, Salon 9

JOANN GAGE, CJE, is a yearbook and newspaper adviser at Mount Vernon (Iowa) H.S., where she has taught English and journalism for over 20 years. She is an executive board member of the Iowa Council of Teachers of English.

9 a.m. Saturday, Pacific B

MORNING STAR GALI, a member of the Ajumawi band of Pit River in Northeastern California, is a Leading Edge Fellow focusing on the disproportionate impact of the criminal and juvenile justice systems on Native Americans. She has worked as the tribal historic preservation officer for the Pit River Tribe, and with several indigenous-led grassroots organizations in the Bay Area. Since 2008 she has been a host on KPFA's "Bay Native Circle."

10 a.m. Saturday, Sierra K

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.

2 p.m. Friday, Pacific G

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, DJNF, Ball State University, the Indiana High School Press Association and Ithaca College. He was the local team chair of the 2016 Indianapolis convention.

6:15 p.m. Thursday, Salon 4; 2 p.m. Friday, Sierra I

SPEAKER BIOS

KELLY GLASSCOCK, CJE, is executive director of the Journalism Education Association and assistant professor in the A.Q. Miller School of Journalism and Mass Communications at Kansas State University. Previously, he was associate director of Collegian Media Group at K-State, where he advised the Royal Purple yearbook and Manhappenin' magazine. Glasscock also directed the Flint Hills Publications Workshop. In addition, he is a freelance photographer.

7 p.m. Thursday, Salon 7-9; 9 p.m. Thursday, Atrium; noon Saturday, Golden Gate A; 3:30 p.m. Saturday, Salon 7-9

MELISSA GOMEZ is a senior studying journalism at the University of Florida. She is an Active Voice fellow with the Student Press Law Center, and her project has focused on pushing for state legislation called New Voices, in Florida.

Noon and 1 p.m. Saturday, Nob Hill C-D

REBEKAH GOODE, CJE, designated a Rising Star by JEA in 2016, is a high school journalism adviser and nighttime writer. Her students at Woodward Academy – the largest, most diverse private school in the contiguous U.S. – produce a weekly Mailchimp newsletter, a monthly newsmagazine, a 600-page yearbook and a literary magazine which have earned national scholastic journalism awards.

2:30 p.m. Saturday, Salon 4

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.

1 p.m. Thursday, Foothill G1; 10 a.m. Friday, Sierra K; 11 a.m. Friday, Sierra D; noon and 1 p.m. Friday, Sierra K

ANNIE GORENSTEIN FALKENBERG, CJE, advises the Priam yearbook at Longmont (Colorado) H.S. During her time as an adviser, her staffs have won numerous state awards, and earned CSPA Silver Crowns in 2014 and 2015. Gorenstein Falkenberg is the Colorado Student Media Association president. Gorenstein Falkenberg has been honored as the 2017 Colorado Student Media Association Teacher of the Year and JEA Rising Star (2015).

11 a.m. Friday, Sierra H; 8 a.m. Saturday, Salon 15

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.

8 a.m., 10 a.m. and 1 p.m. Saturday, Salon 1

NICOLE GRAVLIN works as the Walsworth Yearbooks representative in San Jose, California. She earned a master of arts in publishing design and uses her strength in InDesign and Photoshop to bring value to journalism staffs who are looking to boost their skills and techniques in their publications.

9 a.m. Friday, Salon 4

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, Salon 2; 3:30 p.m. Friday, Salon 1; 7:30 a.m. Saturday, Pacific D; 10 a.m. Saturday, Sierra E; noon Saturday, Golden Gate A

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, Pacific H; 11 a.m. Friday, Pacific D

KARL GRUBAUGH, CJE, advises the award-winning Gazette student newspaper and co-advises the GraniteBayToday.org website at Granite Bay (California) H.S., where he also teaches advanced placement economics. He works occasionally as a copy editor at the Sacramento Bee, and he

was the 2008 DJNF National High School Journalism Teacher of the Year.

10 a.m. Friday, Foothill C; 11 a.m. Saturday, Salon 5-6

KATHY HABIGER, MJE, advises the newsmagazine, yearbook and online at Mill Valley H.S. in Shawnee, Kansas. Her staffs earn consistent NSPA Pacemaker, Best of Show and All-American honors. Habiger was the local co-chair of the 2010 JEA/NSPA Kansas City convention. Habiger is past president of the Kansas Scholastic Press Association and is an NSPA Pioneer.

10 a.m. Friday, Pacific A; 11 a.m. Saturday, Nob Hill A-B

HEATHER HACKETT began her teaching career as an elementary art teacher and created the yearbook for 600 students grades K-8. She now is a high school photography, yearbook and ceramics teacher in a school with 4,000 students. The yearbook is more than 300 pages. Hackett has learned many different things in the past two decades but the most important thing is patience.

11 a.m. Saturday, Sierra J

CHARLA HARRIS, CJE, advises the Hawk yearbook and the Edge newspaper at Pleasant Grove H.S. in Texarkana, Texas. Both publications are consistent Crown and Pacemaker winners. Harris has been recognized by JEA and DJNF as a Distinguished Adviser, and she has received the NSPA Pioneer Award, the JEA Medal of Merit and the CSPA Gold Key.

8 and 9 a.m. Saturday, Pacific A

ERINN HARRIS, MJE and yerd for 23 years, advises Techniques yearbook, tjTODAY newspaper, tjTODAY Online and TJTV at Thomas Jefferson H.S. for Science and Technology in Alexandria, Virginia. Her staffs have earned CSPA Crowns and NSPA Pacemakers. JEA named Harris a 2010 Rising Star, 2014 Special Recognition Yearbook Adviser and 2016 Distinguished Yearbook Adviser, and she received a Gold Key from CSPA in 2016.

Noon and 1 p.m. Friday, Sierra B; 2:30 p.m. Saturday, Salon 3

HADAR HARRIS, executive director of the Student Press Law Center, is a human rights attorney and nonprofit leader with a passion for working with and on behalf of students. Harris joined the SPLC in September 2017. She previously served as the executive director of the Northern California Innocence Project and directed the Center for Human

SPEAKER BIOS

Rights & Humanitarian Law at American University Washington College of Law.
8:30 a.m. Thursday, Salon 4; 10 a.m. and 2 p.m. Friday, Pacific H; noon and 1 p.m. Saturday, Nob Hill C-D

ANASTASIA HARRISON, CJE, advises the Epic yearbook at Legend H.S. Her students' publications have earned state and national awards including CSPA Silver Crowns and an NSPA Pacemaker as well as Pacemaker finalist nominations. Harrison was honored with the JEA Rising Star award in 2011 and was the Colorado Student Media Association Adviser of the Year for 2016.
11 a.m. Saturday, Sierra E

NANCY HASTINGS, MJE, retired after 38 years' teaching at Munster (Indiana) H.S., advised the award-winning Paragon yearbook and Crier newspaper. Serving as Indiana's JEA state director, she has won the National Yearbook Adviser of the Year, an NSPA Pioneer Award, CSPA Gold Key, JEA Medal of Merit and Linda S. Puntney Teacher Inspiration Award. She was inducted into Ball State University's Journalism Hall of Fame.
10 a.m. Friday, Salon 12-13

LACEY HATFIELD is president of SoCal JEA and is the local chair of the JEA/NSPA Spring National High School Journalism Convention in Anaheim 2019.
8 a.m. Saturday, Pacific F

KIRA HAYES advises yearbook at her alma mater, Lewisville H.S. in Texas. Before she became a teacher, she earned a BBA in marketing at The University of Texas at Arlington and spent six years in the sales and marketing field.
2:30 p.m. Saturday, Nob Hill C-D

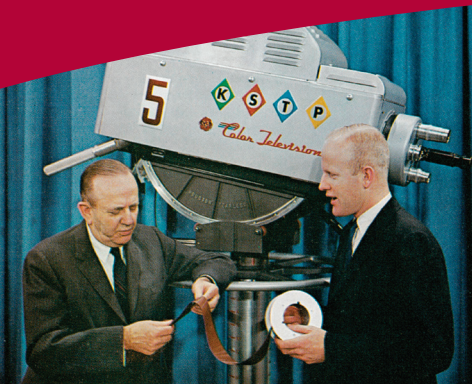
STACY HAYNES-MOORE, MJE, advises Torch media at John F. Kennedy H.S. She teaches journalism/language arts and is a district instructional coach. In 2016, Haynes-Moore received her doctorate from the University of Iowa. Her literacies research explored student participation in online writing spaces and experiences that shape students' identities as readers. Haynes-Moore also teaches at Coe College and The University of Iowa.
9 a.m. Saturday, Pacific B

CARRIE HENDRIX, CJE, advises the Westwind yearbook and the Ranger Review News website at Lewis-Palmer H.S. in Colorado. Her students' publications have

earned top state and national awards: three CSPA Crowns, NSPA Pacemaker, and First Place Best of Show. Hendrix was honored with the Colorado Student Media Association Teacher of the Year in 2015 and currently serves as the CSMA secretary.
9 a.m. Friday, Salon 14; 11 a.m. Friday, Sierra I

MICHAEL HERNANDEZ has advised the Pacemaker-winning Mustang Morning News in Los Angeles for 18 years. As an international speaker and consultant, Hernandez has worked with teachers and students to develop curriculum around journalism, digital storytelling, social justice and producing international documentaries. He is also an Apple Distinguished Educator and PBS Digital Innovator.
8:30 a.m. Thursday, Salon 3; 9 and 10 a.m. Saturday, Nob Hill A-B

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,



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SPEAKER BIOS

eXaminer.com, La Prensa Gráfica, among others. Hernandez is the co-founder of #wjchat and co-creator of the Journalism Diversity Project.

Noon Friday, Salon 9

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.

10 a.m. and 1 p.m. Friday, Salon 9

MIKE Hiestand is senior legal counsel for the Student Press Law Center. As an SPLC intern in 1989, the organization's first legal fellow and then first full-time staff attorney, Hiestand has assisted well over 15,000 student journalists and advisers. In 2013-14, he traveled across the country with Mary Beth Tinker, teaching and speaking out on behalf of student press rights and free expression.

8:30 a.m. Thursday, Salon 4; 8 a.m., 1 p.m. and 2:30 p.m. Saturday, Nob Hill A-B

JUSTINE HO is a high school senior from Southwest Career and Technical Academy in Las Vegas. She has been part of The Howl yearbook staff for three years as the marketing manager.

8 a.m. Saturday, Sierra J

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.

11 a.m. Friday, Salon 2; 8 a.m. Saturday, Salon 12-13

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 doctoral degree.

9 and 10 a.m. Saturday, Salon 7

BEX HUNTER is a senior at Ashland University double majoring in digital media productions and digital media journalism. At AU she is the news editor for The Collegian, the production manager for AUTV-20, and host for a radio show on WRDL.

8 a.m. Saturday, Sierra I

JESSICA HUNZIKER, MJE advises the CV Student Media program at Castle View H.S., which includes yearbook, newspaper, broadcast and online. Hunziker's media staffs have earned numerous awards to include the CSPA Crown, All-Colorado awards, All-American ratings from NSPA and Gold Medalists ratings from CSPA.

Hunziker serves as president-elect of the Colorado Student Media Association.

10 a.m. Friday, Sierra E

JOYCE ISLETA, CJE, works with more than 40 schools in the Los Angeles area to create their yearbooks. With over three years as a yearbook representative and experience as an award-winning yearbook editor-in-chief, Isleta enjoys keeping up with yearbook trends. Her eye for stylized graphics and love of design makes her a savvy speaker on all things yearbook.

1 p.m. Friday, Sierra J

SOUMYA JHAVERI is the news editor of The Paly Voice, Palo Alto High School's online publication. She is also the text editor of [proof], a fine arts magazine, and writes for the Palo Alto Pulse and ClickPA in her free time.

1 p.m. Friday, Salon 4

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.

7 p.m. Wednesday, JEA Suite, Hyatt; 8 a.m. Thursday, Pacific H

RON JOHNSON has directed three collegiate media programs and advised newspapers, yearbooks, magazines in print and digital. He edited six editions of the Best

of Newspaper design for the Society for News Design. Past president of two national journalism associations, he serves on the NSPA board of directors.

1 p.m. Thursday, Salon 4; 2 p.m. Friday, Nob Hill C-D

SHEILA JONES, CJE, taught English for 23 years at Englewood (Colorado) H.S. and advised the Pirateer newspaper program that became Colorado's first state-approved CTE Convergent 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.

10 a.m. Friday, Pacific D

JIM JORDAN just retired after his 35th year as yearbook adviser of the Decamhian at Del Campo H.S. in Fair Oaks, California. He is currently a special consultant for Walsworth Yearbooks helping to support new advisers through their Adviser Mentor Program. In 1996, he was selected as the National Yearbook Adviser of the Year by JEA.

8, 9 and 10 a.m. Saturday, Salon 2

JASON KAISER, CJE, is an assistant marketing manager for Jostens. While attending the College of St. Benedict/St. John's University, Kaiser received awards from both the Minnesota Newspaper Association and the Associated Collegiate Press for advertising and website design. A former yearbook adviser and high school teacher, Kaiser has worked with scholastic journalism for over eight years.

10 a.m. Saturday, Sierra F

PAUL B. KANDELL advises two Palo Alto (California) High School publications — Verde magazine and The Paly Voice; serves on the board of the Journalism Education Association of Northern California; and is co-director of Newsroom by the Bay at Stanford University.

2 p.m. Friday, Sierra B; 2:30 p.m. Saturday, Salon 15

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"

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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.
10 a.m. Friday, Salon 10-11

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 the DJNF 2016 National High School Journalism Teacher of the Year and JEA's Scholastic Press Rights director.
7 p.m. Thursday, Salon 7-9; 9 a.m. Friday, Salon 2; 11 a.m. and noon Friday, Sierra K; 7:30 a.m. Saturday, Sierra F; 9 a.m. Saturday, Sierra G; 10 and 11 a.m. Saturday, Sierra H

JOELLE KEENE, CJE, is founding director of the Jewish Scholastic Press Association and advises the national award-winning Boiling Point and shalhevetboilingpoint.com at Shalhevet H.S. in Los Angeles. Earlier she worked for the Los Angeles Herald-Examiner, Seattle Times and Tacoma News Tribune, winning national, state and local awards for education coverage and investigative reporting. Her work has appeared in many religious and secular publications.
9 a.m. Friday, Pacific A; noon and 1 p.m. Friday, Nob Hill A-B

MARISA KENDALL is a reporter for the Bay Area News Group, covering housing affordability issues for The Mercury News and East Bay Times. She has written about everything from murders to tech companies to city government. In prior roles, she covered Silicon Valley court cases for The Recorder in San Francisco, and crime for The News-Press in Southwest Florida.
10 a.m. Friday, Salon 9

ASHA KHANNA is a fourth year staff member and editor-in-chief of The Broadview newspaper at Convent of the Sacred Heart H.S. in San Francisco. Last year, she served as copy editor for the paper, taking on leadership in the print editions. Outside of publications, Khanna often spends her time at ballet, baking treats or trying different restaurants in the City with friends.
11 a.m. Saturday, Salon 4

VALERIE J. KIBLER, MJE, 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 vice president of JEA and a former member of the NSPA Board of Directors.
9 a.m. Friday, Foothill C; 9 a.m. Saturday, Pacific F; noon Saturday, Golden Gate A

SARAH KIRKSEY advises the Panorama newspaper, Rambler yearbook and LadueLead.com at Ladue Horton Watkins H.S. in St. Louis. As a fourth-year adviser, Kirksey has a very recent memory of those first few years of advising and learning to adapt to her program while still pushing her students to challenge themselves.
10 a.m. Saturday, Sierra G

KATE KLONOWSKI, MJE, is a doctoral candidate in cultural foundations at Kent State University. Her dissertation research is examining how voice, power and trust are negotiated in high school media production. She is president of the Ohio Scholastic Media Association and serves as JEA's higher education liaison.
9 a.m. Friday, Sierra I

DIANA MITSU KLOS is director of engagement for the Student Press Law Center in Washington, D.C. Starting out as founder and co-editor of her high school newspaper, Klos has worked in newsrooms and at nonprofit journalism groups. She served as executive director of the National Scholastic Press Association and senior project director of the American Society of News Editors. Klos is on the board of the Dow Jones News Fund.
8:30 a.m. Thursday, Salon 4; noon and 1 p.m. Saturday, Nob Hill C-D

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.
9 a.m. Friday, Salon 9

CLAIRE KOSEWIC is editor-in-chief of The Broadview newspaper at Convent of the Sacred Heart H.S. in San Francisco. She previously served as the web editor of Pacemaker-nominated website broadview.

sacredsf.org. Personal awards include recognition from the Journalism Education Association of Northern California and California Press Women. When she is not on deadline, Kosewic enjoys backpacking, running and community service.
11 a.m. Saturday, Salon 4

KARI KOSHIOL is the adviser for the Knight Errant, the student-run publication for Benilde-St. Margaret's in St. Louis Park, Minnesota. She helps run a newsroom made up of about 75 students who produce material for three different publications. She was a 2016 JEA Rising Star.
Noon Friday, Sierra H

MATTHEW LAPORTE, CJE, advises the Southwest Shadow online news site and The Howl yearbook at Southwest Career and Technical Academy in Las Vegas. Both publications have been the recipients of several national accolades from ASPA, NSPA, CSPA, Quill and Scroll and SNSJ. He is also the co-president of the Southern Nevada Society of Journalists.
10 a.m. Friday, Sierra I

EVELYN LAUER, MJE, is the Publications/Public Relations chair for JEA. She writes for the Huffington Post and other publications.
9 a.m. Saturday, Sierra F; 11 a.m. Saturday, Salon 2

NICOLE LAUGHREY, MJE, advise the Pinnacle yearbook at Carmel (Indiana) H.S. She is a former Indiana High School Press Association president and a 2010 Rising Star recipient. Wilson previously advised the student newspaper at New Albany (Indiana) High School.
11 a.m. Friday, Sierra E

PETE LEBLANC, CJE, 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.
8:30 a.m. Thursday, Salon 15; 9, 10 and 11 a.m. Saturday, Salon 15

SARAH LERNER, CJE, is the adviser of the Aerie, the yearbook of Marjory Stoneman Douglas H.S. She has been teaching since 2002 and advising since 2007. She advised an FSPA All-Florida literary magazine and newspaper at South Plantation H.S. This is

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her second year at Stoneman Douglas High. Lerner was awarded the 2014 Adviser of the Year by the Sun-Sentinel High School Journalism Awards.

11 a.m. Friday, Foothill C

JOY LESSARD enjoyed advising award-winning yearbooks and newspapers for 37 years in the Ellensburg (Washington) School District. She was honored to be the WJEA Adviser of the Year; Ellensburg School District Teacher of the Year; recipient of the 2008 JEA Teacher Inspiration Award; and 2012 JEA Lifetime Achievement Award. Lessard, a JEA mentor, teaches a summer workshop for advisers at the WJEA journalism camp.

10 a.m. Friday, Sierra H; 2 p.m. Friday, Pacific D

MARGOT CARMICHAEL LESTER began her journalism career on the high school and hometown newspapers. Since majoring in journalism, she's reported for local, state and national news and feature outlets, including Forbes and the Los Angeles Business Journal; and has been a managing editor and writing coach. Accolades include

a scholastic journalism award for editorial writing, several reporting awards and two IBPA gold medals for YA nonfiction.

Noon Friday, Pacific A; 11 a.m. Saturday, Pacific B; 1 and 2:30 p.m. Saturday, Salon 10-11

ABBY LETSCHER is the editor-in-chief for the Knight Errant, the student-run publication for Benilde-St. Margaret's in St. Louis Park, Minnesota. She runs a newsroom made up of about 75 students who produce material for three publications.

Noon Friday, Sierra H

ELIZABETH LEVIN, MJE, advises The Omega newspaper, Downers Grove (Illinois) North H.S. The Omega has earned Pacemakers, Best in Show recognition, and state and national awards. Levin serves as the JEA curriculum module leader for writing and is on the advisory council for IHSA, Illinois' state journalism competitions.

9 a.m. Saturday, Sierra A

JANET LEVIN, MJE, has been teaching journalism her entire 37 years in education. She advises The Correspondent at John

Hersey High School, Arlington Heights, Illinois. Although the newspaper has garnered national, state and regional awards, it is the relationships among former and current staff members that Levin likes to brag about most. Once a "Corre kid" always a Corre kid.

11 a.m. Saturday, Sierra A; 2:30 p.m. Saturday, Salon 14

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.

1 p.m. Friday, Pacific D

CLEMENTE LISI teaches journalism at The King's College. He also acts as an adviser to the student online newspaper/print magazine/video platform, The Empire State Tribune. Lisi has worked as a journalist for two decades at major metropolitan dailies

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such as the New York Post and the New York Daily News. He also has experience in the digital space, serving as senior editor at ABCNews.com.

Noon Saturday, Salon 14

LISA LEA LLEWELLYN, CJE, is a yearbook representative privileged to work with a number of award-winning staffs across the Dallas-Fort Worth area. She directs DFW Student Media Workshops and presents at conventions and workshops nationwide. Her scholastic journalism journey began as yearbook EIC at Lecanto H.S. in Florida, where she won a Broadcast Pacemaker. @YrbkLisa.

Noon Friday, Salon 5-6; 2 p.m. Friday, Sierra J; 9 a.m. Saturday, Sierra I

MARK LODATO is associate dean of the Cronkite School and associate general manager of Arizona PBS at ASU. As associate dean, Lodato leads undergraduate recruitment and retention efforts and supervises the Cronkite School's broadcast and sports curriculum.

1 p.m. Friday, Sierra C; 11 a.m. Saturday, Sierra F

ROTH LOVINS, CJE, is a 2017 graduate of Ball State University. Lovins advises the Log yearbook and co-advises the Triangle newsmagazine and cnhsmedia.com. As a student journalist, Lovins worked with the Chicago Tribune for its Olympics coverage, been employed as an art director for a student magazine, been a content editor and served as a photo editor.

9 a.m. Friday, Salon 12-13; 2 p.m. Friday, Pacific A

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, Sierra G; noon Friday, Salon 7; 4:30 p.m. Friday, Pacific E; 7 a.m. Saturday, Pacific E; 9 a.m. Saturday, Foothill C

KALLY MALCOM is an assistant professor of photography at the University of North Florida where she teaches black-and-white,

digital, and studio photography. She has a background in both commercial and fine art practice and has exhibited her work in national and international venues.

1 p.m. Saturday, Salon 3

MICHAEL MALCOM-BJORKLUND, CJE advises five journalism mediums including yearbook, literary magazine, newspaper, podcast, and broadcast while teaching middle school language arts at River City Science Academy Innovation in Jacksonville, Florida, after a successful 14-year professional career in the media industry. With a degree in journalism and a dozen awards, Malcom-Bjorklund is a district director for the Florida Scholastic Press Association and JEA director-at-large.

6:15 p.m. Thursday, Salon 4; noon Friday, Sierra A; 1 p.m. Friday, Sierra D

LELAND MALLETT, CJE, has advised yearbooks/newspapers since 1999. He is the adviser at Legacy H.S. in Mansfield, Texas. Legacy's publications have won Crowns, Pacemakers and Stars. Mallett serves as the webmaster for TAJE. In 2015 he won Texas Adviser of the Year. He has also won the Edith Fox King Award, TAJE Trailblazer, DJNF Special Recognition Adviser and JEA's Yearbook Special Recognition Yearbook Adviser.

11 a.m. and noon Friday, Salon 5-6

AARON MANFULL, MJE, is in his 20th year of advising. He is the Director of Student Media at Francis Howell North H.S. He is the JEA Digital Media Chair and co-director of Media Now. He is a former DJNF National Journalism Teacher of the Year. Manfull is one of the authors of the textbook "Student Journalism and Media Literacy."

9 a.m. Friday, Salon 1; 8 a.m. Saturday, Pacific C

GRACE MARION is a four-year member of the Playwickian, a high school newspaper whose history has been rampant with issues regarding an extreme prior review policy and Neshaminy H.S.'s touchy mascot. Marion is now the editor-in-chief of the newspaper for the second consecutive year, a panelist with her local paper's Reality section and a writer for several freelance sites.

10 a.m. Saturday, Sierra K

REBECCA MARTIN is the managing editor/director of national network 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 directs Youth Radio's

national network of correspondents and partners who contribute to Youth Radio's outlets and platforms. Before coming to Youth Radio, she worked for The World (PRI/BBC), NPR and CNN.

1 p.m. Saturday, Sierra A

BRIAN MARTINEZ, CJE, is a professional journalism nerd and tech geek. After a stint at the Houston Chronicle, he began advising newspaper and yearbooks. His students and publications earned state awards, Gold Crowns and Pacemakers. Martinez now works with staffs nationwide to help them create better publications through technology.

1 p.m. Friday, Sierra G; 2 p.m. Friday, Sierra H

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, Salon 4; 1 p.m. Friday, Nob Hill C-D

JIM MCCARTHY, CJE, teaches convergent journalism, multimedia, and video production 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 student newspaper.

10 and 11 a.m. Saturday, Sierra C

RACHEL MCCARVER, MJE, is the broadcast adviser and co-adviser of the Triangle newsmagazine and cnhsmedia.com website at Columbus (Indiana) North H.S. McCarver is the 2017 Ella Sengenberger Adviser of the Year, a former president of the Indiana High School Press Association and a 2010 JEA Rising Star.

9 a.m. Friday, Salon 12-13; 11 a.m. Friday, Sierra E

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.

9 and 10 a.m. Friday, Salon 5-6; noon Friday, Salon 12-13

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MARY ANNE MCCLLOUD, CJE and a retired teacher, participates in the JEA mentoring program in Kansas after advising newspapers, yearbooks and literary magazines for 30 years.

8 a.m. Thursday, Pacific H; 9 a.m.

Saturday, Sierra H

BARBARA MCCORMACK is vice president of education at the Newseum. Her team is responsible for creating quality, educational resources and programs on First Amendment freedoms and media literacy. NewseumED reaches 10 million students through on-site and virtual classes, and its website. McCormack, a former middle and high school teacher, has spoken on media literacy at numerous conferences in 2017, including Chautauqua Institution, NCSS and NAMLE.

10 a.m. Friday, Pacific C

KEN MCCOY is a worldwide syndicated photojournalist, radio and TV host/producer. His clients have included Newsweek, LOOK magazine, The Associated Press, United Press International and Jet magazine. Events have included the Grammys, BET Awards and the Academy Awards to name a few.

Noon Saturday, Salon 15

MELISSA MCCOY is a Pollner professor of journalism at the University of Montana. She is also a writer, editor and the former deputy managing editor of the Los Angeles Times.

10 a.m. Saturday, Sierra I

JIM MCCROSSEN has been advising publications at Blue Valley Northwest H.S. in Overland Park, Kansas, for 25 years. Prior to teaching journalism, he was a professional photojournalist for a daily newspaper in Southern California. His students have won some great awards and not won others, but they always have a great time learning and thriving.

1 p.m. Friday, Pacific B

CAMRYN MCPHERSON is a senior at Xavier H.S. in Cedar Rapids, Iowa, and is the photo editor for the school's newspaper, The Xpress. McPherson will continue her journalism career at Iowa State University in the fall. She hopes to one day integrate journalism, photography and graphic design into her future career.

Noon Saturday, Salon 3

LEO MERCER is a journalism and political science student at Northern Arizona University. He is a four-time newspaper

editor and has founded two student journalism programs. He serves as the chief executive officer of 601 East Ventures Corp. and runs FOIRequest.com.

Noon Friday, Salon 4

ALICIA MERRIFIELD, CJE, advises VikingMedia's yearbook and print newspaper at The Village School, in Houston. In the few years she has been at the helm, she has been featured in the Josten's Lookbook and awarded Jostens Program of Excellence three times, and was awarded First Class with one Mark of Distinction from NSPA. In the spring of 2017 she received the JEA Rising Star award.

8 a.m. Saturday, Salon 4

ALLISON MILLER has been the adviser of the Marauder yearbook and the Insight literary magazine at Marcus H.S. in Flower Mound, Texas, for three years. Marcus is a 6A2 school with an enrollment of about 3,300 students and has about 300 faculty members. Miller also teaches the introduction to journalism courses at Marcus.

11 a.m. Friday, Sierra G

GEORGE MILLER is publisher of CitizensJournal.us, aka Citizens Journal-Ventura County, a citizen volunteer-operated news and commentary publication. He was a retired management consultant with too much time on his hands and too many complaints about regional journalism. Miller was president of Proaction Management Consultants. Prior to that, he held executive positions in the software, consulting and manufacturing industries, having started as a mechanical engineer.

Noon Friday, Sierra I

KATHLEEN MILLS, CJE, advises The Optimist in Bloomington, Indiana. Her freelance work has appeared in The New York Times, Indianapolis Star and Mademoiselle.

Noon Friday, Sierra E

JEFF MOFFITT, MJE, is a creative accounts manager for Jostens. Previously, Moffitt advised the award-winning Oracle newspaper and Torch yearbook at Olympia H.S. in Orlando, Florida. He is a National Board Certified Teacher in career and technical education. He was OHS's 2007 Teacher of the Year. JEA named him a Rising Star in 2006 and a Special Recognition Adviser in 2010.

11 a.m. Friday, Sierra A

REYNALDO MORALES created an educational model to reconnect schools and communities. He worked as broadcast TV press editor, documentarian and media college teacher. After obtaining a master's degree in curriculum and instruction and digital media, he will graduate next year with a joint Ph.D. with the School of Education and the Nelson Institute for Environmental Studies. Morales also teaches ethnic studies at the University of Wisconsin-Platteville.

1 p.m. Friday, Sierra F

AMY MORGAN, MJE, advises yearbook, newspaper and online at Shawnee Mission West H.S. in Overland Park, Kansas. The newspaper and yearbook have earned NSPA Pacemaker finalist and Best of Show honors. Morgan was the local co-chair of the 2010 JEA/NSPA Kansas City convention. Morgan is secretary of Kansas Scholastic Press Association.

10 a.m. Friday, Pacific A; 11 a.m. Saturday, Nob Hill A-B

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, Sierra J

PATRICK MORING, CJE, advises the award-winning KRAM news broadcast and live broadcast program in Colorado Springs, Colorado. The program has won multiple state and national awards, including being first in the nation for originality in programming in the annual National Federation of High School Athletic Association Network awards. He is also the digital media coordinator for the Colorado Student Media Association in Colorado.

2 p.m. Friday, Sierra C

BEATRICE MOTAMEDI, CJE, is executive director of Global Student Square, an international student journalism network. A DJNF Distinguished Adviser, she was a 2015 Knight Fellow at Stanford University, where she co-directs Newsroom by the Bay. Motamedi was a staff writer for the San Francisco Chronicle and associate editor for "24 Hours in Cyberspace," a book about a day in the life of the internet.

11 a.m. Friday, Salon 9

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JEFF MOUNT has advised print (Crimson newsmagazine) and online journalism at Paso Robles H.S. for 18 years. He migrated from Los Gatos H.S. at El Gato seven years before that. Crimson's tabloid newspaper and large school website have placed in convention Best of Show competition for 10 years running.

1 p.m. Saturday, Sierra I

DAN MUELLER, CJE, is a former yearbook and newspaper editor and has worked as a yearbook representative since 2004 — striving to inspire and encourage students to be leaders on their staffs and publications.

8 a.m. Saturday, Nob Hill C-D

MONA MURHAMER is the editor-in-chief of Scottlight magazine, one of four publications at Carlmont H.S. She has been in journalism for three years and has worked as staff writer and section editor during that time.

Noon Saturday, Sierra F

MARK MURRAY is the director of Technical Services and Systems Integration for the Arlington (Texas) School District. He serves as the executive director of the Association of Texas Photography Instructors. He is the recipient of the Carl Towley Award and the Medal of Merit from JEA and a Pioneer Award from NSPA.

1 p.m. Thursday, Salon 1; 2 p.m. Friday, Salon 14

MARIANNE NACANAYNAY is the op-ed editor for the Hawkeye, the student publication for Mountlake Terrace H.S. She is also the executive editor for Tempo, the student yearbook at MTHS, and a co-host for TMI, a student podcast focused on candid conversation about current events for high school students. Nacanaynay freelances for IndyKids, a nonprofit national newspaper.

1 p.m. Saturday, Sierra C

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 Pacemakers, 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.

9 a.m. Saturday, Sierra K; 11 a.m. Saturday, Salon 3

SCOTT NAIRNE is the newspaper adviser for San Luis Obispo H.S. Expressions, as well as the yearbook adviser and ninth grade honors English teacher.

9 a.m. Friday, Sierra E

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, Pacific C

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 president and a member of the Scholastic Press Rights and Digital Media committees. A former 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.

8:30 a.m. Thursday, Foothill C; 9 p.m. Thursday, Atrium; 8 a.m. Friday, Foothill C; 10 a.m. Friday, Sierra A; noon Saturday, Golden Gate A

MIMI ORTH, CJE, represents Herff Jones in Southern California and is the director of Yearbooks@theBeach summer workshop. A former award-winning yearbook adviser, Orth can identify random fonts on the fly, pull off some quick tricks in InDesign, whip up a cool headline design or coverage idea, all in a yearbook class period. Her students, though, love her most for her homemade food.

9 and 10 a.m. Friday, Nob Hill A-B

JED PALMER, CJE, is the journalism adviser at Sierra Middle School, working with 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. He was a JEA Distinguished Adviser in 2013 and was also the 2013 Colorado Adviser of the Year.

8:30 a.m. Thursday, Salon 5-6; noon Friday, Salon 8

KATINA PARON, CJE, has been developing and leading teen journalism programs for 20+ years. Through her editorial coaching and mentoring, thousands of young people have earned their first bylines in professional publications. She is

the author of the forthcoming comic book-style high school textbook, "A NewsHound's Guide to Student Journalism" and is the director of the NYC High School Journalism Collaborative at Baruch College.

1 and 2 p.m. Friday, Salon 5-6

PAULA PECORELLA is a senior political science and journalism student at Stony Brook University in New York. She is an Active Voice fellow through the Student Press Law Center, and has been working with students at Madonna Heights residential day school to help them find their voice again through journalism. She is passionate about the First Amendment and teaching students about their rights.

Noon and 1 p.m. Saturday, Nob Hill C-D

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.

11 a.m. Friday, Salon 9

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 an Amazon No. 1 New Release in Teen Writing.

Noon Friday, Pacific A; 11 a.m. Saturday, Pacific B; 1 p.m. and 2:30 p.m. Saturday, Salon 10-11

SOPHIE PENN is a senior at Carlmont H.S. in Belmont, California. She is editor-in-chief of ScotCenter, Carlmont's video broadcast publication. She has received numerous national awards for her videos.

Noon Friday, Sierra C

MEGHAN PERCIVAL, MJE, teaches photojournalism and AP Psychology and advises The Clan yearbook staff at McLean H.S. in Fairfax County, Virginia. The Clan staff has been recognized with the NSPA Pacemaker and CSPA Gold Crown and was inducted into the NSPA Hall of Fame. Percival received a Gold Key from CSPA in

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2013 and was a 2014 JEA Distinguished Adviser.

Noon and 1 p.m. Friday, Sierra B; 2:30 p.m. Saturday, Salon 3

RICHIE PLASS is the owner/curator of the traveling exhibit on Native American imagery called, "Bittersweet Winds." Plass has been addressing the mascot/logo issue since 1968 when he was the school mascot at the high school he attended. In the past 50 years, the issue still remains in America and Plass uses the exhibit as, "visual education" on Native American issues, culture and heritage.

10 a.m. Friday, Salon 14

CAROL POGASH is a journalist, editor and author. Her stories run in The New York Times, The Guardian and other print and online publications. She writes from the San Francisco Bay Area. She's author of the classic, "As Real As It Gets: The Life of a Hospital at the Center of the AIDS Epidemic" and "Quotations from Chairman Trump," an early satirical book about the president.

1 p.m. Saturday, Salon 2

REBECCA POLLARD, MJE advises the yearbook at Lovejoy H.S. in Lucas, Texas. Previously, she advised student media at Heritage H.S. in Frisco. During her 18-year career, she has advised yearbook, broadcast, newspaper, online and literary magazine. Her programs have won top state and national awards. Pollard serves JEA as Journalist of the Year Committee chair and as the Leadership and Team Building curriculum leader.

7 p.m. Thursday, Salon 7-9; 10 a.m. Friday, Sierra D; 1 p.m. Friday, Salon 15; 9 a.m. Saturday, Pacific I; 3:30 p.m. Saturday, Salon 7-9

RACHEL PRINCE is a 26-year veteran of the English classroom, having taught AP, honors, English 101/102, and literary magazine. She collaborates regularly with her school's publication staff; her own children have served as publications editors so the program is near and dear to her heart.

Noon Friday, Salon 3

LINDA S. PUNTNEY, MJE, is the former JEA 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.

8 and 9 a.m. Saturday, Salon 9

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 award. She teaches at CHS and owns Quick Draw Productions in Cody, Wyoming.

8 and 11 a.m. Friday, Pacific I

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



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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 the National Press Photographers Association. *8:30 a.m. Thursday, Salon 10-11*

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. Quintana is JEA's New Mexico state director and chair of the Career and Technical Education Committee. *9 a.m. Saturday, Pacific D*

JUSTIN RAISNER is in his eighth year of advising student media at Carlmont H.S. in Belmont, California, and he is the JEA web curriculum leader. His scotscoop.com staff won Online Pacemakers in 2014 and 2016, and his students have won several awards for writing, design, photography and videography. In addition to advising, Raisner has worked as a writer and managing editor for several local publications. *Noon Friday, Sierra C; Noon Saturday, Sierra F; 1 p.m. Saturday, Sierra E*

MARY RECHNER teaches at Lincoln H.S. in Portland, Oregon, where she advises The Cardinal Times. This is her first year as an adviser. This past fall two of her mass communications students were named winners in the New York Times Learning Network review contest — one in the top 10 and one in the top 25. *9 a.m. Saturday, Sierra H*

MICHAEL REEVES, CJE, is the adviser at James Bowie H.S. in Austin, Texas. After a number of years as a professional journalist, he joined the teaching ranks and has never looked back. Today journalism is more important than ever before. His goal is to help students find their role in the media as a consumer, or an active participant. *10 a.m. Friday, Salon 8*

BROOKE RENNA is a yearbook lifer, creating yearbooks since the sixth grade. She now proudly serves as the Walsworth representative in Northern California, guiding yearbook staffs to create their best possible product. Renna's passions lie in storytelling, photography. *Noon Friday, Salon 15; 2 p.m. Friday, Sierra E; 11 a.m. Saturday, Sierra I*

GREG RETSINAS is director of digital strategy for KGW Media Group, the NBC affiliate in Portland, Oregon. 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. *11 a.m. and 1 p.m. Friday, Salon 9*

TIM RILEY teaches digital journalism as an associate professor at Emerson College in Boston. He has written five books on rock history, including his biography of "Lennon: Man, Myth, and Music." *9 a.m. Friday, Sierra A*

SAVANNAH ROBINSON is a journalism major at the University of Southern California, Los Angeles. *Noon and 1 p.m. Saturday, Nob Hill C-D*

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. *11 a.m. Friday, Salon 10-11*

JONATHAN ROGERS, MJE, is an award-winning adviser of The Little Hawk and Red and White yearbook. He is JEA's Professional Outreach chair. DJNF named Rogers a Distinguished Adviser in 2013, and in 2015 he was named Iowa Journalism Teacher of the Year. Rogers loves blogging for JEADigitalMedia.org. Before teaching he was a sports writer, environmental writer, and college golfer at Missouri State. *11 a.m. Friday, Nob Hill A-B; 9 a.m. Saturday, Pacific B*

ANDREW ROSS is a former yearbook editor-in-chief turned yearbook representative who has been doing yearbook longer than he has been driving! He proudly represents Walsworth Yearbooks in Colorado. *11 a.m. Saturday, Sierra I*

DANIELLE RYAN, MJE, serves as the JEA state director for California. She has taught

journalism at Carlsbad H.S. for 12 years, advising web, newspaper and yearbook. Her staffs have been named Pacemaker Finalist, have won the NSPA Silver Crown, earned All-American rankings and won Best of Show. Ryan works with San Diego journalism advisers and was the JEA/NSPA San Diego convention co-chair. *Noon Saturday, Nob Hill A-B*

LINDSAY SAFE, CJE, advises the Helios yearbook at Sunny Hills H.S. in Fullerton, California. During her time as an adviser, her staffs have earned a CSPA Silver Crown and an NSPA Pacemaker Finalist. Safe is the Orange County Journalism Education Association president in Southern California. *8 a.m. Saturday, Salon 15*

GREG SAMPLES, former journalism instructor and yearbook industry fixture, brings his knowledge and sales skill to yearbook programs. Having done yearbook workshops and camps across North America he loves kids and helping them get their yearbook into more hands. Degrees in journalism education, accounting and computer education combined with his work with Los Angeles-area high schools make him a knowledgeable, hands-on, dynamic speaker. *1 p.m. Saturday, Salon 14*

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. *10 a.m. Saturday, Salon 10-11*

MICHAEL SANDERS eats, breathes and lives design. As a high school editor of an award-winning publication, Sanders was able to turn his love of design into a successful career in startup branding. With a laser-focused attention to detail he has been able transform average into amazing. *1 p.m. Saturday, Salon 5-6*

NICOLE SANDERS advises the star award-winning newspaper, LeopardLife and All American-winning yearbook, Rosette in Lovejoy ISD in Texas. She also teaches photography. Sanders has more than 16

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years' professional journalism experience and 11 years' journalism advising experience.

8 a.m. Saturday, Sierra H

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.

10 a.m. Saturday, Salon 12-13

JULIA SATTERTHWAITE, CJE, advises El Estoque and elestoque.org at Monta Vista H.S. in Cupertino, California. Her students have been recognized with top national and state honors. Satterthwaite serves on the JEA board as a director at large and enjoys developing collaborative opportunities, sharing resources and advocating for journalism advisers and their students.

6:15 p.m. Thursday, Salon 4; Noon Friday, Salon 1

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.

10 a.m. Friday, Pacific C; 9 a.m. Saturday, Sierra J

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, Nob Hill C-D

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.

8 a.m., 10 a.m. and 1 p.m. Saturday, Salon 1

SABRINA SCHMITZ, CJE, a Walsworth Yearbooks representative, is the former publication adviser at J.W. Mitchell H.S. in New Port Richey, Florida. Under her leadership, The Stampede yearbook earned multiple CSPA Crowns, an NSPA Pacemaker, and was a Design of the Year Finalist. She was Teacher of the Year in 2013, was a District Teacher of the Year Finalist, and teaches at workshops and conventions nationwide.

11 a.m. Friday, Salon 14

KATHY SCHRIER, MJE, a former student media adviser in Seattle, now serves as executive director of the Washington Journalism Education Association. She serves on JEA's Scholastic Press Rights Committee and for several years she has worked to see "New Voices" legislation pass in Washington state. Schrier, a past president of WJEA, received a JEA Medal of Merit and was named an NSPA Pioneer.

2 p.m. Friday, Salon 4

SIDNEY SCOTT is the editor-in-chief of the Xpress Newspaper at Xavier H.S. She has worked on both sides of writing and design for her school's publication. Scott is a senior this year and plans to continue her education in journalism and design at Iowa State University next year.

1 p.m. Saturday, Salon 4

KARLA SHOTTS came to teaching after nearly three decades in TV and radio broadcasting. She is now in her fifth year teaching, and third year advising the award-winning Englewood (Colorado) Pirateer newsmagazine, PirateTV and yearbook. She has been awarded Best Spot News, Best Educational Program and Best Public Affairs Program from the Colorado Broadcasters Association and The Associated Press.

9 a.m. Saturday, Sierra H

NABA SIDDIQ is a sophomore at Texas Tech University majoring in public relations and minoring in political science. Siddiq is an Active Voices representative for the Student Press Law Center and a Student Ambassador for New Voices legislation in Texas. She also works part time for the Texas Tech Office of Annual Giving where she helps raise money for the university.

Noon and 1 p.m. Saturday, Nob Hill C-D

C.E. SIKKENGRA has advised the award-winning Bucs' Blade at Grand Haven H.S. since 2000. A past president of the Michigan Interscholastic Press Association, he currently serves as that organization's

newspaper chair as well Michigan's JEA state director.

11 a.m. Friday, Pacific B

DANIELLE SILL has been a yearbook representative for Walsworth for nearly 10 years in the East Bay area. She works as a project manager with yearbook advisers and staffs, training and coaching advisers in how to implement their project plan for the completion and sale of the yearbook and encouraging students to see the practical applications of what they do in yearbook.

2 p.m. Friday, Sierra E

MIKE SIMONS, MJE, is the adviser of Tesseræ, 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. He is a 2015 Distinguished Yearbook Adviser.

8:30 a.m. Thursday, Salon 5-6

KAREN SLUSHER, CJE, has been advising publications for the past 12 years. She developed her passion for storytelling and journalism while on her high school newspaper staff and always knew this was the right job for her. She has her master's in journalism education. Now, she is using her passion for teaching leadership to boost the publications program. Slusher is JEA's Awards Committee chair.

11 a.m. Saturday, Pacific D; noon Saturday, Golden Gate A

ANDREW SMITH is the multimedia news director and journalism instructor for Kansas State University. 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, where he has been since 2016.

8:30 a.m. Thursday, Salon 15

EMILY SMITH, CJE, advises student media at Pittsburg (Kansas) H.S. Her staffs have won various state and national awards, including a Pacemaker, All-American ratings and NSPA's individual contests. Smith is a 2016 JEA Rising Star, 2015 Jackie Engel Award winner and a 2013 ASNE Fellow. She also serves on the Kansas Scholastic Press Association's executive board.

8:30 a.m. Thursday, Salon 2; noon Friday, Foothill C; 11 a.m. Saturday, Salon 7

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NANCY Y. SMITH, MJE, has taught at Lafayette H.S. for 25 years. She advises the lancerfeed.press website, Image newspaper and Legend yearbook. Smith is the JEA Contest Committee chair, overseeing the Write-off contests, quiz bowl and middle school media contest. Honors include NSPA Pioneer Award, JEA Medal of Merit and 2016 National Yearbook Adviser of the Year, and DJNF Special Recognition Adviser and Distinguished Adviser.

11 a.m. Friday, Salon 5-6; 6 p.m. Friday, Foothill C; 3:30 p.m. Saturday, Salon 7-9

MARGARET SORROWS, CJE, retired in May 2015 after 36 years of advising yearbooks, newspapers and teaching digital photography, most recently for 24 years at Bryant (Arkansas) H.S. She was the 2014 JEA H.L. Hall Yearbook Adviser of the Year. Her publications won Gold and Silver CSPA Crowns and NSPA Pacemakers. She is an ambassador for Jostens, serving as an educational and creative consultant.

11 a.m. Friday, Sierra A; 10 and 11 a.m. Saturday, Nob Hill C-D

ALLIE STAUB, CJE, advises The Scrapbook yearbook at Westfield (Indiana) Middle School, where she teaches art, media arts and yearbook. JEA named Staub a 2015 Rising Star and a 2017 Distinguished Adviser. Her yearbook students have earned numerous state and national honors including CSPA Gold and Silver Crowns and NSPA Pacemaker. Staub is co-chair of JEA's Junior High/Middle School National Media Contest.

11 a.m. Friday, Salon 5-6

LARRY STEINMETZ, CJE, is the adviser for the Livewire newsmagazine and the Endeavor yearbook at Bullitt East H.S. in Mount Washington, Kentucky. As the JEA Kentucky state director and member of the SIPA executive board, he is focused on improving journalism programs in Kentucky.

11 a.m. Friday, Sierra J

MARK STORER is a 27-year veteran English and journalism teacher. He is also a freelance journalist and has written for dozens of publications including the New York Times, the San Jose Mercury News, Silicon Valley Biz Journal and many others.

2 p.m. Friday, Sierra A

LYNN STRAUSE, CJE, advised 30 yearbooks before retiring, the last 13 at East Lansing (Michigan) H.S. Strause continues to teach workshops, 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, NSPA's Pioneer Award and JEA's Lifetime Achievement Award. She works as a yearbook consultant.

8 and 9 a.m. Saturday, Salon 5-6

JIM STREISEL, MJE, advises the HiLite newsmagazine staff at Carmel (Indiana) H.S. He was the 2013 DJNF Journalism Adviser of the Year and has written two journalism textbooks.

9 a.m. Friday, Salon 3

THE CARLMONT JOURNALISM PROGRAM, advised by Justin Raisner, runs four publications in one class period. Scot Scoop News has won Pacemakers in 2014 and 2016.

1 p.m. Saturday, Sierra E

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VINCE STURLA learned 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.
Noon Saturday, Salon 10-11

SHEA SUITER is a former high school and college yearbook editor-in-chief, a current yearbook representative, and a forever yearbook nerd. She graduated with her B.A. in business marketing from Azusa Pacific University. Suiter supports schools in creating and selling top-notch yearbooks with her experience in marketing, design and publications. She shares her passion for journalism education with students and advisers in Southern California.
1 p.m. Friday, Sierra J

MARY TALLETT is a senior at Xavier H.S. She is involved in dance team, Key Club, Student Senate and, of course, newspaper. As a junior, Tallett started writing as an opinion writer for the Xavier Xpress, her school's newspaper. Her senior year she was selected as the opinion editor. Next year, she plans to attend Saint Louis University to study public relations.
10 a.m. Saturday, Sierra A

KRISTIN TAYLOR, CJE, teaches journalism, yearbook and English at The Archer School for Girls in Los Angeles. She is a member of the JEA Scholastic Press Rights Committee and a 2014 ASNE Reynolds High School Journalism Institute Fellow. She is also a National Board Certified English teacher. Taylor is finishing her master's degree in journalism through Kent State University.
9 a.m. Friday, Sierra H

MIKE TAYLOR, CJE, is a journalism specialist/key accounts with Walsworth Yearbooks. He taught yearbook, newspaper and television production at Lecanto (Florida) H.S. for 13 years. He has served as president of the Florida Scholastic Press Association and has received the FSPA Gold Medallion and JEA Medal of Merit.
9 a.m. Friday, Salon 10-11

KIANA TIBULE is a high school senior from Southwest Career and Technical Academy in Las Vegas and has been a staff member of The Howl yearbook for two years.
8 a.m. Saturday, Sierra J

CINDY TODD is the Texas Association of Journalism Educators executive director. She 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.
2 p.m. Friday, Salon 8

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.
1 p.m. Saturday, Salon 12-13

CASSIE VALDEZ is a high school senior from Las Vegas and the co-editor-in-chief of the online publication The Southwest Shadow.
10 a.m. Friday, Salon 4

RUSSEL VALDEZ is a high school senior from Las Vegas. She is the editor-in-chief of The Howl yearbook and a part-time ice cream scooper.
10 a.m. Friday, Sierra J

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, Salon 9; 8 a.m. Saturday, Salon 8

BRANDON VELASKI is a digital media producer with Yahoo Sports spending most the past five years leading the Fantasy Football Live weekly broadcast.
11 a.m. Saturday, Sierra F

TARA VERDEROSA has been advising the student newspaper for three years, and is a contractor for the Las Vegas Review-Journal. Her staff has earned more than 50 awards locally and nationally in the past

three years.
8 a.m. Saturday, Salon 14

KELLIE WAGNER, CJE, has been advising The Xpress newspaper and the Xperience yearbook at Xavier H.S. in Cedar Rapids, Iowa for 10 years. [@xpressnewspaper @kelwagner](http://www.xavierxpress.org)
9 a.m. Saturday, Salon 10-11

DAVID WALLNER was a professional journalist before advising The Norse Star, one of the top student publications in Wisconsin. During 33 years as adviser, his students have won hundreds of writing and photography awards in state and national contests. Wallner has been a speaker at state and regional press association conferences and teacher conventions. He works with young teachers in the JEA's national mentoring program.
1 p.m. Friday, Foothill C

JOHN WALTER, CJE, advises the Blue Jay Online news website and Pow Wow yearbook at Junction City (Kansas) H.S. He is in his fourth year of advising.
Noon Friday, Sierra F

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.
2 p.m. Friday, Salon 15; 9 a.m. Saturday, Sierra E

CHRIS WAUGAMAN, MJE, teaches journalism and AP Language and Composition at Prince George (Virginia) H.S., and advises the Royal News newspaper, Peerage yearbook, trnwired.org website, PGTV News broadcast, and Etcetera literary magazine. His staffs have won NSPA Pacemakers and CSPA Gold and Silver Crowns. He was the 2014 DJNF National High School Journalism Teacher of the Year.
8:30 a.m. Thursday, Salon 14; 9 a.m. Friday, Pacific B; 10 a.m. Friday, Sierra C

DAVE WEIKERT teaches broadcast news production and all things technology at Northeastern H.S. in Manchester, Pennsylvania, where he has been the chair of the Business Computer and Information

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Technology department for over 10 years. In addition to teaching broadcast journalism, Weikert teaches AP Computer Science Principles and computer repair certification courses. He is a member of the Pennsylvania School Press Association board.

9 and 10 a.m. Friday, Sierra F

NICK WESTERGAARD is strategist/partner at Brand Driven, where he helps build better brands at organizations of all sizes. He's also the author of "Get Scrappy" and "Brand Now." An in-demand speaker at conferences throughout the world, he also teaches branding and communications at the University of Iowa and hosts the popular "On Brand" podcast.

Noon Friday, Pacific B

ANTHONY WHITTEN serves as the scholastic journalism outreach coordinator at the University of Oregon and Northwest Scholastic Press executive director. He previously advised The Guardian yearbook and The Watchdog newspaper at Westfield H.S. in Chantilly, Virginia, for seven years. He also advised The Stone Observer, a middle school newspaper. In 2013, JEA awarded him its Rising Star.

8:30 a.m. Thursday, Pacific I

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 p.m. Thursday, Salon 7-9; 9 p.m. Thursday, Atrium; 9 a.m. Friday, Sierra G; noon Saturday, Golden Gate A; 3:30 p.m. Saturday, Salon 7-9

MELANIE WILDERMAN, Ed.D., 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.

Noon Saturday, Sierra E

KELLY WILKERSON is the adviser for The HUB and BlueDevilHUB.com at Davis (California) H.S. Student staff members, including two back-to-back JEA National High School Journalists of the Year, use her scripts, rules, and rubrics to ensure they do their best work.

9 a.m. Friday, Sierra K

SHANNON WILLIAMS has partnered with thousands of yearbook staffs and creative groups across the country over the last 20 years with one goal — do something amazing. As a former high school and college editor and high school adviser, Williams has continued to hone his creative skills and share those skills with others.

1 and 2:30 p.m. Saturday, Salon 5-6

BRADLEY WILSON, MJE, Ph.D., is an associate professor at Midwestern State University in Wichita Falls, Texas. He is the editor of JEA's magazine, Communication: Journalism Education Today, and has received JEA's highest award, the Carl Towley Award, and NSPA's Pioneer Award.

*@bradleywilson09
8:30 a.m. Thursday, Salon 1; 8 a.m. Friday, Salon 15; 1 and 4 p.m. Friday, Salon 8; 11 a.m. Saturday, Salon 9*

BRIAN WILSON, MJE, advises yearbook and two Crown-winning magazines, C Mag (arts and culture) and Viking (sports) at Palo Alto (California) H.S. He was an adviser for 18 years in Michigan. Wilson is president of JEA-NorCal, Michigan's 2009 "Golden Pen" winner as journalism adviser of the year, a 2011 Distinguished Yearbook Adviser, a 2014 Special Recognition Adviser, and Waterford, Michigan's 2014 Teacher of the Year.

1 p.m. Friday, Sierra A

TIFFANI WOMACK, CJE, has advised yearbook and taught photojournalism and journalism for nine years. After coaching cheer, sponsoring student council and advising publications for seven years at Saginaw H.S., the native Texan put away the pom poms and homecoming crowns to move to Lake Ridge H.S. in Mansfield and advise yearbook.

Noon Friday, Salon 5-6; 2 p.m. Friday, Sierra J

SERGIO LUIS YANES, CJE, has been teaching since 2006 and advising student media since 2011. He teaches journalism at Arvada (Colorado) H.S., where he also advises the Arvadan yearbook, Arvada

Argos online news site and BulldogTV broadcast. This year, he developed and refined the CTE journalism pathway for Jeffco (Colorado) Public Schools to incorporate convergent media and provide more professional experiences to students.

Noon Friday, Sierra J; 1 p.m. Saturday, Sierra G

BRISA YEPEZ has been elected chairwoman of the Northern California Intertribal Court System Youth Judicial Council representing her tribe, the Hopland Band of Pomo Indians. She is a Tribal Youth Ambassador for the California Indian Museum and Cultural Center. She also has helped in the completion of many projects, including GIS maps displaying cultural resources, a play showcasing Native American culture, and documenting tribal language.

10 a.m. Saturday, Sierra K

JESSICA YOUNG, MJE, advises The Torch yearbook and The Musket newspaper at Orange Glen H.S. in Escondido, California. She has been teaching and advising for 10 years, but started her career in scholastic journalism on her middle school yearbook staff. She's been addicted to journalism ever since. When she's not at school, she teaches and presents at workshops around the country.

Noon Friday, Sierra G; 10 a.m. Saturday, Salon 5-6

LAURA ZHU, CJE, advises the Jamboree yearbook at Toby Johnson M.S. in California. She was Elk Grove USD's 2013 Teacher of the Year and California League of Middle Schools Educator of the Year. Zhu's yearbook students have earned several state and national awards including four CSPA Gold Crowns and 2011 and 2016 NSPA Pacemakers. Zhu is the JEA Junior High/Middle School Media Contest co-chair.

11 a.m. Friday, Salon 5-6

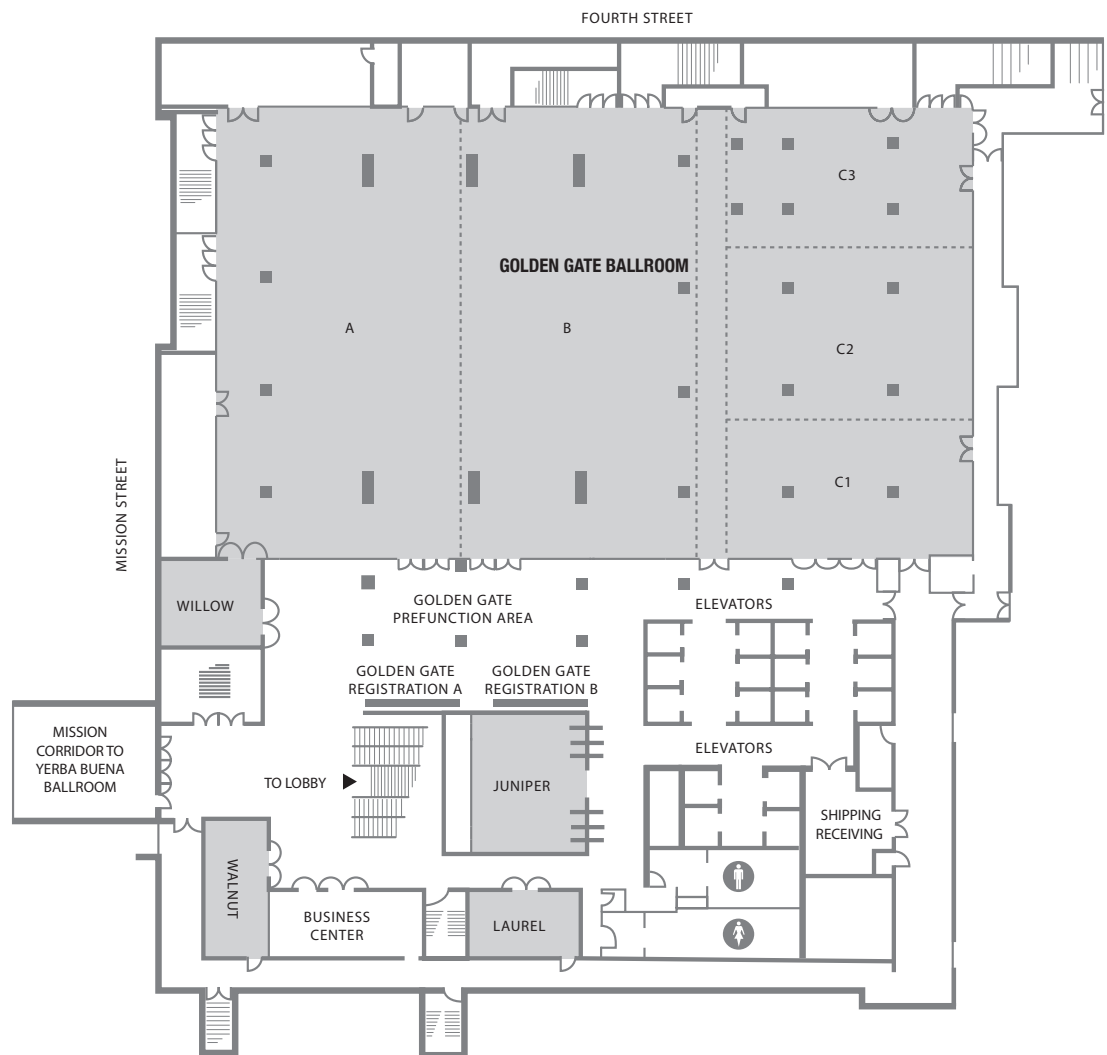
JO ZIMMERMAN, MJE, is a JEA mentor from Thousand Oaks, California.

11 a.m. Friday, Pacific D

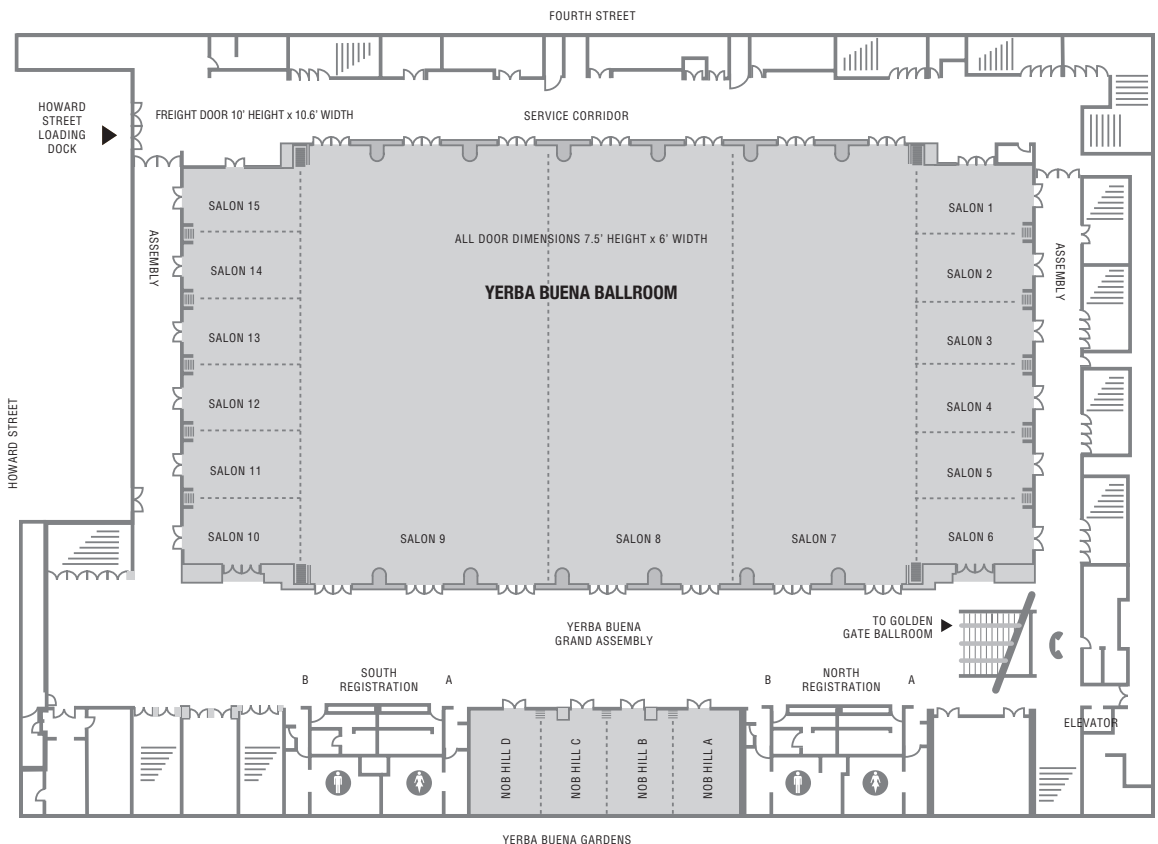


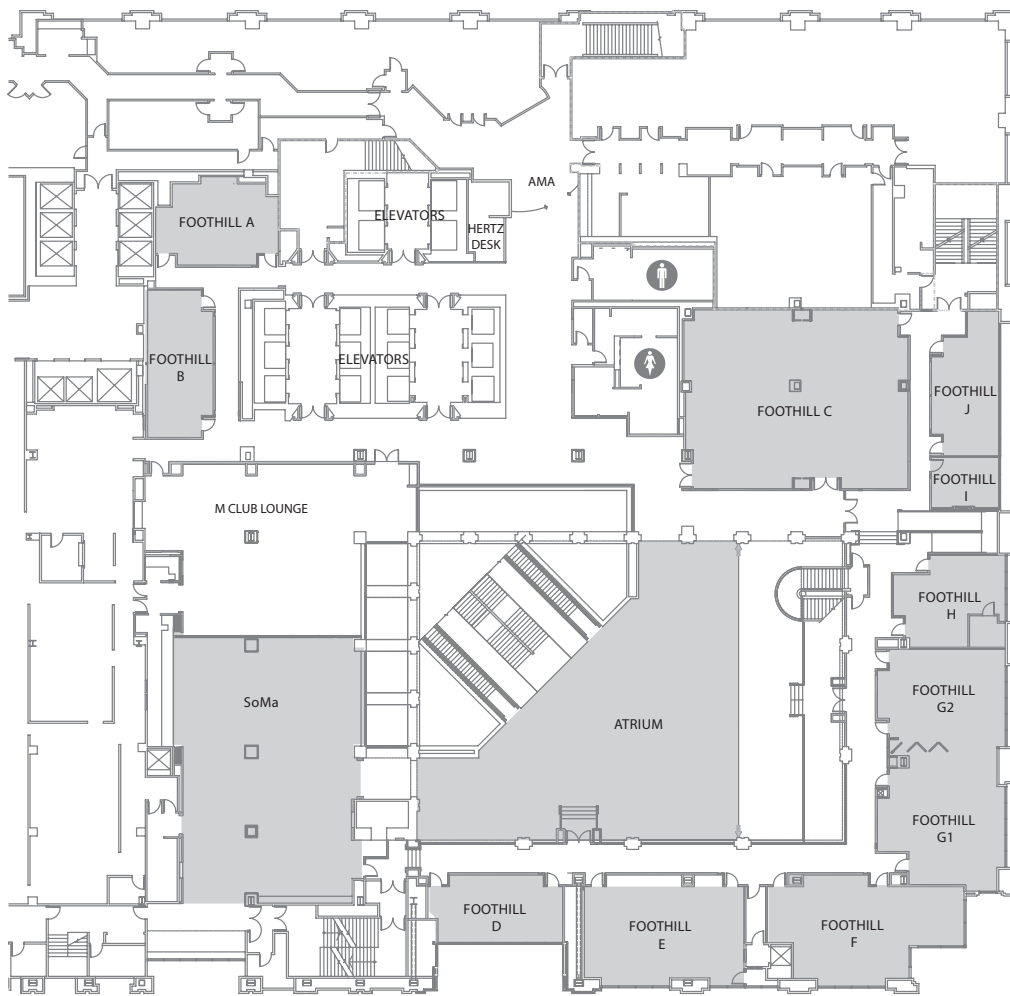
MARRIOTT MARQUIS

B2 LEVEL



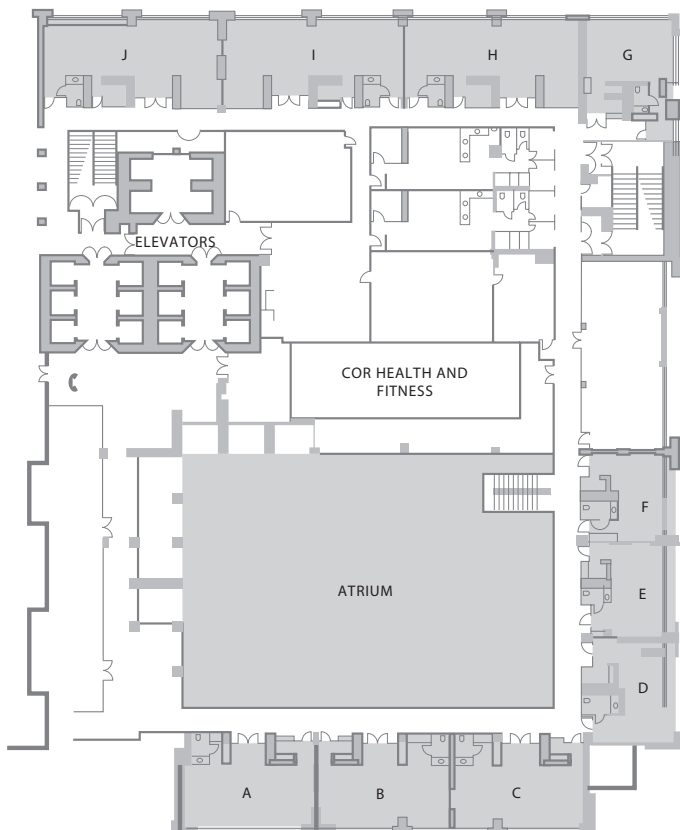
LOWER B2 LEVEL



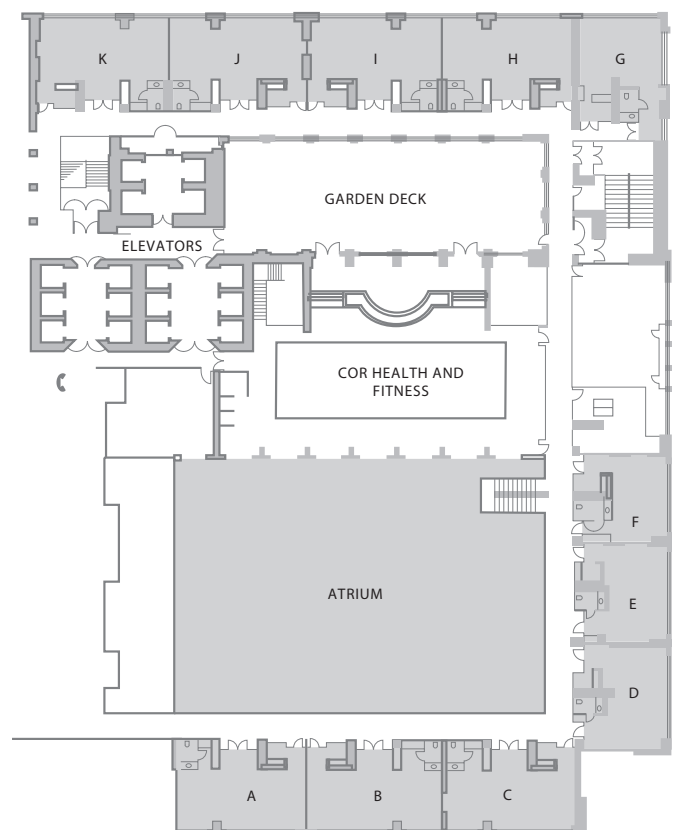


SECOND LEVEL

PACIFIC (FOURTH LEVEL)



SIERRA (FIFTH LEVEL)





“*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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