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# ANAHEIM

Spring National High School Journalism Convention  
April 25-27, 2019 • Anaheim Hilton





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ITHACA COLLEGE



# SPRING NATIONAL HIGH SCHOOL JOURNALISM CONVENTION

APRIL 25-27, 2019 • HILTON ANAHEIM



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The rocky shore near Little Corona Beach is adjacent to the larger Corona Del Mar State Beach. This is a great place to go for some quiet time or exploring around the beautiful preserved tide pools. Photo by Valerie Kramer, Mater Dei High School, Santa Ana, Calif.

COVER: Not far from the hotel is the entrance to Downtown Disney, a shopping and dining area. Photo by Kelly Glasscock, CJE, Journalism Education Association, Manhattan, Kan.



# CONVENTION OFFICIALS

**Kelly Glasscock, CJE**  
JEA Executive Director



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NSPA President





# CONVENTION RULES

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

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 obtaining 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/nhsjcspring19](http://eventmobi.com/app/nhsjcspring19)

Code: nhsjcspring19

Learn about sessions and speakers, create your own schedule and evaluate sessions.



## CONVENTION SUPPORTERS

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

Journalism Education Association  
105 Kedzie Hall  
828 Mid-Campus Drive S.  
Manhattan, KS 66506-1500  
785-532-5532  
[staff@jea.org](mailto:staff@jea.org)  
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**HUBBARD SCHOOL OF JOURNALISM & MASS COMMUNICATION**  
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The National Scholastic Press Association is headquartered at the University of Minnesota, Minneapolis.

National Scholastic Press Association  
2829 University Ave. S.E., Suite 720  
Minneapolis, MN 55414  
612-200-9254  
[info@studentpress.org](mailto:info@studentpress.org)  
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FRIEND



# KEYNOTE SPEAKER — Sonia Nazario



**7 p.m. Thursday, Pacific Ballroom, 2nd Floor**

**Sonia Nazario** is an award-winning journalist whose stories have tackled some of this country's most intractable problems — hunger, drug addiction, immigration — and have won some of the most prestigious journalism and book awards, including two

Pulitzer Prizes. She was also a finalist for a third Pulitzer, in public service.

She is best known for “Enrique’s Journey,” her story of a Honduran boy’s struggle to find his mother in the United States. Published as a series in the Los Angeles Times, “Enrique’s Journey” won the Pulitzer Prize for feature writing in 2003. It was turned into a book by Random House and became a national bestseller.

Her recent humanitarian efforts to get lawyers for unaccompanied migrant children led to her selection as the 2015 Don and Arvonne Fraser Human Rights Award recipient by the Advocates for Human Rights.

She also was named a 2015 Champion of Children by First Focus and a 2015 Golden Door award winner by HIAS Pennsylvania. In 2016, the American Immigration Council gave her the American Heritage Award. Also in 2016, the Houston Peace & Justice Center honored her with its National Peacemaker Award.

Nazario, who grew up in Kansas and in Argentina, has written extensively from Latin America and about Latinos in the United States. She has been named among the most influential Latinos by Hispanic Business Magazine and a “trendsetter” by Hispanic Magazine. In 2012 Columbia Journalism Review named Nazario among “40 women who changed the media business in the past 40.”

She is a graduate of Williams College and has a master’s degree in Latin American studies from the University of California, Berkeley. She has honorary doctorates from Mount St. Mary’s College and Whittier College. She began her career at the Wall Street Journal and later joined the Los Angeles Times.

She is now at work on her second book and is a contributing opinion writer for the New York Times.

## ONE STORY — ‘Enrique’s Journey’

Great journalism gives voice to the voiceless. In 2003, Los Angeles Times reporter Sonia Nazario won the Pulitzer Prize in feature writing for her series on one of many “voiceless” children — a Honduran boy named Enrique who undertook the treacherous journey north to the United States in search of his mother.

Enrique made eight attempts to get to the United States — clinging to the top of Mexican

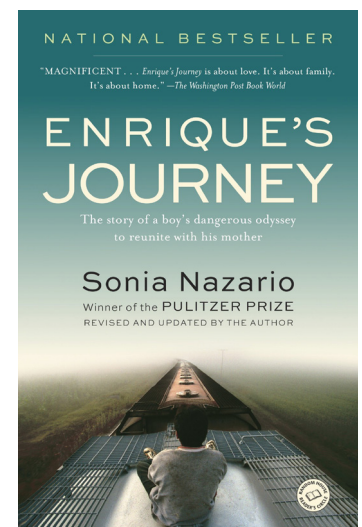
freight trains, dealing with criminals and corrupt cops and enduring violence — and Nazario’s exhaustive reporting gave voice to his experience. Nazario later transformed the original series into the nationally bestselling book “Enrique’s Journey,” which writer Isabel Allende described as “a twenty-first-century Odyssey.”

As our national debate about immigration intensifies, the Anaheim committee is honored

to have Nazario as our keynote speaker. We have selected “Enrique’s Journey” as our convention One Story.

We encourage journalism staffs to read and discuss the book. Links to resources to use in the classroom are available at [anaheim.journalismconvention.org](http://anaheim.journalismconvention.org).

**Nazario will be signing books outside the Pacific Ballroom after her keynote address.**



**Join Sonia Nazario and Kristin Taylor for a book talk at 10 a.m. Friday in Pacific Ballroom D.**



# FEATURED SPEAKERS

## Elizabeth Aguilera



Elizabeth Aguilera is an award-winning multimedia journalist who reports on health, social services and immigration for CALmatters. She is co-founder of the weekly immigration newsletter

Migratory Notes. At Southern California Public Radio/KPCC 89.3, she produced stories about community health. Previously, Aguilera was a staff writer at the San Diego Union-Tribune. She won a "Best of the West" award for her coverage of sex trafficking between Mexico and the U.S.

• **Reporting to the real world, 9 a.m. Friday, Capistrano**

## Elliott Almond



Elliott Almond has been an investigative sports journalist for three decades, working on the staffs of the Los Angeles Times, Seattle Times, and San Jose Mercury News. He has been nominated

for the Pulitzer Prize three times and also has been recognized by the Associated Press Sports Editors, Best American Sports Writing, and the Society of Professional Journalists, among others. He has covered 13 Olympics.

• **Concussion and sports, 11 a.m. Friday, Pacific Ballroom C**

## Isabella Balandran



Isabella Balandran is a co-lead producer for High School Insider and is a journalism major at Orange Coast College. After interning with High School Insider the summer before her senior

year at Mater Dei, Balandran discovered and fostered her passion for journalism. Between running the back end of High School Insider and serving as an editor on her school newspaper, Balandran enjoys keeping up with news and watching live music.

• **Student journalism in real life, 1 p.m. Friday, Huntington**

## Alison Brower



Alison Brower is the deputy editorial director of The Hollywood Reporter, supervising features, profiles, cultural content as well as the magazine's industry-defining power rankings in Hollywood

and media. Previously, she launched and served as editor-in-chief of Dr. Oz The Good Life, and also has held positions at Glamour, Redbook, Cosmopolitan and Seventeen.

• **Entertainment journalism in the age of disruption and #MeToo, 11 a.m. Saturday, Pacific Ballroom C**

## Kevin Camargo



Kevin Camargo is a co-lead producer for High School Insider and attends East Los Angeles College. He has been part of HSI since 2015 and has worked for HSI since summer 2017. Camargo

is a South East High School alumnus and former editor-in-chief of his school paper, The Jaguar Times. He is the online editor for the college paper, ELAC Campus News.

• **Student journalism in real life, 1 p.m. Friday, Huntington**

## Tom Chiodo



Tom Chiodo is executive producer of special projects in national program development at WETA, Washington, D.C., the leading public broadcasting station in the nation's capital,

developing programming for 354 PBS stations throughout the U.S. Recent projects include the duPont Columbia Award-winning and Emmy-nominated documentary series "Ken Burns Presents Cancer: The Emperor of All Maladies" (2015). Chiodo has 30 years' experience in the entertainment industry, media and communications.

• **Innovative approaches to developing documentaries, 2 p.m. Friday, Laguna**

## Bill Dwyre



Bill Dwyre was sports editor (25 years) and sports columnist (10 years) with The Los Angeles Times. He retired in 2015. Dwyre was named sportswriter of the year twice: Milwaukee

Journal, 1980 and LA Times, 2010. In 1985, he was named National Editor of the Year by the Washington, D.C. Press Club and received a National Headliners award. The Associated Press Sports Editors gave him the Red Smith Award for his contributions to the sports journalism industry.

• **The art of finding a story and telling it, in writing, 11 a.m. Friday, Pacific Ballroom A; Succeeding in sports journalism and beyond, 1 p.m. Friday, Santa Monica**

## Alan Gibbons



Alan Gibbons is the editor-in-chief at the award-winning city and regional magazine, Orange Coast. Before this, she spent 17 years at the Orange County Register. She worked

in the sports department — in production and overseeing beat reporters who covered the Angels, Dodgers, Ducks, Kings, Lakers, Clippers and the NFL. She moved to Features and supervised Food, Health, Home and Garden and Travel reporters.

• **Magazine journalism: Is it worth your time? 10 a.m. Friday, El Capitan B; Succeeding in sports journalism and beyond, 1 p.m. Friday, Santa Monica**

## Tom Harmonson



Todd Harmonson is the Orange County Register's senior editor and a lead editor for the Southern California News Group. He is an award-winning journalist who spent much of his

career in sports as a reporter and, later, as the Register's sports editor. The Associated Press Sports Editors and the Orange County Press Club has honored Harmonson for his column writing. He is the president of the California Scholastic Press Association.

• **Succeeding in sports journalism and beyond, 1 p.m. Friday, Santa Monica**



# FEATURED SPEAKERS

## Molly Heber



Molly Heber is the newest addition to the High School Insider team. As the project lead, she works alongside young people to elevate their voices through education, the arts and civic

engagement. Prior to joining the Los Angeles Times, she worked with students, educators and schools across Los Angeles to ensure greater access to college and career-readiness supports and the arts. She holds a bachelor's degree from the University of California at Davis and a Master of Education from Harvard Graduate School of Education.

- **Student journalism in real life, 1 p.m. Friday, Huntington**

## Ann Herold



Ann Herold has been editing and writing for magazines for more than 25 years, first as managing editor of the Los Angeles Times Sunday Magazine, then as ME for Los Angeles

magazine. She was a contributing editor for Saveur magazine and won a James Beard award for food writing in 2004. She has been teaching editing and writing at USC for more than 30 years.

- **Writing long-form journalism, 10 a.m. Saturday, Huntington**

## J.P. Hoornstra



J.P. Hoornstra covers Major League Baseball for the Southern California News Group (L.A. Daily News, Orange County Register, Riverside Press-Enterprise, Daily Breeze, Pasadena Star-News,

San Gabriel Valley Tribune, Whittier Daily News, San Bernardino Sun, Inland Valley Daily Bulletin, Redlands Daily Facts). He is a regular panelist on Access: SportsNet Dodgers, the nightly highlights show on SportsNet LA, and an occasional guest on ESPN's SportsCenter.

- **5 stories that taught me about being a sports journalist, 9 a.m. Saturday, Huntington**

## Bethany Grace Howe



Bethany Grace Howe is a former award-winning journalist and journalism teacher, who now researches transgender identity as a doctoral candidate at the University of Oregon.

Also a researcher for the Caitlyn Jenner Foundation, her thoughts on navigating 21st century America as a transgender woman have appeared in The New York Times, USA Today and the Oregonian.

- **LGBT high school media: Beyond the rainbow, 9 a.m. Friday, Pacific Ballroom C; Transgender 101: Everything you were afraid to ask, 2 p.m. Friday, Huntington**

## Jesse Katz

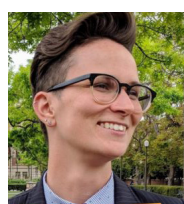


Jesse Katz, a former staff writer at the Los Angeles Times and Los Angeles magazine, is the winner of the PEN Center USA's Literary Journalism Award and the James Beard Foundation's

M.F.K. Fisher Distinguished Writing Award. He has contributed to GQ, Billboard and Smithsonian. His work has appeared in Best American Magazine Writing and Best American Crime Writing. He wrote a memoir, "The Opposite Field."

- **Lit-J: True stories, artfully told, 1 p.m. Friday, Laguna AB**

## Anne Kelly



Anne Marie Kelly is a project specialist at the USC Shoah Foundation. She is a recent graduate with her master's degree in cinema and media studies from USC with publications

in The Cine-Files and Spectator. Kelly previously worked in film sound restoration for Deluxe Entertainment and consulted at the Academy of Motion Picture Arts and Sciences Oral History Projects.

- **How to interview: Long-form interviews and oral history, 1 p.m. Saturday, Huntington**

## Rebecca Kessin



Rebecca Kessin is a theatrical sound designer working in Los Angeles and regionally since 2006. Theater is her life's great passion, particularly new play development. She teaches sound design at

California State University, Fullerton.

- **Developing narrative through sound, 11 a.m. Saturday, Huntington ABC**

## Rachel Luna



Rachel Luna is an award-winning photographer specializing in photojournalism and editorial work. She has documented

major news events as a staff photographer

for the Southern California News Group's 11-newspaper organization including the San Bernardino Sun, Riverside Press-Enterprise, Los Angeles Daily News and Orange County Register. In 2018, Luna transitioned to the freelance world and joined the ranks of Getty Images and Associated Press photographers.

- **Photojournalism in the digital age, 1 p.m. Friday, Pacific Ballroom A**

## Bill Macfadyen



Bill Macfadyen is founder/publisher of Noozhawk, Santa Barbara's No. 1 source of local news and information. He spent the first half of his career as a senior editor of a daily newspaper, but for the

last 12 years he's been in the vanguard of the digital disruption and running his own business — proving that the second act is more exciting than the first.

- **The best beat in journalism, noon Friday, Huntington**



# FEATURED SPEAKERS

## Giana Magnoli



Giana Magnoli has been working in local news journalism since she ran her high school paper. She is managing editor of Noozhawk, an online-only news organization that covers Santa Barbara

County in California, and spends her days finding and reporting interesting stories. She studied journalism at Cal Poly in San Luis Obispo and worked on the student-run Mustang Daily newspaper.

• **The best beat in journalism, noon Friday, Huntington ABC**

## Gary Metzker



Gary Metzker has been a lecturer at California State University, Long Beach since 2008. He is design adviser for the Pacemaker and Pinnacle award-winning Daily 49er and Dig Magazine. For almost

25 years, he worked at the Los Angeles Times in various editor positions. Metzker was a part of four Pulitzer Prize-winning staffs for breaking and spot news.

• **White space is your friend, 10 a.m. Friday, Pacific Ballroom C**

## Steve Padilla



Steve Padilla is Column One editor and Metpro director of the Los Angeles Times. Column One is the newspaper's showcase front-page feature and Metpro a two-year fellowship aimed at

promoting diversity in the newsroom. Padilla joined the Times in 1987 as a police reporter but soon moved on to editing. Most recently, he was enterprise editor on the foreign-national desk. He serves as a writing coach and devotes his Twitter feed (@StevePadilla2) to writing technique.

• **Three ways to better writing, 11 a.m. Saturday, Pacific Ballroom B**

## Katie Sanders



Katie Sanders is the managing editor of PolitiFact. Previously, she fact-checked talking heads and opinion-shapers for PunditFact as well as the Legislature and Gov. Rick Scott

for PolitiFact Florida, reporting from the Tallahassee bureau of the Tampa Bay Times and Miami Herald. She is a graduate of the University of Florida, where she majored in English and journalism.

• **MediaWise: Learn fact from fiction online, 11 a.m. Friday, Pacific Ballroom D; Bring MediaWise to your school, 1 p.m. Friday, Catalina 4**

## Aaron Sharockman



Aaron Sharockman is the executive director of PolitiFact, the largest fact-checking organization in the United States. Aaron leads the growth and development of PolitiFact, manages its outreach

and news partnerships, and oversees new initiatives and product development. Aaron has been with PolitiFact since 2010 and served most recently as the editor of PunditFact, a website dedicated to checking claims by pundits, columnists, bloggers and the hosts and guests of talk shows. Aaron was a 2016-17 Reynolds Fellow at the University of Missouri and taught a class on political fact-checking at the University of Missouri School of Journalism.

• **MediaWise: Learn fact from fiction online, 11 a.m. Friday, Pacific Ballroom D; Bring MediaWise to your school, 1 p.m. Friday, Catalina 4**

## Sen. Harry Stern



Sen. Henry Stern is a sixth-generation Californian and 27th Senate District native, representing communities in Los Angeles and Ventura counties. He was the first millennial

elected to California's State Senate, currently chairing the Senate Natural Resources & Water committee. Stern served as Sen. Fran Pavley's senior policy adviser prior to his election. He is an alumnus of Harvard University and UC Berkeley Law.

• **Youth advocacy and high school journalism, 2 p.m. Friday, Pacific Ballroom A**

## Luz Villarreal



Luz Villarreal is a producer for CBS Evening News in Los Angeles where she covers breaking news for the network's Western Region. Villarreal has produced stories about wildfires, terrorism and

investigative features such as California's largest lead contamination and immigration. Previously, Villarreal was a producer for "Dateline NBC." For its Hurricane Katrina coverage, a team she was on earned the duPont Columbia University Award for excellence in broadcast journalism.

• **Networking and landing your first job (or internship), 10 a.m. Saturday, Avila**

## Ben Welsh



Ben Welsh is the data editor at the Los Angeles Times as well as the co-founder of the California Civic Data Coalition, a network of developers working to open up public data. Projects

that Welsh has contributed to have been awarded the Pulitzer Prize, the Library of Congress' Innovation Award and other prizes for investigative reporting, digital design and online journalism.

• **Nerds in the classroom, noon Friday, El Capitan B**



# Amplify Your Achievements



## SUMMER WORKSHOPS

Spark your students' creativity and enthusiasm with immersive hands-on training in editorial leadership, technology, writing, design, photography and more. These highly interactive multi-day workshops, offered throughout the country, will save valuable classroom time at the beginning of the school year.

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## INTENSITY WORKSHOP

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Visit [balfour.com/workshops](http://balfour.com/workshops) to learn more about upcoming workshops.

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# SPECIAL ACTIVITIES

## REGISTRATION/TRADE SHOW

### MEDIA TOUR CHECK-IN

The media tour check-in is located at the Grand Registration Desk. 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, Table near hotel front entrance, 1st Floor**

### 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 critiques and convention shirt distribution.

**1-7 p.m. Thursday and 8 a.m.-4 p.m. Friday, California Ballroom, 2nd Floor; 8 a.m.-1 p.m. Saturday, Ballroom Registration Desk, 2nd Floor**

### TRADE SHOW EXHIBITS

Dozens of national and local vendors and colleges will educate and entertain during the trade show exhibit. Find out what's new, chat with company representatives, pick up information and have some fun.

**1-7 p.m. Thursday and 8 a.m.-4 p.m. Friday, California Ballroom, 2nd Floor**

### CONVENTION SHIRT DISTRIBUTION

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

**1-7 p.m. Thursday and 8 a.m.-noon Friday, California Ballroom, 2nd Floor**

### WRITE-OFF CONTEST CHECK-IN

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

If you have not paid, you must do so at this time. Friday at 10:30 a.m. 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 the Green Room for ticket replacement.

All broadcast contest entrants who meet

Friday morning must have their contest ID labels before their contest begins.

**Desk open: 1-7 p.m. Thursday and 7:30-10:30 a.m. Friday, California Ballroom, 2nd Floor; 10:30 a.m.-3 p.m. Friday, Green Room, 2nd Floor**

### NSPA BEST OF SHOW

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

**Desk open: 1-7 p.m. Thursday and 8 a.m.-4 p.m. Friday, California Ballroom, 2nd Floor**

### 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.

**1-7 p.m. Thursday and 8 a.m.-4 p.m. Friday, California Ballroom, 2nd Floor; 8 a.m.-1 p.m. Saturday, Ballroom Registration Desk, 2nd Floor**

### ON-SITE CRITIQUES/SPECIAL CONSULTATION

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 or upload to YouTube. Online staffs should bring a URL. Special Consultation is 50 minutes with a media expert to discuss any subject you'd like to prepare for next year's media experience.

**Noon-3:30 p.m. Friday, and 9-11 a.m. Saturday, California Ballroom, 2nd Floor**

### PUBLICATION EXCHANGE

Interested in seeing what kind of work other schools around the nation are producing? Stop by the exchange tables to see the latest editions of 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 to 7 p.m. Saturday, California Promenade, 2nd Floor**

## 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 thumb drives. Supplies are limited so shop early. Students are welcome.

**1-7 p.m. Thursday; 8 a.m.-4 p.m. Friday and 8-11 a.m. Saturday, California Ballroom, 2nd Floor**

## CONTINUING EDUCATION UNIT

Attendance certificates signed by both organizations' leaders are available in the adviser tote bags, in the JEA Bookstore and on the convention website at no charge.

These certificates are for advisers only and do not have an affiliation with a university.

**1-7 p.m. Thursday; 8 a.m.-4 p.m. Friday and 8-11 a.m. Saturday, California Ballroom, 2nd Floor**

## ADVISER EVENTS

### NEW ADVISER CONVENTION ORIENTATION

Advisers attending their first JEA/NSPA convention should consider attending a short orientation meeting to get a general overview and explanation of convention events and how to get the most out of them. JEA's directors at large will host this meeting.

**6:30-7 p.m. Thursday, El Capitan, 4th Floor**

### ADVISER WELCOME RECEPTION

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

**9-10:30 p.m. Thursday, Avalon, 1st Floor**

### ADVISER HOSPITALITY

Meet with your colleagues from across the country in the adviser hospitality suite, a hot spot for advisers. Local committee members will be available to recommend sightseeing, dining and entertainment options.

**7:30 a.m.-5 p.m. Friday, and 7:30 a.m.-noon Saturday, Palisades, 4th Floor**

### ADVISER RECEPTION AND SPLC FUNDRAISER

Save room for dessert. Advisers are invited to this social gathering featuring a fundraiser



# SPECIAL ACTIVITIES

to benefit the Student Press Law Center. The auction will feature sports memorabilia, books, Anaheim-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 encouraged to attend after they finish judging. In case of rain, the reception will be in Capistrano. Sponsor for this event is aPrintis.

**8:30 p.m. Friday, Sunset Deck, 5th Floor**

## 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 NSPA and JEA spring award winners. Charla Harris, 2018 H.L. Hall National High School Yearbook Adviser of the Year, will speak.

Preregistration was required. Please bring your ticket. Sponsor is Herff Jones.

**Noon-2:20 p.m. Saturday, California Ballroom D, 2nd Floor**

## 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 and on Facebook and Twitter. The winning team will be recognized at the Saturday afternoon awards ceremony.

**8 a.m. Friday, Pacific Ballroom C, 2nd Floor; 8 a.m. Saturday, Pacific A, 2nd Floor**

### 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 and 10 a.m. Friday, Pacific Ballroom B, 2nd Floor**

### ANA-CHELLA STUDENT DANCE

Escape to festival season at our free desert-inspired student dance and enjoy all things art and music. Wear your best sunny California outfit and get ready for plenty of photo opportunities and fun for all. Students must show their convention name badge at the door to be admitted.

**8:30-11 p.m. Friday, Pacific Ballroom CD, 2nd Floor**

### 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.

**8:30-10:30 p.m. Friday, Pacific Ballroom B, 2nd Floor**

### PIZZA AND PROUD

Pizza and Proud is a celebration of student media and a time to honor the great work accomplished in scholastic newsrooms across the country. Pizza will be served for dinner during an entertaining evening spent with peers. Preregistration was required.

**6-8 p.m. Friday, Pacific Ballroom A, 2nd Floor**

## AWARDS CEREMONY

### JEA AND NSPA AWARDS 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, Aspiring Young Journalist and National Journalism Quiz Bowl will be recognized. You also will see a slide show of convention highlights. You may pick up Write-off entries/critiques after the ceremony. If you receive entries from other schools in your envelope, contact JEA at [staff@jea.org](mailto:staff@jea.org).

**3:30-6 p.m. Saturday, Pacific Ballroom, 2nd Floor**



A mural on a wall in Laguna Beach portrays a fun and artistic atmosphere throughout the town. Laguna hosts many opportunities for tourists to experience such as a beautiful coastline, great shopping and galleries down the main street. Photo by Makela Valentin, Mater Dei High School, Santa Ana, Calif.

# EXHIBITORS AND ADVERTISERS

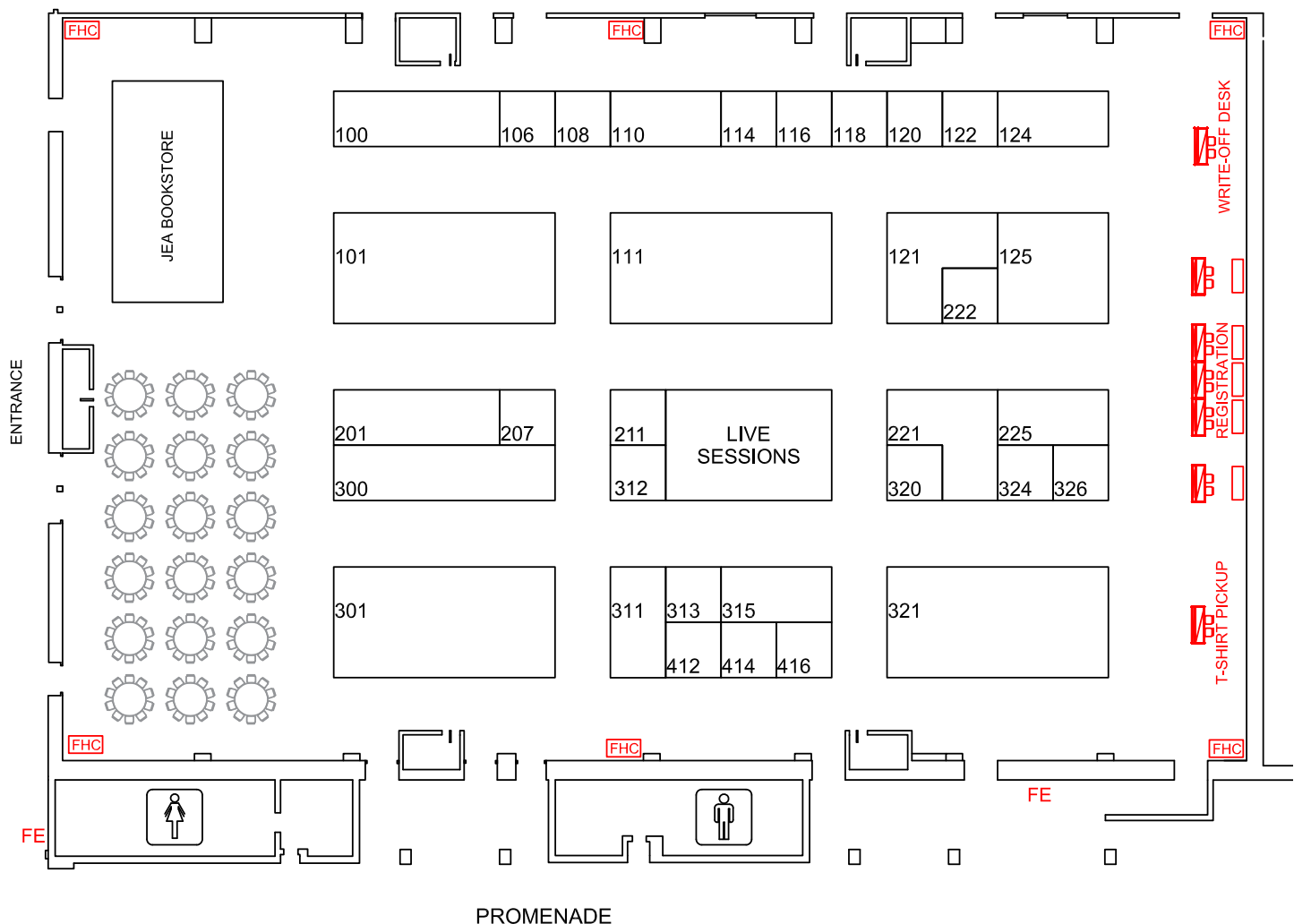
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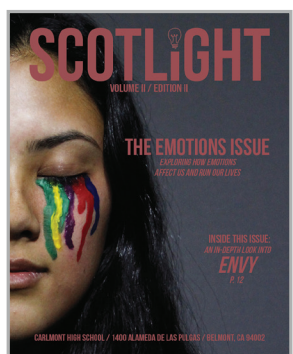
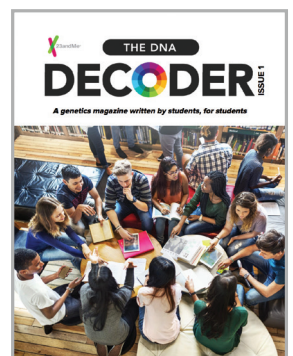
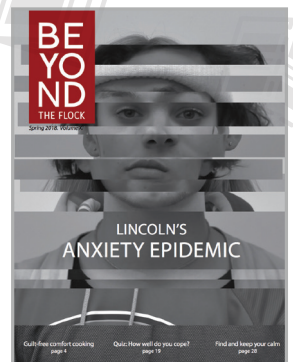
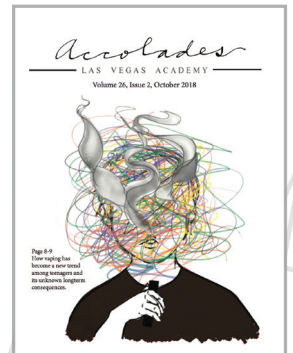
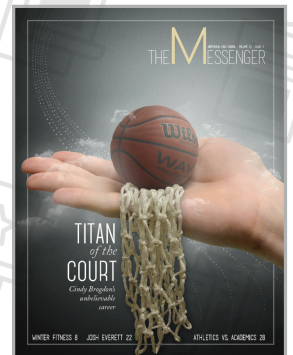
### Collaborate

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# SPRING 2019 AWARD WINNERS

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

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



## LINDA S. PUNTNEY TEACHER INSPIRATION AWARD

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



*These awards will be presented during the adviser recognition luncheon at noon Saturday in California Ballroom D, 2nd Floor.*

## DISTINGUISHED YEARBOOK ADVISERS

Rebecca Pollard, MJE, Lovejoy High School, Lucas, Texas  
Leslie Shipp, MJE, Johnston (Iowa) High School

## SPECIAL RECOGNITION YEARBOOK ADVISERS

Ava Butzu, Grand Blanc (Mich.) High School  
Bernadette Cranmer, MJE, Granite Bay (Calif.) High School  
Annie Gorenstein Falkenberg, CJE, Longmont (Colo.) High School  
Carrie Hendrix, CJE, Lewis-Palmer High School, Monument, Colo.  
Debra Klevens, CJE, Parkway West High School, Ballwin, Mo.

## FUTURE ADMINISTRATOR SCHOLARSHIP

Zeb Carabello, Rangeview High School, Aurora, Colo.

## DIVERSITY AWARD

Elizabeth Cyr, Stockbridge (Mich.) High School  
Woodward Academy Student Publications, College Park, Ga.

## LIFETIME ACHIEVEMENT AWARDS

Dan Austin, Granite Bay, Calif.  
Deanne Brown, Austin, Texas  
John Cutsinger, CJE, Orlando, Fla.  
Jim Jordan, Fair Oaks, Calif.  
Crystal Kazmierski, Monrovia, Calif.  
Konnie Krislock, Newport Beach, Calif.  
Casey Nichols, CJE, Rocklin, Calif.  
Terry Pitkin, Scottsbluff, Neb.  
Margaret Sorrows, CJE, Sherwood, Ark.  
Stan Zoller, MJE, Buffalo Grove, Ill.

*The following awards will be presented at the 7 p.m. opening ceremony in the Pacific Ballroom, 2nd Floor.*

## FIRST AMENDMENT PRESS FREEDOM AWARD

The Archer School for Girls, Los Angeles  
Blue Valley Northwest High School, Overland Park, Kansas  
Chantilly (Va.) High School  
Convent of the Sacred Heart High School, San Francisco  
Granite Bay (Calif.) High School  
Kirkwood (Mo.) High School  
McLean (Va.) High School  
Monte Vista High School, Cupertino, Calif.  
Mountlake Terrace (Wash.) High School  
Reno (Nev.) High School  
South Salem (Ore.) High School  
Whitney High School, Rocklin, Calif.



# JEA CERTIFICATION RECIPIENTS

## CERTIFIED JOURNALISM EDUCATOR

Sarah Ashman, Holt (Mich.) Sr. High School  
Bradley Bovenkerk, Normal (Ill.) Community High School  
Erica Brockmoller, Lexington (Neb.) High School  
Diana Burban, Mother McAuley High School, Chicago  
Makena Busch, Mead High School, Spokane, Wash.  
Timothy Cain, Pinkerton Academy, Derry, N. H.  
Katherine Calder, Yorkville (Ill.) High School  
Andrew Chambers, Richland Northeast High School, Columbia, S.C.  
Shari Chumley, Tupelo (Miss.) High School  
Erin Crase, Bellarmine College Preparatory, San Jose, Calif.  
Kristin Czerminski, Herff Jones Yearbooks, Waldwick, N.J.  
Patricia Minegishi Delacruz, Evanston (Ill.) Township High School  
Brittany Eckard, Hayfield Secondary School, Alexandria, Va.  
Jill C. Flanagan, Bartlett (Ill.) High School  
Nicholas Fornicoia, Eastview High School, Apple Valley, Minn.  
Sarah Hamilton, Hoover High School, Des Moines, Iowa  
Sam Hanley, Southport High School, Indianapolis  
Allison Harris, Hardin Valley Academy, Knoxville, Tenn.  
Sarah Horne, Da Vinci Schools, El Segundo, Calif.  
Noel Ingram, Da Vinci Schools, El Segundo, Calif.  
Erik Jackson, Herff Jones Yearbooks, Oklahoma City  
Megan Kearney-Sebold, Herff Jones Yearbooks, Mesa, Ariz.  
Stephanie Kelly, Herff Jones Yearbooks, Fort Lauderdale, Fla.  
Kacie Kerkhof, Herff Jones Yearbooks, Atlanta  
Leslie Klein, Florida State University Schools, Tallahassee, Fla.  
Brooke Knight, Riverfield Country Day School, Tulsa, Okla.  
Tiffany Kopcak, Colonial Forge High School, Stafford, Va.  
Christina Manolis, Washington (Mo.) High School  
Morgan Miltner, Strawberry Crest High School, Dover, Fla.  
Katie Moreno, Seven Lakes High School, Katy, Texas  
Kathy Nicolson, Mesquite High School, Gilbert, Ariz.  
Jennifer Parsons, Greenfield Junior High School, Gilbert, Ariz.  
Katherine Paulson-Harris, Corning-Painted Post High School, Corning, N.Y.  
Karl O. Riemer, Hendrickson High School, Pflugerville, Texas  
Derek Schroeder, Lifetouch National School Studios, Beaverton, Ore.  
Gary C. Twombly, Mercer Island (Wash.) High School  
Heather Vande Sande-Johnson, Cedarburg (Wis.) High School  
Mokeita White, Hebron High School, Carrollton, Texas  
Natalie White, Herff Jones Yearbooks, Alto, Ga.  
Robert P. Wysocki, Glenbrook South High School, Glenview, Ill.  
Andrew Young, Woodland Junior High School, Fayetteville, Ark.

## CJE-RENEWAL

Heidi L. Ash, Herff Jones Yearbooks, Watsonville, Calif.  
Clint R. Balsar, The Creative Arts Academy of the Quad Cities,  
Davenport, Iowa  
Jason W. Baranowski, Jostens Inc., Herndon, Va.  
Christina R. Barber, Cherokee Trail High School, Aurora, Colo.  
Karsten L. Barnes, Hayward (Calif.)  
Leah I. Blase, Herff Jones Yearbooks, St. Louis  
Jason H. Block, Prospect High School, Mount Prospect, Ill.  
Julie Braun, Irvine (Calif.) High School  
Joshua S. Brewer, Calvary Day School, Savanna, Ga.  
Carlos A. Briano, El Paso (Texas) High School  
John M. Bumgarner, Jostens Inc., Mount Pleasant, S.C.  
Cherie Burgett, Staley High School, Kansas City, Mo.  
Samantha Brook Carpenter, Virtual Arkansas, Plumerville, Ark.  
Nancy M. Cayton, Herff Jones Yearbooks, Indian Land, S.C.  
Randy S. Claybrook, Herff Jones Yearbooks, Twinsburg, Ohio  
Genise Cushman, Herff Jones Yearbooks, Littleton, Colo.  
Annette L. Deming, Don Antonio Lugo High School, Chino, Calif.  
Michelle M. DiSimone, Walsworth Yearbooks, Thousand Oaks, Calif.  
Donna B. Emmons, Smithville, Tenn.  
Nicole N. Eshelman, Matoaca High School, Chesterfield, Va.  
Michelle Vescio Evenson, Coronado (Calif.) Middle School  
Edwin M. Ganze Jr., Educational Media Group, South Jordan, Utah  
Stacy L. Gerst, Hammonont (N.J.) High School

Susan E. Gillam, Walsworth Yearbooks, Wynnewood, Pa.  
Annie M. Gorenstein-Falkenberg, Longmont (Colo.) High School  
Donna Griffin, Dani's Dreams Innovation in Education Corp.,  
Greenfield, Ind.  
Karl Grubaugh, Granite Bay (Calif.) High School  
Joseph Jay W. Hall, Jostens Inc., Clayton, N.C.  
Kathryn E. Helmke, Aloha High School, Beaverton, Ore.  
Jaclyn R. Holman, Herff Jones Yearbooks, Martinez, Calif.  
Alex E. Intihar, Jostens Inc., Independence, Ohio  
Donald Johnson, Webster Groves (Mo.) High School  
Steve L. Kies, Herff Jones Yearbooks, Clayton, Calif.  
Amie R. King, Cape Henlopen High School, Lewes, Del.  
Dennis Leizear, Padua Academy, Wilmington, Del.  
Veronika G. Levine, Walsworth Yearbooks, Boca Raton, Fla.  
Sherri Ann Loney, Jostens Inc., Eden Prairie, Minn.  
Alison D. Long, Notre Dame de Sion School, Kansas City, Mo.  
Donna M. Magana, Jostens Inc., Katy, Texas  
Leland J. Mallett, Mansfield (Texas) Legacy High School  
Brian S. Martinez, Jostens Inc., Houston  
Kimberly G. McCarthy, West Tisbury, Mass.  
Ericka L. Metevier, Jostens Inc., Rocky Hill, Conn.  
Mary K. Mitton-Sanchez, Big Walnut High School, Sunbury, Ohio  
Patrick C. Moring, Rampart High School, Colorado Springs, Colo.  
Joyce H. Nyberg, Custer County District High School, Miles City, Mont.  
Mimi Orth, Herff Jones Yearbooks, Altadena, Calif.  
Philip D. Page, Page Memories, Valparaiso, Ind.  
Emily Pyeatt Arnold, Aledo (Texas) High School  
Andrew J. Shipe, Pompano Beach (Fla.) High School  
Raymond J. Slye, Herff Jones Yearbooks, Gold River, Calif.  
Kendra L. Manuel Smith, Berrien Springs (Mich.) High School  
Elizabeth W. Swann, Nation Ford High School, Fort Mill, S.C.  
Crystal B. Taylor, Herff Jones Yearbooks, Temecula, Calif.  
Pamela True Szaro, True Endeavors LLC., Delray Beach, Fla.  
Michelle Vescio Evenson, Francis W. Parker Middle/Upper School,  
San Diego  
Benjamin M. Wade, Jostens Inc., Cookeville, Tenn.  
Tracey B. Ward, Herff Jones Yearbooks, Powell, Ohio  
Kari B. Whisler, Jostens Inc., Indianapolis  
Sara Jane S. Whittaker, Iowa City (Iowa) West High School

## MASTER JOURNALISM EDUCATOR

Louisa Avery, H.B. Plant High School, Tampa, Fla.  
Brian Heyman, Pattonville High School, Maryland Heights, Mo.  
Kathryn Merritt, Darlington School, Rome, Ga.  
Casey Nichols, Rocklin (Calif.) High School  
Lauren Wagner, Zionsville (Ind.) Community High School

## MJE-RENEWAL

Shari Adwers, Loudoun Valley High School, Purcellville, Va.  
Linda S. Barrington, Brookfield, Wis.  
Sandra H. Coyer, Puyallup (Wash.) High School  
Johanna Daniels-Sherman, Captain John L. Chapin High School,  
El Paso, Texas  
Rebecca J. Hohmann, Coleman, (Texas) High School  
Nicole L. Laughrey, Carmel (Ind.) High School  
Bradley A. Lewis, Herff Jones Yearbooks, Olathe, Kan.  
Rachel L. McCarver, Columbus (Ind.) North High School  
Susan G. Newell, Tuscaloosa, Ala.  
Danielle D. Ryan, Carlsbad (Calif.) High School  
Jessica J. Young, Orange Glen High School, Escondido, Calif.



For more information about  
JEA certification and awards:

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



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

# NSPA

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

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

## 2018 MAGAZINE PACEMAKER FINALISTS

*presented Thursday, April 25, 2019; winners announced Saturday, April 27, 2019*

### LITERARY MAGAZINE

#### BLAM

Brophy College Preparatory  
Phoenix, Arizona

#### Connotations

Fayetteville (Arkansas) HS

#### The Rambler

Sierra Canyon School  
Chatsworth, California

#### Ink

The Hotchkiss School  
Lakeville, Connecticut

#### Literati

Our Lady of Lourdes Academy  
Miami, Florida

#### Threshold

North Forsyth HS  
Cumming, Georgia

#### Phantasm

Saint Ignatius College Prep  
Chicago

#### Harbinger

Carmel Catholic HS  
Mundelein, Illinois

#### Echoes

Rockville (Maryland) HS

#### Mindprints

Jackson Preparatory Jr. HS  
Flowood, Mississippi

#### Evoke

Oxford (Mississippi) HS

#### Hatch

Bigfork (Montana) HS

#### Changing Perspectives

Delaware Valley Regional HS  
Frenchtown, New Jersey

#### Roars and Whispers

Providence Senior HS  
Charlotte, North Carolina

#### Inkblot

Kealing MS  
Austin, Texas

#### The Calliope

Geneva School of Boerne (Texas)

#### The Marque

St. Mark's School of Texas  
Dallas

#### Mini-Marque

St. Mark's School of Texas MS  
Dallas

#### Vibrato

The Hockaday School  
Dallas

#### Reflections

Cistercian Preparatory School  
Irving, Texas

#### The Lost Art

McKinney (Texas) HS

#### Opus

Oakton HS  
Vienna, Virginia

#### The Talon

Woodberry Forest (Virginia) School

### SPECIALTY/IN-DEPTH MAGAZINE

#### Realm

Thomas Downey HS  
Modesto, California

#### Panorama

Harvard-Westlake School  
Studio City, California

#### The Kirkwood Call

Kirkwood HS  
Kirkwood, Missouri

#### Backcountry Review

Springfield HS  
Springfield, Oregon

#### Focus

St. Mark's School of Texas  
Dallas

## 2018 YEARBOOK PACEMAKER FINALISTS

*presented Thursday, April 25, 2019; winners announced Saturday, April 27, 2019*

### Ingenium

Greenfield Jr. HS  
Gilbert, Arizona

### Titanium

Antelope (California) HS

### Farrier

Mirman School  
Los Angeles

### Wingspan

James Enochs HS  
Modesto, California

### Wings

Arrowhead Christian Academy  
Redlands, California

### The Pilot

Redondo Union HS  
Redondo Beach, California

### Traditions

Del Norte HS  
San Diego

### Templar

Temple City (California) HS

### Chieftain

West HS  
Torrance, California

### Cayuse

Walnut (California) HS

### Trail

Overland HS  
Aurora, Colorado

### Summit

Smoky Hill HS  
Aurora, Colorado

### Calumet

Arapahoe HS  
Centennial, Colorado

### The Prowl

Powell MS  
Littleton, Colorado

### Priam

Longmont (Colorado) HS

#### Eagle Eye View

Sierra MS  
Parker, Colorado

#### Tigrium

Holy Trinity Episcopal Academy  
Melbourne, Florida

#### Odyssey

University HS  
Orange City, Florida

#### Etruscan

Glenbrook South HS  
Glenview, Illinois

#### HauberK

Shawnee Mission East HS  
Prairie Village, Kansas

#### The Lair

Shawnee Mission Northwest HS  
Shawnee, Kansas

#### Le Flambeau

Notre Dame de Sion HS  
Kansas City, Missouri

#### Tesserae

Corning-Painted Post HS  
Corning, New York

#### Westwind

West Henderson HS  
Hendersonville, North Carolina

#### The Miller

Yukon (Oklahoma) HS

#### Lion's Roar

Christ Presbyterian Academy  
Nashville, Tennessee

#### The Bard

Hill Country Christian School  
Austin, Texas

#### The Vespa

Kealing MS  
Austin, Texas

#### The Lonestar

Vista Ridge HS  
Cedar Park, Texas

#### The Highlander

Highland Park HS  
Dallas

#### Cornerstones

The Hockaday School  
Dallas

#### The View

Timberview MS  
Fort Worth, Texas

#### The Belltower

Saint Thomas' Episcopal School  
Houston

#### Legacy

Klein (Texas) Collins HS

#### The Arena

Legacy HS  
Mansfield, Texas

#### The Lion

McKinney (Texas) HS

#### Tiger

Texas HS  
Texarkana, Texas

#### Crag

Turner Ashby HS  
Bridgewater, Virginia

#### Sentry

Robinson MS  
Fairfax, Virginia

#### The Buzzer

Brookville HS  
Lynchburg, Virginia

#### Saga

Loudoun Valley HS  
Purcellville, Virginia

#### Apollo

Colonial Forge HS  
Stafford, Virginia

#### Pantera

Mead HS  
Spokane, Washington

## 2019 ONLINE PACEMAKER FINALISTS

*presented Thursday, April 25, 2019; winners announced Saturday, April 27, 2019*

#### M-A Chronicle

Menlo-Atherton HS  
Atherton, California

#### El Estoque

Monta Vista HS  
Cupertino, California

#### The Pearl Post

Daniel Pearl Magnet HS  
Lake Balboa, California

#### The Oracle

The Archer School for Girls  
Los Angeles

#### The Tam News

Tamalpais HS  
Mill Valley, California

#### The Campanile

Palo Alto (California) Sr. HS

#### The Paly Voice

Palo Alto (California) Sr. HS

#### Crimson Newsmagazine

Paso Robles (California) HS

#### Eye of the Tiger

Roseville (California) HS

#### The Octagon

Sacramento (California) Country Day School

#### The Matador

San Gabriel (California) HS

#### The Chronicle

Harvard-Westlake School  
Studio City, California

#### The Foothill Dragon Press

Foothill Technology HS  
Ventura, California

#### The Eagle Eye

Marjory Stoneman Douglas HS  
Parkland, Florida

#### Central Times

Naperville (Illinois) Central HS

#### Niles West News

Niles West HS  
Skokie, Illinois

#### HiLite

Carmel (Indiana) HS

#### The Little Hawk

Iowa City (Iowa) HS



**West Side Story**  
Iowa City (Iowa) West HS

**The Guidon Online**  
Hays (Kansas) HS

**The Harbinger**  
Shawnee Mission East HS  
Prairie Village, Kansas

**Rampage**  
Rockville (Maryland) 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

**Pathfinder**  
Parkway West HS  
Ballwin, Missouri

**The Globe**  
Clayton (Missouri) HS

**Bearing News**  
Rock Bridge Senior HS  
Columbia, Missouri

**The Kirkwood Call**  
Kirkwood (Missouri) HS

**FHNtoday**  
Francis Howell North HS  
Saint Charles, Missouri

**GCAAtoday**  
Grand Center Arts  
Academy  
St. Louis, Missouri

**The Echo**  
Webster Groves  
(Missouri) HS

**Southwest Shadow**  
Southwest Career and  
Technical Academy  
Las Vegas

**The Dispatch**  
James Bowie HS  
Austin, Texas

**The Shield**  
McCallum HS  
Austin, Texas

**Horizon**  
Westwood HS  
Austin, Texas

**The Eagle's Tale**  
Canyon (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 Hawkeye**  
Mountlake Terrace  
(Washington) HS

**The Blue & Gold**  
Taipei (Taiwan)  
American School

**2018  
BROADCAST  
PACEMAKERS**  
*presented Saturday, Nov. 3,  
2018 in Chicago*

**WINNERS**  
**KRAM**  
Rampart HS  
Colorado Springs,  
Colorado

**WROR-TV**  
Oviedo (Florida) HS

**HTV Magazine**  
Hillcrest HS  
Springfield, Missouri

**RNE-TV Live**  
Richland Northeast HS  
Columbia, South Carolina

**The Buzz TV**  
Fort Mill (South Carolina) HS

**KCBY-TV**  
Coppell (Texas) HS

**Eagle Nation News**  
Prosper (Texas) HS

**FINALISTS**  
**CHSTV**  
Carlsbad (California) HS

**JNN**  
Joseph Gregori HS  
Modesto, California

**PNN**  
Plymouth (Massachusetts)  
North HS

**Steele News Live**  
Marion L. Steele HS  
Amherst, Missouri

**WTV Daily Update**  
Liberty HS  
Frisco, Texas

**Leopard Spotlight**  
Lovejoy HS  
Lucas, Texas

**CHS Wired**  
Cody (Wyoming) HS

**2018  
NEWSPAPER  
PACEMAKERS**  
*presented Saturday, Nov. 3,  
2018 in Chicago*

**WINNERS**  
**El Estoque**  
Monta Vista HS  
Cupertino, California

**The Town Crier**  
Paul Revere Charter MS  
Los Angeles

**The Spectrum**  
Harvard-Westlake MS  
Los Angeles

**Verde**  
Palo Alto (California) Sr. HS

**High Tide**  
Redondo Union HS  
Redondo Beach, California

**Bear Witness**  
Branham HS  
San Jose, California

**The Eagle Eye**  
Marjory Stoneman  
Douglas HS  
Parkland, Florida

**The Muse**  
Alexander W. Dreyfoos  
School of the Arts  
West Palm Beach, Florida

**HiLite**  
Carmel (Indiana) HS

**West Side Story**  
Iowa City (Iowa) West HS

**The Express**  
Blue Valley Northwest HS  
Overland Park, Kansas

**The Harbinger**  
Shawnee Mission East HS  
Prairie Village, Kansas

**The Pylon**  
Salina (Kansas) Central HS

**On the Record**  
duPont Manual HS  
Louisville, Kentucky

**The Harbinger**  
Algonquin Regional HS  
Northborough,  
Massachusetts

**Echo**  
St. Louis Park (Minnesota) HS

**Le Journal**  
Notre Dame de Sion HS  
Kansas City, Missouri

**North Star**  
Francis Howell North HS  
St. Charles, Missouri

**The Kirkwood Call**  
Kirkwood HS  
St. Louis, Missouri

**Spark**  
Lakota East HS  
Liberty Township, Ohio

**Tribal Tribune**  
Wando HS  
Mount Pleasant,  
South Carolina

**The Dispatch**  
James Bowie HS  
Austin, Texas

**The ReMarker**  
St. Mark's School of Texas  
Dallas

**Eagle Edition**  
The Episcopal School  
of Dallas

**The Review**  
St. John's School  
Houston

**The Edge**  
Pleasant Grove HS  
Texarkana, Texas

**Tiger Times**  
Texas HS  
Texarkana, Texas

**The Scroll**  
The American School in  
London

**FINALISTS**  
**CS Press**  
Cactus Shadows HS  
Cave Creek, Arizona

**Titan Times the  
Magazine**  
Antelope (California) HS

**Berkeley High Jacket**  
Berkeley (California) HS

**The HUB**  
Davis (California) Sr. HS

**The Granite Bay Gazette**  
Granite Bay (California) HS

**The Lowell**  
Lowell HS  
San Francisco

**The Broadview**  
Convent of the Sacred  
Heart HS  
San Francisco

**The Chronicle**  
Harvard-Westlake School  
Studio City, California

**The Mirror**  
Van Nuys (California) HS

**The Arapahoe Herald**  
Arapahoe HS  
Centennial, Colorado

**The Panther**  
Miami (Florida) Palmetto  
Senior HS

## 2018 NSPA PIONEER AWARD RECIPIENTS

**Rick Brooks, Jostens**

**Carrie Faust, Smoky Hill  
High School**

**Kelly Furnas, Elon University**

**Dow Tate, Shawnee Mission  
East High School**

**Sally Renaud, Illinois Journalism  
Education Association**

**The Portfolio**  
Bak MS of the Arts  
West Palm Beach, Florida

**Odyssey**  
Clarke Central HS  
Athens, Georgia

**C&G**  
Holy Innocents' Episcopal  
School  
Atlanta, Georgia

**The Tom Tom**  
Antioch (Illinois)  
Community HS

**The Stampede**  
Metea Valley HS  
Aurora, Illinois

**The Budget**  
Lawrence (Kansas) HS

**The North Star**  
Blue Valley North HS  
Overland Park, Kansas

**The Marquette  
Messenger**  
Marquette HS  
Chesterfield, Missouri

**The Globe**  
Clayton (Missouri) HS

**Talon**  
Staley HS  
Kansas City, Missouri

**Central Focus**  
Francis Howell Central HS  
St. Charles, Missouri

**The Catalyst**  
Millard West HS  
Omaha, Nebraska

**The Grizzly Growler**  
Spring Valley HS  
Las Vegas

**Pilot's Log**  
Hasbrouck Heights  
(New Jersey) HS

**The Spoke**  
Conestoga HS  
Berwyn, Pennsylvania

**The Lodge**  
St. George's Independent  
School  
Collierville, Tennessee

**The Sequoyah Scribe**  
John Sevier MS  
Kingsport, Tennessee

**The Shield**  
McCallum HS  
Austin, Texas

**Leopard Life**  
Willow Springs MS  
Austin, Texas

**The Sidekick**  
Coppell (Texas) HS

**Geneva Quarterly**  
Geneva School of Boerne  
Boerne, Texas

**The Fourcast**  
The Hockaday School  
Dallas

**The Anvil**  
Memorial HS  
Houston

**The Torch**  
Seven Lakes HS  
Katy, Texas

**The Hawk**  
Hendrickson HS  
Pflugerville, Texas

**tjTODAY**  
Thomas Jefferson HS for  
Science and Technology  
Alexandria, Virginia

**The Blazer**  
Timberline HS  
Lacey, Washington

**The Standard**  
The American School in  
London

# WHAT COMES NEXT IS ALREADY HERE

We've taken the hottest trends of tomorrow and brought them to life today, in the form of three new 2020 Trend Collections.

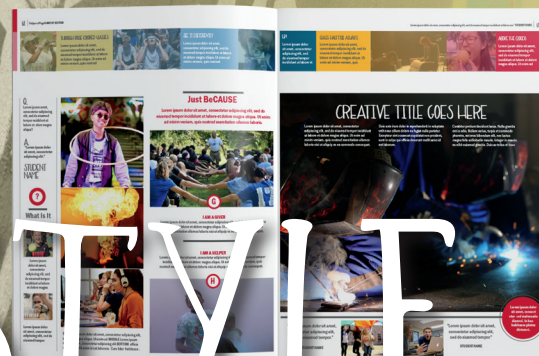
Each professionally-curated collection contains new fonts, colors, templates, art, covers and design inspiration that take the guesswork out of creating a leading-edge look.

Visit the Jostens booth to learn more.

*Jostens®*

## ACTIVATE CREATIVITY

# FREESTYLE



## ENGAGE COMMUNITY

# VARSITY TWIST



## FIND BALANCE

# sync





# THURSDAY AT A GLANCE

ROOM	8:30 a.m.	Noon	1 p.m.	5 p.m.	6:15 p.m.	Evening
Avalon, 1st Floor						Adviser welcome reception (9 p.m.)
Table near hotel entrance, 1st Fl.	Media tour check-in (7:30 a.m.-1 p.m.)					
Pacific Ballrm., 2nd Floor						Opening ceremony/keynote (7 p.m.)
California Ballrm., 2nd Fl.			Convention registration/check-in, Best of Show check-in, Write-off check-in, shirt distribution, lost and found (1-7 p.m.)			
California Prom., 2nd Fl.			Publication exchange tables			
Ballroom Reg. Desk, 2nd Floor						Book signing: Nazario (9 p.m.)
Green Room, 2nd Floor	Write-off office					
Avila, 4th Floor	Redesign seminar (8:30 a.m.-5 p.m.)					
Capistrano, 4th Floor	Broadcast and video boot camp (8:30 a.m.-5 p.m.)					
Carmel, 4th Floor	Law of the student press (8:30-noon)					
Coronado, 4th Floor	Mentor forum (8 a.m.-5 p.m.)					
El Capitan, 4th Floor	JEA board meeting (8 a.m.-3 p.m.)				Adviser orientation meeting (6:15 p.m.)	
Huntington ABC, 4th Fl.	Writers' workshop (8:30 a.m.-5 p.m.)					
La Jolla, 4th Floor	Outreach Academy (8:30 a.m.-4:30 p.m.)					
Laguna, 4th Floor	Leading change (8:30 a.m.-5 p.m.)					
Malibu, 4th Floor	SPJ digital tools (8:30 a.m.-noon)		Photoshop workflow (1-5 p.m.)			
Oceanside, 4th Floor	Online/social media workshop (8:30 a.m.-5 p.m.)					
Palisades, 4th Floor		Board luncheon (noon-1 p.m.)				
Palos Verdes, 4th Floor	Art direction and conceptual thinking (8:30 a.m.-5 p.m.)					
San Simeon, 4th Floor	Digital photography workshop (8:30 a.m.-5 p.m.)					
Santa Monica, 4th Floor	Team storytelling (8:30 a.m.-5 p.m.)					

■ ADVISING/TEACHING  
■ CONTEST  
■ DESIGN  
■ EDITING

■ ENTREPRENEURSHIP  
■ KEYNOTE  
■ GENERAL AUDIENCE  
■ LAW/ETHICS

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

■ NEWS LITERACY  
■ PHOTOJOURNALISM  
■ WEB  
■ WRITING



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.



#### 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 23.

JUNE 24-27, 2019  
**GLORIA SHIELDS WORKSHOP.COM**



The number in parentheses on the time/room line is the room capacity.

## 7:30 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. There will be a table set up near the hotel's front entrance. The buses will be parked down the street to the left of the front entrance.

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

## 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.

*Bill Flechtner, MJE, Milwaukie, Ore.; Peggy Gregory, CJE, Phoenix, Ariz.; Patrick Johnson, MJE, Antioch (Ill.) Community High School*

**8 a.m.-5 p.m. Thursday, Coronado, 4th Floor (40)**

### MEETING

#### JEAN BOARD MEETING

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

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

**8 a.m.-3 p.m. Thursday, El Capitan, 4th Floor (36)**

## 8:30 a.m.

### DESIGN

#### REDESIGN SEMINAR

During this intensive, hands-on, one-day design seminar, newspaper, newsmagazine and yearbook students will actually redesign elements of their publications. We will study advanced packaging techniques including modular design, typography, marriage of elements, negative space and photo packaging. Students also need to bring some of their favorite magazines. Students are required to bring the most current version of their publication and to have a laptop with a working version of InDesign.

*Pete LeBlanc, CJE, Antelope (Calif.) High School*

**8:30 a.m.-5 p.m. Thursday, Avila, 4th Floor (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.-5 p.m. Thursday, Capistrano, 4th Floor (40)**

### LAW AND ETHICS

#### • LAW OF THE STUDENT PRESS

Learn about what the law does and doesn't protect in terms of free press and free speech. Topics will include avoiding plagiarism, accessing public documents and understanding copyright laws. Geared

## IN THE EXHIBIT HALL

### 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 luncheon). 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.

### TRADE SHOW EXHIBITS

Dozens of national and local vendors and colleges will educate and entertain during the trade show exhibits. See what's new, chat with company representatives, pick up information and have some fun.

### WRITE-OFF CONTEST CHECK-IN

If both your Write-off registration and JEA membership fees have been paid, your school's Write-off packet containing student contest tickets, additional instructions and contest room assignments may be picked up at the Write-off desk. If you have not paid, you must do so at this time. Noon Friday is the deadline for substitutions in preregistered categories. No new entries will be accepted at the convention. Lost tickets will be replaced for \$5. Students in broadcast or online news contests with earlier start times on Friday must get their ID Thursday.

### JEAN BOOKSTORE

Take a look at nearly 200 journalism-related items in the JEA Bookstore. Check here to buy Write-off supplies. Students are welcome.

### 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.

### 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. Winners will be announced at the JEA/NSPA awards ceremony Saturday.

**1-7 p.m. Thursday, California Ballroom, 2nd Floor**

# THURSDAY 8:30 a.m.

toward new advisers and students taking on leadership roles this fall.

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

**8:30 a.m.-noon Thursday, Carmel, 4th Floor (40)**

## ADVISING/TEACHING

### • JEA OUTREACH ACADEMY

Outreach Academy is a JEA 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, La Jolla, 4th Floor (25)**

## 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.-5 p.m. Thursday, Huntington, 4th Floor (70)**

## LEADERSHIP AND TEAM BUILDING

### LEADING CHANGE

Whether you are asking your staff to make a small change for one deadline or you are overhauling your staff's approach, change can't be successful without strong leadership. Now that you've made it to the end of the year, it's time to hone your leadership skills and put into practice

the best methods for navigating change, growing staffers, mediating conflict, and creating a culture of excellence and celebration. In this workshop, participants will explore leadership styles and strategies, feedback protocols, staff communication, meeting deadlines and working with your adviser. You will leave this class ready to finish this year on a high note and set your staff up for success next year. (Attendees might find it beneficial for current leadership and incoming leadership to attend together.)

*Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.; Annie Gorenstein Falkenberg, CJE, Longmont (Colo.) High School*

**8:30 a.m.-5 p.m. Thursday, Laguna, 4th Floor (75)**

## ENTREPRENEURSHIP

### SPJ DIGITAL TOOLS

Join the Society of Professional Journalists for a half-day digital tools training event. During the first 90 minutes, you'll learn the best Facebook techniques for both your media outlet and your own branding. Learn both basic and advanced tactics while learning about the newest tools available,

JOURNALISTS  
ARE  
**CURIOUS**  
**TENACIOUS**  
**PREPARED**  
**RESOURCEFUL**  
**VITAL**



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Check out our career videos for advice to student journalists and learn more about our programs by visiting [dowjonesnewsfund.org](http://dowjonesnewsfund.org)



like author tagging and LIVE with. The next 90 minutes will focus on Google tools that can help you as a journalist. From Google Maps and Google Alerts to Google Advanced Search and YouTube, you'll learn how to incorporate these tools into your research and reporting.

*Samaruddin Stewart, SPJ Training Program, Daly City, Calif.; Lynn Walsh, Trusting News Project, San Diego, Calif.*

**8:30 a.m.-noon Thursday, Malibu, 4th Floor (40)**

## 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 using 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. Having a login and password data available to use from their own site is recommended. All participants must bring a laptop or tablet device. Preregistration was required.

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

**8:30 a.m.-5 p.m. Thursday, Oceanside, 4th Floor (30)**

## DESIGN

### ART DIRECTION AND CONCEPTUAL THINKING

Love those amazing cover images for the NYT magazine, Wired, Rolling Stone and Time? This hands-on workshop will help you to become a strong art director. You'll develop skills with visual metaphor, wordsmithing and conceptual thinking. You'll learn tools for brainstorming, collaborating, innovating and creating a marriage of words, illustration and photography across platforms — everything you need to inspire award-winning storytelling.

*Sara Quinn, Kansas State University, Manhattan, Kan.; Suzette Moyer, The Washington Post, Washington, D.C.*

**8:30 a.m.-5 p.m. Thursday, Palos Verdes, 4th Floor (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 was required.

*Mark Murray, ATPI, Arlington, Texas; Evert Nelson, Evert Nelson Photos, Meriden, Kan.*

**8:30 a.m.-5 p.m. Thursday, San Simeon, 4th Floor (70)**

## 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.

*Emily Smith, CJE, Pittsburg (Kan.) High School; J.D. Garber, CJE, Salina (Kan.) Central High School*

**8:30 a.m.-5 p.m. Thursday, Santa Monica, 4th Floor (60)**

## 1 p.m.

## PHOTOJOURNALISM

### • PHOTOSHOP WORKFLOW

Participants will learn to use Adobe Photoshop. This workshop will emphasize a basic workflow for preparing photographs for publication. Some laptops will be available; however, participants may bring their own laptops with Photoshop CS6 or later installed. Two students may share one laptop. Preregistration was required.

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

**1-5 p.m. Thursday, Malibu, 4th Floor (40)**

## EVENT

### 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.

**1-11 p.m. Thursday, California Promenade, 2nd Floor**

## 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. *Julia Satterthwaite, CJE, Monta Vista High School, Cupertino, Calif.; Laura Negri, CJE, Alief Kerr High School, Houston, Texas; Michael Malcom-Bjorklund, CJE, Columbia High School, Lake City, Fla.*

**6:15-6:45 p.m. Thursday, El Capitan, 4th Floor (150)**

## 7 p.m.

## EVENT

### OPENING CEREMONY/KEYNOTE ADDRESS

JEA, NSPA and the local convention team welcome you to the Anaheim convention. Sonia Nazario, award-winning journalist and author of "Enrique's Journey," will present the keynote address. Pacemaker and Journalist of the Year finalists will be recognized, and winners of the First Amendment Press Freedom Award and Student Journalist Impact Award will be announced.

**7 p.m. Thursday, Pacific Ballroom, 2nd Floor (2,800)**

## 9 p.m.

## EVENT

### MEET THE AUTHOR: SONIA NAZARIO

After her keynote address, Sonia Nazario will be available to sign her book, "Enrique's Journey." Books will be available for purchase.

*Sonia Nazario, Los Angeles*

**9 p.m. Thursday, Ballroom Registration Desk, 2nd Floor**

## ADVISER EVENT

### ADVISER WELCOME 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. Lifetouch is sponsoring this event.

**9 p.m. Thursday, Avalon, 1st Floor**

# YOU L♥VE YEARBOOK.

*That's why you're here.*







# Walsworth loves yearbook too. That's why we're here.

Stop by our booth and have some fun.

- Advisers receive a **free \$5 Starbucks® gift card.**
- **Enjoy learning with Mike Taylor, CJE, and Jim Jordan.**
- Be inspired by our yearbooks from around the country.
- **Make yearbook pride buttons to wear.**
- Enter to win one of two stocked mini-fridges for your classroom.
- **Play giant Jenga® and Connect Four®.**
- Meet yearbook professionals who want to help make this your best year yet.

Relax — getting to convention was the hardest part. **Now it's time to have fun with Walsworth.**

# FRIDAY AT A GLANCE

ROOM	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Pacific A, 2nd Floor		Leadership zen starts now	Why did you choose that photo?	The art of finding a story and telling it, in writing
Pacific B, 2nd Floor		Break with a Pro (9 and 10 a.m.)		
Pacific C, 2nd Floor	Journalism Quiz Bowl qualifying test	LGBT high school media: Beyond the rainbow	White space is your friend	Concussions and sports
Pacific D, 2nd Floor		Getting that great sports shot	Book talk: 'Enrique's Journey'	MediaWise: Learn fact from fiction online
California Ballroom, 2nd Floor	Convention registration/check-in, Best of Show desk, trade show exhibits (8 a.m.-4 p.m.); Editor-in-residence (9 a.m.-3:20 p.m.); Write-off check-in (7:30 a.m.-10:30 a.m.); shirt distribution (8 a.m.-noon)			
				One by one
California Promenade, 2nd Floor	Publication exchange tables			
Green Room, 2nd Floor	Write-off office			
Avila, 4th Floor		Find your stories of the year	The image as a hook	What it feels like
Balboa A, 4th Floor		Taming the grading monster	From good to great	Summer boot camp
Balboa B, 4th Floor			The English teacher conundrum	
Balboa C, 4th Floor			JEA CTE committee meeting	
Capistrano, 4th Floor		Reporting to the real world	10 ideas for better storytelling	Build an award-winning portfolio
Carmel, 4th Floor		Surviving in a fake news world (3 hours) <i>Preregistration required</i>		
Coronado, 4th Floor		Oh, JOY!	Legal and ethical issues for advisers	Developing a mindful newsroom
El Capitan A, 4th Floor		How do you handle stress?	Yearbook jump-start: 2019-2020 (2 hours) <i>Preregistration required</i>	
El Capitan B, 4th Floor	JEA general membership meeting	JEA state directors meeting	Magazine journalism: Is it worth your time?	Off-camera lighting demystified
Executive Boardroom, 4th Floor	Quill and Scroll Advisory Board (7:30 a.m.)	Newspaper adviser roundtable	Advising multiple publications roundtable	Roundtable for online media advisers



■ ADVISING/TEACHING  
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■ LEADERSHIP/TEAM BUILDING  
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■ MULTIMEDIA BROADCAST  
■ NEWS GATHERING

■ NEWS LITERACY  
■ PHOTOJOURNALISM  
■ WEB  
■ WRITING

Noon	1 p.m.	2 p.m.	4 p.m.	Evening
	Photojournalism in the digital age	Youth advocacy and high school journalism		Pizza and proud (6-8 p.m.) <i>Preregistration required</i>
			Write-off contests 12-15: Yearbook copy/caption (all)	Media Swap Shops (8:30-10 p.m.) <i>Preregistration required</i>
	Dancing on the edge of the cliff	Design so cool it will make your eyes bleed	Write-off contests 02, 06, 07: Editorial, cartoon, commentary	Ana-Chella student dance (8:30 p.m.)
			Write-off contests 27-35: Photography (all)	
On-site critiques/Special consultations (noon-3:30 p.m.)				
		Far and away		
Publication exchange tables				
Write-off office	Lead judges pick up Write-off supplies (1-3:30 p.m.)		Write-off office	
Choose your words	Pardon the interruption	Strategies for attention-getting headlines	Write-off contest 01: News writing	
Work smarter, not harder	Google apps to organize your staff	CJE/MJE certification study session	Write-off contest 24: Graphic design: Infographics	
	Gear up!	The real top gear	Write-off contest 25: Graphic design: Advertising	
	Advisers: Don't be a lone wolf; join a pack (2 hours) <i>Preregistration required</i>		Write-off contest 26: Graphic design: Photo illustration	
Improving publication photography	Be an action hero	The power of light		
Media literacy in practice (3 hours) <i>Preregistration required</i>			Write-off contests 20 and 21: Lit mag poetry, illustration	
The big picture	Digital portfolios for students	How to copyright your yearbooks	Write-off contest 23: Graphic design: Logo	
Pushing the envelope in digital journalism	Photoshop and InDesign tips for advisers (2 hours)		Best of Show judging	
Nerds in the newsroom	A truly useful session on review writing	Awkward interviews: Shake it off	Write-off contest 40: Videography	
Roundtable for broadcast advisers	Roundtable for literary magazine advisers	Yearbook adviser roundtable		

# FRIDAY AT A GLANCE

ROOM	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Huntington, 4th Floor		Award-winning writing, guaranteed	Covering tragedy	Survival of the fittest
La Jolla, 4th Floor		Google for education: Organizing your staff	Images and the power of metaphors	As seen on CNN
Laguna, 4th Floor		No yawning in yearbook	Top advisers discuss yearbook trends	Write CAPtions, not CRAPtions!
Lido A, 4th Floor	Write-off contest 44: Broadcast anchor taping			
Lido B, 4th Floor	Write-off contest 44: Broadcast anchor			
Lido C, 4th Floor			Tricaster and NDI tips and tricks	Audio: It REALLY is important
Malibu, 4th Floor		InDesign tricks: Work smarter, not harder (2 hours) <i>Preregistration required</i>		Using Illustrator to enhance your publication (2 hours) <i>Preregistration required</i>
Manhattan, 4th Floor		Activism anniversaries	Aerial photography and videography	2019 — The year of the student journalist
Monterey, 4th Floor		Mastering advanced InDesign skills	Google tools the pros use	Little things, big results
Oceanside, 4th Floor		Student Press Freedom 101	Let's get this bread	Beyond the masthead, carrying the banner
Palisades, 4th Floor	Adviser Hospitality (7:30 a.m.-5 p.m.)			
Palos Verdes, 4th Floor		Design rewind	The stories of us	Style showdown
Redondo, 4th Floor		Small school, big story ideas	Build your radio program	Broadcast journalists to watch
Salinas, 4th Floor		The debt crisis	Engaging your audience	Turn your classroom into a newsroom
San Clemente, 4th Floor		Improving your broadcast techniques	Live broadcasts people watch	Plays well with others
San Simeon, 4th Floor		Visual storytelling	Step-by-step design	Just your type
Santa Monica, 4th Floor		From the top down: Editor-in-chief	How to succeed in yearbook (without really trying)	Method in the madness
Sunset, 4th Floor	Photography contest judging (8 a.m.-noon)			
Sunset Deck, 5th Floor				



■ ADVISING/TEACHING  
■ CONTEST  
■ DESIGN  
■ EDITING

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

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

■ NEWS LITERACY  
■ PHOTOJOURNALISM  
■ WEB  
■ WRITING

Noon	1 p.m.	2 p.m.	4-6 p.m.	Evening
The best beat in journalism	Student journalism in real life	Transgender 101: Everything you were afraid to ask		Write-off judges' dinner and judging (6 p.m.)
Worked up about workflow	Photojournalism basics for advisers	Personalized learning in the publication lab	Write-off contest 22: Literary magazine photography	
50 photos your publication needs	Lit-J: True stories, artfully told	Innovative approaches to developing documentaries	Write-off contest 03: Feature writing	
Write-off contest 44: Broadcast anchor taping				
Write-off contest 44: Broadcast anchor				
			Write-off contest 41: Short documentary	
Using Illustrator to enhance your publication (continued)	Lightroom for beginners (2 hours) <i>Preregistration required</i>		Certification test for CJE and MJE candidates (3:30-6 p.m.)	
Take-down requests and threats	New Voices and you (2 hours)		Write-off contest 17: Yearbook layout: Inside pages	
The use of typography makes national news	Editors: It's lonely at the top	Grammar can be (almost) painless	Write-off contest 16: Yearbook layout: Theme	
Beyonce? Prince? Hermione? Find your look	Taking a back seat as an editor	Small-town journalism: Bake sales to murder	Write-off contest 18: Yearbook cover/endsheets	
Adviser Hospitality				
The difference is in the details	News under your nose	Adapted from the pros	Write-off contest 04: Sports writing	
There must be a better way	Basic and expanded caption writing	Untangling fire alarm chaos with public records	Write-off contest 09: Newspaper layout	
Writer's block	Embrace the madness	50-second video broadcast stories for Instagram	Write-off contest 10: Newsmagazine layout	
Make your school a better place	Pitch perfect: Taking your stories national	Going chronological and maximizing your coverage	Write-off contest 19: Literary magazine layout	
7 deadly sins of yearbook design	How did THAT happen?	What color is your happy?	Write-off contest 05: Review writing	
Enhance with the 'gram (Instagram)	Succeeding in sports journalism and beyond	Tweet it up: Twitter as a media tool	Write-off contest 08: News editing/headline writing	
Broadcast contest judging (noon-6 p.m.)				
				Adviser reception and SPLC fundraiser (8:30 p.m.)

# FRIDAY AT A GLANCE

## MORNING

ROOM	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Catalina 1, Lower Lobby		Won't you be my neighbor?	Where great ideas start	Your publication. Your staff. They're magical.
Catalina 2, Lower Lobby		Let's tweet this out	Website must-haves	Chicken wings and other sticky things
Catalina 3, Lower Lobby		WebMD: Diagnosing design trends for online	Telling human stories (3 hours) <i>Preregistration required</i>	
Catalina 4, Lower Lobby				Open forum for addressing censorship issues
Catalina 5, Lower Lobby		Photojournalism basics (2 hours) <i>Preregistration required</i>		Deadline ... It's not a dirty word
Catalina 6, Lower Lobby	Write-off contest 42: Video package editing meeting			Write-off contest 46: Broadcast package work time (3 hours)
Catalina 7, Lower Lobby	Write-off contest 46: Broadcast package meeting		Write-off contest 43: Online news package meeting	Broadcast judging
Catalina Lounge, Lower Lobby	Write-off contest 46: Broadcast package voiceover room			

■ ADVISING/TEACHING  
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■ LAW/ETHICS

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

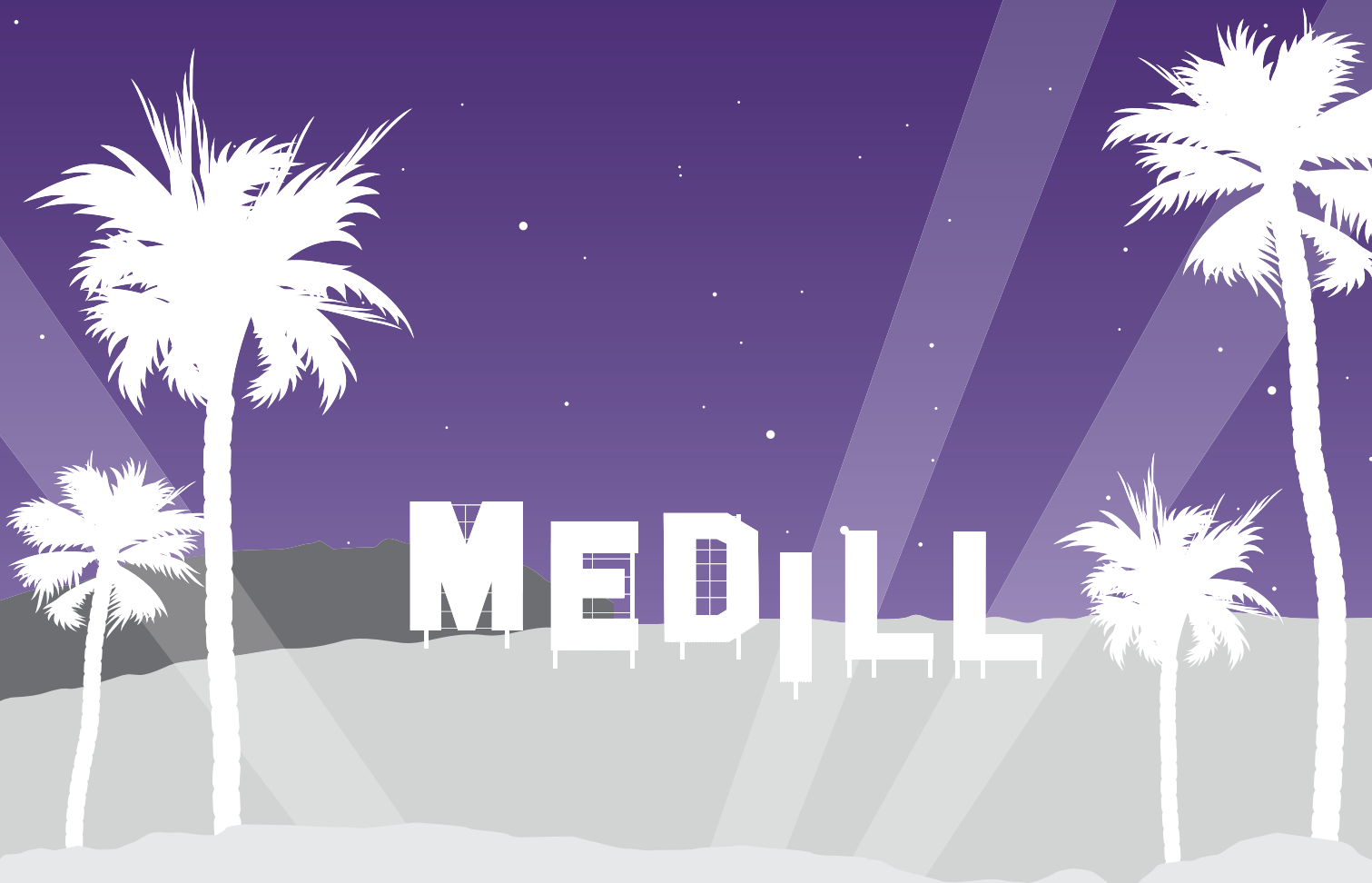
■ NEWS LITERACY  
■ PHOTOJOURNALISM  
■ WEB  
■ WRITING

## AFTERNOON

ROOM	Noon	1 p.m.	2 p.m.	4 p.m.
Catalina 1, Lower Lobby	Sharing the power	Driven to be more organized	Building collaborative staffs between schools	Write-off contest 36: Broadcast news story
Catalina 2, Lower Lobby	Podcasting around the house	Making news literacy a newsroom priority	Voices of color	Write-off contest 37: Broadcast sports story
Catalina 3, Lower Lobby	Telling human stories (continued)		Teamwork makes the dream work	Write-off contest 11: Press law and ethics
Catalina 4, Lower Lobby	Let's get organized	Bring MediaWise to your school	Journalism after high school: What's next?	Write-off contest 39: Broadcast commercial/PSA
Catalina 5, Lower Lobby		Instapiration	Internship intel: Building your journalism career	Write-off contest 38: Broadcast feature story
Catalina 6, Lower Lobby	Write-off contest 46: Broadcast package work time (continued)			Write-off contest 45: Broadcast newswriting
Catalina 7, Lower Lobby		Write-off contest 43: Online news package work time (1:30-6 p.m.)		
Catalina Lounge, Lower Lobby	Write-off contest 46: Broadcast package voiceover room			



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Parker King - editor of The Hurricane, Cape Fear Academy, Wilmington, North Carolina



# WRITE-OFF ROOM ASSIGNMENTS

**Advisers:** Check in at the Write-off desk at California Ballroom, 2nd Floor, to pick up students' contest ID labels. Make sure students have their contest ID labels before their contests are scheduled to meet. Note the contests that begin early Friday. Students will need to pick up their tickets by 7:45 a.m. Friday in order to be admitted to their 8 a.m. contests. The Write-off desk is open 1-7 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 the Green Room, 2nd Floor. 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](http://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 the Green Room, 2nd Floor.

**Photography Judges:** 8 a.m.-noon, Sunset, 4th Floor

**Broadcast Judges:** Check schedule for assigned time. Friday afternoon judging will be in Sunset, 4th Floor.

**Write-off Judges' Dinner/Judging:** 6 p.m., Huntington, 4th Floor

01 Newswriting .....	4 p.m., Avila, 4th Floor
02 Editorial Writing .....	4 p.m., Pacific C, 2nd Floor
03 Feature Writing .....	4 p.m., Laguna, 4th Floor
04 Sports Writing .....	4 p.m., Palos Verdes, 4th Floor
05 Review Writing .....	4 p.m., San Simeon, 4th Floor
06 Editorial Cartooning .....	4 p.m., Pacific C, 2nd Floor
07 Commentary Writing .....	4 p.m., Pacific C, 2nd Floor
08 News Editing/Headline Writing .....	4 p.m., Santa Monica, 4th Floor
09 Newspaper Layout (online) .....	4 p.m., Redondo, 4th Floor
10 Newsmagazine Layout (online) .....	4 p.m., Salinas, 4th Floor
11 Press Law & Ethics .....	4 p.m., Catalina 3, Lower Lobby Level
12 Yearbook Copy/Caption: Sports .....	4 p.m., Pacific B, 2nd Floor
13 Yearbook Copy/Caption: Academics .....	4 p.m., Pacific B, 2nd Floor
14 Yearbook Copy/Caption: Clubs .....	4 p.m., Pacific B, 2nd Floor
15 Yearbook Copy/Caption: Student Life .....	4 p.m., Pacific B, 2nd Floor
16 Yearbook Layout: Theme (online) .....	4 p.m., Monterey, 4th Floor, stay for critique
17 Yearbook Layout: Inside Pages (online) .....	4 p.m., Manhattan, 4th Floor, stay for critique
18 Yearbook Cover/End Sheets (online) .....	4 p.m., Oceanside, 4th Floor, stay for critique
19 Literary Magazine Layout (online) .....	4 p.m., San Clemente, 4th Floor, stay for critique
20 Literary Magazine Poetry .....	4 p.m., Carmel, 4th Floor
21 Literary Magazine Illustration .....	4 p.m., Carmel, 4th Floor
22 Literary Magazine Photography .....	4 p.m., La Jolla, 4th Floor
23 Graphic Design: Logo (online) .....	4 p.m., Coronado, 4th Floor, stay for critique
24 Graphic Design: Infographics (online) .....	4 p.m., Balboa A, 4th Floor, stay for critique
25 Graphic Design: Advertising (online) .....	4 p.m., Balboa B, 4th Floor, stay for critique
26 Graphic Design: Photo Illustration (online) .....	4 p.m., Balboa C, 4th Floor, stay for critique
27 Themed Photography (online) .....	4 p.m., Pacific D, 2nd Floor, stay for critique
28 Sports Action Photography (online) .....	4 p.m., Pacific D, 2nd Floor, stay for critique
29 Sports Feature Photography (online) .....	4 p.m., Pacific D, 2nd Floor, stay for critique
30 Feature Photography (online) .....	4 p.m., Pacific D, 2nd Floor, stay for critique
31 General or Spot News Photography (online) .....	4 p.m., Pacific D, 2nd Floor, stay for critique
32 Photo Story (online) .....	4 p.m., Pacific D, 2nd Floor, stay for critique
33 Portfolio (online) .....	4 p.m., Pacific D, 2nd Floor, stay for critique
34 Photo Portrait (online) .....	4 p.m., Pacific D, 2nd Floor, stay for critique
35 First-year Photo (online) .....	4 p.m., Pacific D, 2nd Floor, stay for critique
36 Broadcast News Story (online) .....	4 p.m., Catalina 1, Lower Lobby Level, stay for critique
37 Broadcast Sports Story (online) .....	4 p.m., Catalina 2, Lower Lobby Level, stay for critique
38 Broadcast Feature Story (online) .....	4 p.m., Catalina 5, Lower Lobby Level, stay for critique
39 Broadcast Commercial/PSA (online) .....	4 p.m., Catalina 4, Lower Lobby Level, stay for critique
40 Videography (online) .....	4 p.m., Pacific C, Fourth Level, stay for critique
41 Short Documentary (online) .....	4 p.m., Lido C, 4th Floor, stay for critique
42 Video Package Editing (on-site) .....	8 a.m., Catalina 6, Lower Lobby Level
43 Online News Package (on-site) .....	10 a.m., Catalina 7, Lower Lobby Level
44 Broadcast Anchor (on-site) .....	8 a.m., Lido A, 4th Floor (taping in Lido B)
45 Broadcast Newswriting (on-site) .....	4 p.m., Catalina 6, Lower Lobby Level
46 Broadcast Package (on-site) .....	8 a.m., Catalina 7, Lower Lobby Level (11 a.m.-2 p.m. in Catalina 6)

# FRIDAY 7:30 a.m.

The number in parentheses on the time/room line is the room capacity.

## 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, California Promenade, 2nd Floor**

## 7:30 a.m.

## ADVISER EVENT

### ADVISER HOSPITALITY

Meet with your colleagues from across the country in the adviser hospitality suite, a hot spot for advisers. Local committee members will be available to recommend sightseeing, dining and entertainment options.

**7:30 a.m.-5 p.m. Friday, Palisades, 4th Floor (80)**

## 8 a.m.

## CONTEST

### WRITE-OFF CONTEST 42: VIDEO PACKAGE EDITING

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

**8-11 a.m. Friday, Catalina 6, LL Level (45)**

## CONTEST

### WRITE-OFF CONTEST 44: BROADCAST ANCHOR

Those entered in this contest will meet here to get an assigned time, to write their scripts and to get their taping assignment. Contest ID label must be shown to enter. Final presentations will be in Lido A.

**8 a.m. Friday, Lido B, 4th Floor (22)**

## CONTEST

### WRITE-OFF CONTEST 46: BROADCAST PACKAGE MEETING

Students will meet for the broadcast package contest presentation. Contest ID label must be shown to enter. After a reporting time, contestants will return to Catalina 6 at 11 a.m. to work on their entries. Turn in entries by 2 p.m.

**8 a.m. Friday, Catalina 7, LL Level (45)**

## IN THE CALIFORNIA BALLROOM

### 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. 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. At 10:30 a.m., Write-off personnel will move to the Green Room, 2nd Floor. **7:30-10:30 a.m. Friday**

### 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**

### 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**

### JEA BOOKSTORE

Check out the new books, as well as popular best-sellers. Nearly 200 items relating to journalism are available. Did you forget Write-off supplies? Check here to buy stylebooks, paper and pens. A variety of First Amendment T-shirts is available. Supplies are limited, so shop early. Students are welcome. **8 a.m.-4 p.m. Friday**

### BEST OF SHOW DESK

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

## CONTEST

### PHOTOGRAPHY CONTEST JUDGING

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

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

**8 a.m. Friday, Sunset, 4th Floor (32)**

## STUDENT EVENT

### JOURNALISM QUIZ BOWL QUALIFYING TEST

Registered four-person teams will take a written qualifying test with questions related to culture, journalism and civics. The test scores will be used to seed the top teams to compete in the live buzzer rounds 8-10:50 a.m. Saturday. The list of qualifying teams will be posted by 11 a.m. Friday at the JEA Bookstore in the California Ballroom, and on Facebook and Twitter.

*Allie Staub, CJE, Westfield (Ind.) Middle School*

**8 a.m. Friday, Pacific Ballroom C, 2nd Floor (450)**

## MEETING

### JEA GENERAL MEMBERSHIP MEETING

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

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

**8 a.m. Friday, El Capitan B, 4th Floor (84)**

## 9 a.m.

## 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. Check your ticket for your assigned time.

**9 a.m. Friday, Pacific Ballroom B, 2nd Floor (300)**

## LEADERSHIP AND TEAM BUILDING

### WON'T YOU BE MY NEIGHBOR?

Mister Rogers taught generations lessons of love, friendship, respect, individuality and honesty. His enduring presence created the neighborhood where everyone felt at home. Learn from the lessons of Mister Rogers to build newsroom culture and be the best neighbor to your fellow staffers.

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

**9 a.m. Friday, Catalina 1, LL Level (40)**

## ENTREPRENEURSHIP

### LET'S TWEET THIS OUT

Struggling with creating a social media presence? Get your community excited about your school. Learn why and how to create a strong social media presence that will help you create your brand, increase reporting and yearbook sales/publication circulation.

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

**9 a.m. Friday, Catalina 2, LL Level (80)**

## WEB

### • WEBMD: DIAGNOSING DESIGN TRENDS FOR ONLINE

**SYMPTOMS:** New to online publication and needing design ideas and inspiration. **TREATMENTS:** This session will help you get started with your online presence and leave you with best practices and ideas to better the experience for your readers.

*Jason Kaiser, CJE, Jostens, Minneapolis*

**9 a.m. Friday, Catalina 3, LL Level (40)**

## PHOTOJOURNALISM, 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. Preregistration was required for this extended session.

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

**9 a.m. Friday, Catalina 5, LL Level (80)**

## 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, Walsworth Yearbooks, Fort Worth, Texas; Mike Taylor, Walsworth, Mansfield, Texas*

**9 a.m. Friday, Pacific Ballroom A, 2nd Floor (400)**

## FEATURED SPEAKER, GENERAL AUDIENCE

### • LGBT HIGH SCHOOL MEDIA: BEYOND THE RAINBOW

Once, writing about the LGBT community was considered on the edge – and in some places it still is. No matter what type of media environment you work in, however, challenges remain – especially when it comes to the people most reporters are still missing.

*Bethany Grace Howe, University of Oregon, Eugene, Ore.*

**9 a.m. Friday, Pacific Ballroom C, 2nd Floor (450)**

## PHOTOJOURNALISM

### GETTING THAT GREAT SPORTS SHOT

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 sports photojournalist.

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

**9 a.m. Friday, Pacific Ballroom D, 2nd Floor (900)**

## NEWS GATHERING

### FIND YOUR STORIES OF THE YEAR

Do you struggle with finding new ways to cover the same content? This session will provide a process for finding the stories of the year through authentic inquiry while developing student growth.

*Tina Cleavelin, CJE, Jostens, Parker, Colo.; Josh Clements, San Marcos (Calif.) High School*

**9 a.m. Friday, Avila, 4th Floor (100)**

## ADVISING/TEACHING

### TAMING THE GRADING MONSTER

See one adviser's approach to bringing some order out of chaos regarding the grading dilemma in a publication's classroom. Discover some ways to evaluate every student on staff in a way that reflects individual responsibilities or assignments.

*Bill Flechtner, MJE, Milwaukie, Ore.*

**9 a.m. Friday, Balboa A, 4th Floor (30)**

## FEATURED SPEAKER, NEWS GATHERING

### REPORTING TO THE REAL WORLD

In this session an award-winning multimedia journalist will share her career trajectory, from the time she decided she wanted to be a

journalist while in high school to landing her first job, to her toughest reporting work ever and what she learned along the way. Then she'll give the audience a behind-the-scene view of how she found and reported several stories that spurred change. Students will have an opportunity to ask questions.

*Elizabeth Aguilera, CALmatters, Sacramento, Calif.*

**9 a.m. Friday, Capistrano, 4th Floor (150)**

## NEWS LITERACY, EXTENDED SESSION

### SURVIVING IN A FAKE NEWS WORLD (3 HOURS)

Enraged by fake news and its tarnish on good journalism? Explore the complexities of how information is created, spread and consumed. Hone your skills in identifying fake and unfair content, getting the facts right, and detecting bias – both your own and others. Preregistration was required for this extended session.

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

**9 a.m. Friday, Carmel, 4th Floor (45)**

## LEADERSHIP AND TEAM BUILDING

### OH, JOY!

Are you thinking of applying for the Journalist of the Year scholarship competition? This session will go over the basics of applying for this contest, the keys to creating a strong portfolio, and tips and tricks to help you leave a lasting impression on the judges.

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

**9 a.m. Friday, Coronado, 4th Floor (50)**

## GENERAL AUDIENCE

### • HOW DO YOU HANDLE STRESS?

Scholastic journalism can be stressful. In this class we'll look at The Harbor episode on stress and apply Mike Smith's bubble theory, as well as several other techniques, to how we balance our journalism lives with our "real" lives.

*Sara Sausker, CJE, Jostens, Bloomington, Minn.*

**9 a.m. Friday, El Capitan A, 4th Floor (45)**

## 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, El Capitan B, 4th Floor (84)**



# FRIDAY 9 a.m.

## 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, Ariz.*

**9 a.m. Friday, Executive Board Room, 4th Floor (20)**

## WRITING

### AWARD-WINNING WRITING, GUARANTEED

Boost your writing to the next level with lead-writing techniques, fresh mechanics, and story angles that readers and judges love. Learn methods that have produced first place-winning pieces in state or regional competitions every year for over a decade, and national finalists as well.

*Phillip Caston, Wando High School, Mount Pleasant, S.C.*

**9 a.m. Friday, Huntington, 4th Floor (280)**

## LEADERSHIP AND TEAM BUILDING

### GOOGLE FOR EDUCATION: ORGANIZING YOUR STAFF

If your district uses the Google Suite of Apps for Education (Calendar, Classroom, Docs, Drive, Sheets, Slides), come check out the ways you can use them to help keep your staff connected and organized.

*Jennifer Parsons, Greenfield Junior High, Gilbert, Ariz.*

**9 a.m. Friday, La Jolla, 4th Floor (50)**

## WRITING

### NO YAWNING IN YEARBOOK

Your readers have better things to do than read an irrelevant story. If you're going to write yearbook copy, make it great. This session will give you some tips to avoid lazy, boring and cheesy yearbook copy.

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

**9 a.m. Friday, Laguna, 4th Floor (130)**

## NEWS GATHERING

### ACTIVISM ANNIVERSARIES

2019-2020 showcases anniversaries of monumental events and issues that shaped scholastic journalism. We'll explore activism and solutions from Mary Beth Tinker to Kent State University, May 4, 1970. We will investigate how and why students bring understanding and influence to today's defining issues and events.

*John Bowen, MJE, Kent (Ohio) State University*

**9 a.m. Friday, Manhattan, 4th Floor (80)**

### 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. Sign up at the registration desk to meet him and discuss internship and job possibilities, your portfolio and anything else on your mind.

At The Post, he spent 7-1/2 years as a director of recruiting and hiring for the newsroom. He also worked as a night and assignment editor on the national desk, a sports and metro copy editor, executive sports editor, metro staff writer, assistant foreign editor, night city editor and night news editor. He edits for Twice Media Productions, a video production company, teaches at journalism conventions and workshops, and has been a consultant in college newsrooms. He is a former board member of the Sigma Delta Chi Foundation of Washington, D.C.

*Bill Elsen, Fairfax, Va.*

**9 a.m.-3:20 p.m. Friday, California Ballroom, 2nd Floor**

## DESIGN, EXTENDED SESSION

### INDESIGN TRICKS: WORK SMARTER, NOT HARDER (2 HOURS)

In this hands-on session, participants will learn how to set up InDesign files as templates, and how to use the many features available more easily and efficiently. This session is about making InDesign work better and easier for your staff. Preregistration was required for this extended session. Limit 30.

*Cassandra Workman, CJE, Centennial High School, Las Vegas, Nev.*

**9 a.m. Friday, Malibu, 4th Floor (30)**

## 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, CJE, Walsworth Yearbooks, San Jose, Calif.*

**9 a.m. Friday, Monterey, 4th Floor (74)**

## LAW AND ETHICS

### STUDENT PRESS FREEDOM 101

A fast-paced overview of the basics — how to avoid plagiarism, access public documents, follow copyright laws and obtain photos and images in the public domain.

*Mike Hiestand and Sommer Ingram Dean, Student Press Law Center, Washington, D.C.*

**9 a.m. Friday, Oceanside, 4th Floor (80)**

## DESIGN

### DESIGN REWIND

High school publication staffer turned professional designer shows you there is more than one way to effectively visually communicate. He's worked on publications

since he was 15. Fast forward into the world of how you, too, can pay your bills while using type, a grid and some common sense.

*Kyle Lewis, Herff Jones, Indianapolis*

**9 a.m. Friday, Palos Verdes, 4th Floor (100)**

## NEWS GATHERING

### • SMALL SCHOOL, BIG STORY IDEAS

Just because you are at a small school doesn't mean you have to struggle when coming up with story ideas. The speaker will share tips on how your staff at a small school can brainstorm great story ideas for your newspaper, yearbook or online site.

*Adriana Chavira, MJE, Daniel Pearl Magnet High School, Lake Balboa, Calif.*

**9 a.m. Friday, Redondo, 4th Floor (80)**

## ENTREPRENEURSHIP

### THE DEBT CRISIS

This session for advisers and student leaders is a candid discussion of how to budget well, avoid debt and get out of a debt crisis. Topics include budgeting principles, out-of-the-box fundraising ideas and best practices for avoiding debt altogether.

*Abrianna Nelson, CJE, Washington-Lee High School, Arlington, Va.*

**9 a.m. Friday, Salinas, 4th Floor (64)**

## MULTIMEDIA BROADCAST

### IMPROVING YOUR BROADCAST TECHNIQUES

Discover ways to help your broadcast program become more professional. Starting with how you approach stories and interview, all the way to creating advanced graphics and getting solid audio and b-roll every time, this session will offer ideas to sharpen your broadcast skills.

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

**9 a.m. Friday, San Clemente, 4th Floor (80)**

## MULTIMEDIA BROADCAST

### VISUAL STORYTELLING

For those staffs who want to take their student publication to the next level, consider adding meaningful stories through video production. Learn from the professional videographers who tell stories through the lenses of their cameras and touch the hearts of those who watch them. *Laura Schaub, CJE, Lifetouch, Commerce City, Colo.*

**9 a.m. Friday, San Simeon, 4th Floor (100)**

## LEADERSHIP AND TEAM BUILDING

### FROM THE TOP DOWN: EDITOR-IN-CHIEF

Feather editors open up about their role alongside adviser in an open discussion about ownership, delegating, editorials and the pressures of running a daily online paper. *Greg Stobbe, Kamryn Schultz, Sam Cross and Alexander Rurik, Fresno (Calif.) Christian High School*

**9 a.m. Friday, Santa Monica, 4th Floor (78)**

## 10 a.m.

## CONTEST

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

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 at 1:30 p.m. to work on the entry due by 6 p.m.

**10 a.m. Friday, Catalina 7, LL Level (45)**

## GENERAL AUDIENCE

### WHERE GREAT IDEAS START

Few ideas come from simply sitting down and staring at a blank screen. In this session, participants will develop tools for coming up with great ideas and steps they can take to document, organize and execute them.

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

**10 a.m. Friday, Catalina 1, LL Level (80)**

## WEB

### WEBSITE MUST-HAVES

Before you get lost in the details of formatting a perfect, modern website, it should first be functional. This session will give you a checklist to get you back to the basics of what makes a news site work. *Alex McNamee, SNO Sites, Bloomington, Minn.*

**10 a.m. Friday, Catalina 2, LL Level (80)**

## NEWS GATHERING, EXTENDED SESSION

### TELLING HUMAN STORIES (3 HOURS)

What can we do that someone else is not? We can tell unique human stories that help build empathy and inclusion on our campus. We can apply this to all storytelling to add heart. Session includes time to go out and practice the art. Preregistration was required for this extended session.

*Casey Nichols, MJE, Rocklin (Calif.) High School*

**10 a.m. Friday, Catalina 3, LL Level (40)**

## GENERAL AUDIENCE

### WHY DID YOU CHOOSE THAT PHOTO?

How many times does a staff member choose the photo that appears first, regardless of much better photos in the folder? Knowing how to select the appropriate photo will add interest and intrigue to your spread and to your storytelling.

*Mike Taylor, CJE, Walsworth Yearbooks, Mansfield, Texas; Leland Mallett, CJE, Legacy High School, Mansfield, Texas*

**10 a.m. Friday, Pacific Ballroom A, 2nd Floor (400)**

## 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. Check your ticket for your assigned time.

**10 a.m. Friday, Pacific Ballroom B, 2nd Floor (300)**

## LEADERSHIP AND TEAM BUILDING, EXTENDED SESSION

### YEARBOOK JUMP-START: 2019-2020 PLANNING (2 HOURS)

Editors/leaders for the 2019-2020 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 two-hour session. Preregistration was required for this extended session.

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

**10 a.m. Friday, El Capitan A, 4th Floor (45)**

## FEATURED SPEAKER, DESIGN

### WHITE SPACE IS YOUR FRIEND

Regardless of the platform, white space plays an important role in creating interesting and compelling entry points for your readers. You will come away from this session with lots of new ideas on how to make white space positive space.

*Gary Metzker, Long Beach (Calif.) State University*

**10 a.m. Friday, Pacific Ballroom C, 2nd Floor (450)**

## GENERAL AUDIENCE

### BOOK TALK: 'ENRIQUE'S JOURNEY'

Come and share your thoughts about this book with author and keynote speaker Sonia Nazario. Why is this kind of reporting important? What can we take away as journalists? As people?

*Kristin Taylor, CJE, The Archer School for Girls, Los Angeles; Sonia Nazario, Los Angeles*

**10 a.m. Friday, Pacific Ballroom D, 2nd Floor (900)**

## PHOTOJOURNALISM

### THE IMAGE AS A HOOK

In a world where multiple visual platforms lead the news industry, the photo plays a critical role more than ever before.

Professional photographer and Feather co-adviser Kori Friesen with photo editors teach key elements to choose and capture images that will be your story hook.

*Kori Friesen, Kaylie Clem and Julia Fikse, Fresno (Calif.) Christian High School*

**10 a.m. Friday, Avila, 4th Floor (100)**

## 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 Ann Brown, CJE, Northeastern High School, Manchester, Pa.*

**10 a.m. Friday, Balboa A, 4th Floor (30)**

## ADVISING/TEACHING

### THE ENGLISH TEACHER CONUNDRUM

No one understands what it's like to teach English classes and also advise one or more publications. Come by and learn how you can keep the insanity to a minimum from a 10-year veteran of double duty.

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

**10 a.m. Friday, Balboa B, 4th Floor (30)**

# FRIDAY 10 a.m.

## MEETING

### **JEA CTE 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*

**10 a.m. Friday, Balboa C, 4th Floor (30)**

## NEWS GATHERING

### **10 IDEAS FOR BETTER STORYTELLING**

Whether you're looking for new ways to tell stories or new stories to tell, this session can help. We'll address how to structure your reporting cycle, improve observation and listening techniques and diversify angles and voices as we explore a variety of reader-relevant storytelling formats.

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

**10 a.m. Friday, Capistrano, 4th Floor (150)**

## WRITING

### **COVERING TRAGEDY**

It's not a question of if it will happen to your school; it's a question of when. Reporting on

tragedies at your school takes a level of care and professionalism. Learn how to approach these stories from a former journalist who has covered several tragedies.

*Phillip Caston, Wando High School, Mount Pleasant, S.C.*

**10 a.m. Friday, Huntington, 4th Floor (280)**

## 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, Coronado, 4th Floor (50)**

## FEATURED SPEAKER, GENERAL AUDIENCE

### **MAGAZINE JOURNALISM: IS IT WORTH YOUR TIME?**

What does a career in journalism require? Find out the highlights and lowlights about working in magazines, why your voice matters, and how to wrangle news of a

whole county into 150 pages a month.  
*Alan Gibbons, Orange Coast Magazine, Irvine, Calif.*

**10 a.m. Friday, El Capitan B, 4th Floor (84)**

## DESIGN

### **TOP ADVISERS DISCUSS YEARBOOK TRENDS**

Join a panel of honorees in JEA's 2018 National Yearbook Adviser of the Year competition for a far-reaching discussion and Q&A session.

*Moderator: Brenda Field, MJE, Glenbrook South High School, Glenview, Ill.*

*Panelists: Charla Harris, CJE, Pleasant Grove High School, Texarkana, Texas; Rebecca Pollard, MJE, Lovejoy High School, Lucas, Texas; Leslie Shipp, MJE, Johnston (Iowa) High School*

**10 a.m. Friday, Laguna, 4th Floor (130)**

## ADVISING/TEACHING

### **ADVISING MULTIPLE PUBLICATIONS ROUNDTABLE**

If you're new to juggling both a yearbook and a newspaper, and need tips on organization, lesson planning, grading or staff management, come to this informal

# Visit "BITTERSWEET WINDS"



Meet **RICHIE PLASS** at  
**Booth 221**

1-7 p.m. Thursday  
8 a.m.-4 p.m. Friday  
California Ballroom

I am Richie Plass, a Menominee and Stockbridge/Munsee from Wisconsin. I have been collecting images and marking 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 221 and attend "Why do you call me names?" at 9 a.m. Saturday in Catalina 1. I am also available for interviews.





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

*Carmen Wendt, MJE, , Scottsdale, Ariz.*  
**10 a.m. Friday, Executive Board Room, 4th Floor (20)**

GENERAL AUDIENCE

## IMAGES AND THE POWER OF METAPHORS

There is a fine line between reality and imagination. This session explores the use of visuals as the binding element that brings a story together. Metaphorical images help tell a compelling and thought-provoking narrative.

*Ana Rosenthal, Dallas*

**10 a.m. Friday, La Jolla, 4th Floor (50)**

MULTIMEDIA BROADCAST

## TRICASTER AND NDI TIPS AND TRICKS

The NewTek Tricaster is a powerful production switcher. This session will explore tips and tricks to get the most out of your Tricaster. We also will explore the power and versatility of NDI and IP video workflow in studio and remote production environments.

*Albert Dupont, Loyola University, New Orleans*

**10 a.m. Friday, Lido C, 4th Floor (30)**

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.*

**10 a.m. Friday, Manhattan, 4th Floor (80)**

ENTREPRENEURSHIP

## ENGAGING YOUR AUDIENCE

Discover how to use tools such as social media, branding, marketing, advertising and fundraising to involve your audience and create a publication that meets their needs. Learn why focusing on marketing may actually increase your readership.

*Abrianna Nelson, CJE, Washington-Lee High School, Arlington, Va.*

**10 a.m. Friday, Salinas, 4th Floor (64)**

NEWS GATHERING

## GOOGLE TOOLS THE PROS USE

Find out about the Google News Initiative and how you can use the same tools available to professional journalists for research and interactive graphics.

*Laura Negri, CJE, Alief Kerr High School, Houston*

**10 a.m. Friday, Monterey, 4th Floor (74)**

ENTREPRENEURSHIP

## LET'S GET THIS BREAD

The media economy is changing. Is your publication thinking like a business? In order to thrive, it needs to. This session highlights ways to maintain and grow accounts by creating value for advertisers. Additionally, we'll discuss trends to unlock new sources of revenue.

*Tyler Arden, University of San Diego (Calif.)*

**10 a.m. Friday, Oceanside, 4th Floor (80)**

WRITING

## THE STORIES OF US

Profiles are a great way to introduce readers to each other. We'll talk tips for all types of profiles, from long-form narratives to alternative story forms.

*Joe Humphrey, MJE, and Marin Fehl, Hillsborough High School, Tampa, Fla.*

**10 a.m. Friday, Palos Verdes, 4th Floor (100)**

MULTIMEDIA BROADCAST

## BUILD YOUR RADIO PROGRAM

Come learn how one journalism program expanded into internet radio. AVRadio is its new station that offers podcasts, news and music for the local community. Adviser and staff will share what they learned including podcast templates, grading rubrics and scheduling plans used to run the station.

*Wendy Connelly, Amador Valley High School, Pleasanton, Calif.*

**10 a.m. Friday, Redondo, 4th Floor (80)**

MULTIMEDIA BROADCAST

## LIVE BROADCASTS PEOPLE WATCH

Want to start or improve your live broadcasting program? Learn how to build an audience for your live broadcast program and become a vital part of your school's community. Live coverage of sports and other events helps student journalists be a positive force for change.

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

**10 a.m. Friday, San Clemente, 4th Floor (80)**

LEADERSHIP AND TEAM BUILDING

## HOW TO SUCCEED IN YEARBOOK (WITHOUT REALLY TRYING)

So you're going to be an editor? You're going to be great. We'll help you get off on the right foot and build a staff to love and support you. Hints and tips and tricks for editors-to-be and team-leaders-in-training.

Bring your questions and concerns.

*Betsy Brittingham and Becky Sharkey, Herff Jones, Indianapolis*

**10 a.m. Friday, Santa Monica, 4th Floor (78)**

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.*

**10 a.m. Friday, San Simeon, 4th Floor (100)**

# 11 a.m.

LEADERSHIP AND TEAM BUILDING

## YOUR PUBLICATION. YOUR STAFF. THEY'RE MAGICAL.

Scholastic journalism staffs are made up of a cast of different characters — a lot like Disney! Come discover which character you are and how together we can make all your publication dreams come true.

*Sam Bott, Lifetouch, Sarasota, Fla.;*

*Morgan Gipson, Lifetouch, Tampa, Fla.*

**11 a.m. Friday, Catalina 1, LL Level (80)**

GENERAL AUDIENCE

## CHICKEN WINGS AND OTHER STICKY THINGS

In this session, we will throw a lot of stuff at you. Some of it will stick, some may not, but you can bet you'll leave with something to take back to your staff. Reporting and relationships will be the focus.

*Larry Steinmetz, CJE, Bullitt East High School, Mount Washington, Ky.;*

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

**11 a.m. Friday, Catalina 2, LL Level (80)**

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; JEA Scholastic Press Rights Committee members*

**11 a.m. Friday, Catalina 4, LL Level (70)**

# FRIDAY 11 a.m.

GENERAL AUDIENCE

## 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; Carrie Hendrix, CJE, Lewis-Palmer High School, Monument, Colo.*

**11 a.m. Friday, Catalina 5, LL Level (80)**

GENERAL AUDIENCE

## ONE BY ONE

First person ... plural. We don't yearbook alone and you don't have to either. Join us for a flurry of yearbook advice ... but in that you-get-me, long-lost-friend kind of way. We've got tips on type, photo musts, coverage concepts and all that — together in one, madcap session presented by Herffies from coast to coast. We're happy to share valuable yearbook truths, one by one.

*Ann Akers, MJE, Herff Jones, Charlotte, N.C.; Linda S. Puntney, Herff Jones, Manhattan, Kan.; and more, more more*  
**11 a.m. Friday, California Ballroom, 2nd Floor (100)**

FEATURED SPEAKER, WRITING

## THE ART OF FINDING A STORY AND TELLING IT, IN WRITING

All too often, lost in the technology of formatting content and delivering it is the process of creating it. Somebody still has to write the words, envision the story and give it form. Books can be designed with nice covers. Movies can have big stars and fancy graphics. But neither works if the story and storytelling are lacking. This session will be about the words — how to identify them, put them together and get people to respond, no matter the format.

*Bill Dwyre, Los Angeles*

**11 a.m. Friday, Pacific Ballroom A, 2nd Floor (400)**

FEATURED SPEAKER, NEWS LITERACY

## MEDIAWISE: LEARN FACT FROM FICTION ONLINE

Live Instagram polling, Snapchat filters, The Florida Man Challenge — sounds like fun, right? That's just a taste of our MediaWise presentation where we'll be teaching how to tell the difference between fact and fiction online — basically, how to spot fake news. Come check it out and bring your phone! *Aaron Sharockman and Katie Sanders, The Poynter Institute, St. Petersburg, Fla.*

**11 a.m. Friday, Pacific Ballroom D, 2nd Floor (900)**

FEATURED SPEAKER, NEWS GATHERING

## CONCUSSIONS AND SPORTS

This session will be a primer on how to report and write about the risks of playing high school football in the era of heightened awareness over the issues of traumatic brain injuries.

*Elliott Almond, San Jose (Calif.) Mercury News*

**11 a.m. Friday, Pacific Ballroom C, 2nd Floor (450)**

WRITING

## WHAT IT FEELS LIKE

One of the most incredible things we can do is give voices to the voiceless, and we can do that by walking a mile in someone else's shoes. This session will teach you about this iconic series, how to write them, and how using this type of storytelling will change your program forever. You'll leave knowing what it feels like.

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

**11 a.m. Friday, Avila, 4th Floor (100)**

ADVISING/TEACHING

## 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 Ann Brown, CJE, Northeastern High School, Manchester, Pa.*

**11 a.m. Friday, Balboa A, 4th Floor (30)**

LEADERSHIP AND TEAM BUILDING

## SURVIVAL OF THE FITTEST

From missing photos to constant deadlines, it's easy for editors and advisers to feel swamped in the publications cycle. 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.*

**11 a.m. Friday, Huntington, 4th Floor (280)**

PHOTOJOURNALISM

## BUILD AN AWARD-WINNING PORTFOLIO

There is much more to creating a portfolio than simply "collecting your 10 best pictures." Know how a portfolio should look while gaining tips to improve your photography. Bridge the gap between high school photography and college photography.

*Mark Murray, Arlington, Texas*

**11 a.m. Friday, Capistrano, 4th Floor (150)**

GENERAL AUDIENCE

## DEVELOPING A MINDFUL NEWSROOM

Fighting the stress of a busy publication cycle or deadline schedule? Overwhelmed with life as a journalism student or adviser? Check out this session which will feature several mindfulness practices and apply a mindfulness mindset to the work we do as journalists.

*Tina Barber, CJE, Cherokee Trail High School, Aurora, Colo.*

**11 a.m. Friday, Coronado, 4th Floor (50)**

PHOTOJOURNALISM

## OFF-CAMERA LIGHTING DEMYSTIFIED

Few things can boost your photography game better than learning how to manipulate off-camera lighting. In this hands-on session, we'll break down 1-3 light solutions for portraits, profiles and more. Bring a friend and prepare to have a blast!

*Derek Schroeder, Lifetouch Yearbook, Beaverton, Ore.*

**11 a.m. Friday, El Capitan B, 4th Floor (84)**

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.

*Jeff Browne, CJE, Quill and Scroll, Iowa City, Iowa*

**11 a.m. Friday, Executive Board Room, 4th Floor (20)**

NEWS GATHERING

## AS SEEN ON CNN

This session will cover how to make everyday news more interesting and relevant to your staff and readers. Advisers will learn daily warm-up exercises that make your newsroom sharper on current events and decrease the annoying "I don't have anything to write about."

*Joyce Feuerborn, CJE, Godinez Fundamental High School, Santa Ana, Calif.*

**11 a.m. Friday, La Jolla, 4th Floor (50)**

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

# 11 a.m. **FRIDAY**

your captions from crappy to happy with six easy steps!

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

**11 a.m. Friday, Laguna, 4th Floor (130)**

DESIGN, EXTENDED SESSION

## **USING ILLUSTRATOR TO ENHANCE YOUR PUBLICATION (2 HOURS)**

Participants will learn about guides and artboards and how they can help you organize and design better. Then participants will learn how to create custom shapes easily, how to make 3D objects, and how to use brush tool for special effects. Preregistration was required for this extended session. Limit 30.

*Cassandra Workman, CJE, Centennial High School, Las Vegas*

**11 a.m. Friday, Malibu, 4th Floor (30)**

DESIGN

## **LITTLE THINGS, BIG RESULTS**

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

can come from the small things

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

**11 a.m. Friday, Monterey, 4th Floor (74)**

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, New Orleans*

**11 a.m. Friday, Lido C, 4th Floor (30)**

LAW AND ETHICS

## **2019 — THE YEAR OF THE STUDENT JOURNALIST**

The Student Press Law Center has spearheaded a national effort to bring attention to the important work being done by young journalists whose watchdog work creates a sense of community and encourages civic engagement. Tell us how you've made a difference.

*Mike Hiestand and Hadar Harris, Student*

*Press Law Center, Washington, D.C.*

**11 a.m. Friday, Manhattan, 4th Floor (80)**

ENTREPRENEURSHIP

## **BEYOND THE MASTHEAD, CARRYING THE BANNER**

Make sure you're telling the most important story: your publication's. Learn to create strong branding that goes beyond the masthead to position yourself in the community. After the session you'll know how to create a marketing campaign to improve engagement.

*Tyler Arden, University of San Diego (Calif.)*

**11 a.m. Friday, Oceanside, 4th Floor (80)**

EDITING

## **• STYLE SHOWDOWN**

We'll cover the major categories important in Associated Press style — numbers, dates, abbreviations and more. Come for the lesson, stay for the game to put your skills to the test. Great for young grammar gurus and advisers, especially those planning to take the CJE exam.

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

**11 a.m. Friday, Palos Verdes, 4th Floor (100)**



# Institute for Environmental Journalism

## Training the next generation of environmental reporters



*"To get one-on-one feedback really helped with my writing."*

**Coastal Maine (July 1 - 12)  
or NYC (July 15 - 26)**

[insideclimatenews.org/iej](http://insideclimatenews.org/iej)



# FRIDAY 11 a.m.

MULTIMEDIA BROADCAST

## BROADCAST JOURNALISTS TO WATCH

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, CJE, University Prep, Seattle*  
**11 a.m. Friday, Redondo, 4th Floor (80)**

ADVISING/TEACHING

## TURN YOUR CLASSROOM INTO A NEWSROOM

We know that hands-on learning is essential when students have to create and edit content. The key is figuring out what steps to take to ensure our students combine creativity and efficiency. This session will help you facilitate a productive classroom that resembles a newsroom.

*Mark Lodato, Arizona State University, Phoenix*

**11 a.m. Friday, Salinas, 4th Floor (64)**

LEADERSHIP AND TEAM BUILDING

## PLAYS WELL WITH OTHERS

Whether working with the surly veteran, know-it-all editor, protective reporter or overzealous publisher, knowing how to collaborate in the 21st century is vital to sustaining, maintaining and succeeding in the media marketplace. Join us in learning how to build a harmonious communications environment.

*Michael Malcom-Bjorklund, CJE, Columbia High School, Lake City, Fla.*

**11 a.m. Friday, San Clemente, 4th Floor (80)**

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.*

**11 a.m. Friday, San Simeon, 4th Floor (100)**

LEADERSHIP AND TEAM BUILDING

## METHOD IN THE MADNESS

Wish your publication had more method than madness? These speakers will show you what it takes to create, manage and maintain organized chaos with tools and tricks to create an efficient, award-winning staff that becomes better with every day, every deadline and every book.

*So Hee Tan and Kevin Arifin, Walnut (Calif.) High School*

**11 a.m. Friday, Santa Monica, 4th Floor (78)**

# Noon

EVENT

## ON-SITE CRITIQUES/SPECIAL CONSULTATIONS

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 or upload to YouTube.

Online staffs should bring a URL. Special Consultation is 50 minutes with a media expert to discuss any subject you'd like to prepare for next year's media experience.

**Noon-3:30 p.m. Friday, California Ballroom, 2nd Floor**

LEADERSHIP AND TEAM BUILDING

## SHARING THE POWER

Journalists will learn how multiple editors can share power and get respect from their peers, as well as how editors can work with other students while working on the newspaper. By sharing communication and timeliness tips, the presenters will help attendees make newsrooms more productive, enhance the quality of their publications, and reveal how editors can still be friendly while staying in control.

*Henry Witterschein and Mary Youngblut, Benilde-St. Margaret's School, St. Louis Park, Minn.*

**Noon Friday, Catalina 1, LL Level (80)**

WEB

## PODCASTING AROUND THE HOUSE

It's true, you know ... anyone can have a podcast. You don't need an education in it or any expensive equipment. In this session, hear tips from the speaker, who created a series with only the things around his house.

*Alex McNamee, SNO Sites, Bloomington, Minn.*

**Noon Friday, Catalina 2, LL Level (80)**

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.*

**Noon Friday, Catalina 4, LL Level (70)**

WRITING

## CHOOSE YOUR WORDS

Calling readers, thinkers, writers and jotters-down of observations. History is yours to record. Take that "you're such a good writer" compliment and transform your proper punctuation and pronoun proclivities into reporting and revisions skills in which you'll revel.

*Hayley Behal, Herff Jones and Betsy Brittingham, Herff Jones, Indianapolis*

**Noon Friday, Avila, 4th Floor (100)**

ADVISING/TEACHING

## WORK SMARTER, NOT HARDER

Creating reliable systems and organization to ensure clear expectations is one of the most important things advisers/editors can do. Managing and organizing every aspect of your publication — from photos and equipment to deadlines and weekly grades — will help keep your team sane, on track and accountable.

*Allie Staub, CJE, Westfield (Ind.) Middle School*

**Noon Friday, Balboa A, 4th Floor (30)**

FEATURED SPEAKER, WEB

## NERDS IN THE NEWSROOM

Math geeks, stats dorks and computer dweebs can find a career in journalism. In fact, the industry is desperate for you. Learn how nerds are shaping the future of news from Ben Welsh, editor of a team of computer programmers at the LA Times.

*Ben Welsh, Los Angeles Times*

**Noon Friday, El Capitan B, 4th Floor (84)**

ADVISING/TEACHING

## ROUNDTABLE FOR BROADCAST ADVISERS

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

*Joy McCaleb, Cookeville, Tenn.*

**Noon Friday, Executive Board Room, 4th Floor (20)**

PHOTOJOURNALISM

## IMPROVING PUBLICATION PHOTOGRAPHY

Everyone wants better pictures in the publication, but how is that accomplished? It takes the work of everyone on staff to improve the photographs. See how it takes a

village to accomplish this critical goal.

*Mark Murray, Arlington, Texas*

**Noon Friday, Capistrano, 4th Floor (150)**

ADVISING/TEACHING

## **THE BIG PICTURE**

Advisers will get ideas for projects to teach composition and camera settings to beginner photographers. Introduce high quality at an introductory level to grow students into impressive photographers.

*Curtis Christian, McKinney (Texas) High School*

**Noon Friday, Coronado, 4th Floor (50)**

PHOTOJOURNALISM

## **50 PHOTOS YOUR PUBLICATION NEEDS**

The best photos tell stories about the people, places and events in our communities. We'll give you a 50-shot list that will have your publication staff looking in all the right places for photos that are worth 1,000 words, and more.

*Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.; Meghan Percival, MJE, McLean (Va.) High School*

**Noon Friday, Laguna, 4th Floor (130)**

LEADERSHIP AND TEAM BUILDING

## **WORKED UP ABOUT WORKFLOW**

Newsmagazine and website editors will share their method of juggling reporting, photography, Wordpress and InDesign workflow for busy high school journalists — and how they get graded along the way.

*Sarah Jagger and Jessica Jagger, Paso Robles (Calif.) High School*

**Noon Friday, La Jolla, 4th Floor (50)**

NEWS LITERACY, EXTENDED SESSION

## **MEDIA LITERACY IN PRACTICE (3 HOURS)**

Media literacy is the ability to access, analyze, evaluate, create and act using all forms of communication. In today's digital world, media literacy skills are of utmost importance. Schools face challenges in the ever-growing information landscape. What skills do educators need to teach their students to become active and engaged citizens? How can students use their voice and their tech savvy to contribute to their community — online and off?

Join the National Association for Media Literacy Education and partners for a three-hour interactive workshop exploring

methods of media literacy skill building for both teachers and students. Preregistration was required for this extended session.

*Michelle Ciulla Lipkin, National Association for Media Literacy Education, New York*

**Noon Friday, Carmel, 4th Floor (45)**

FEATURED SPEAKER, GENERAL AUDIENCE

## **THE BEST BEAT IN JOURNALISM**

Local news is all about creating meaningful journalism in your community, for your community. Covering big stories, like wildfires, a mass shooting or an oil spill, is challenging with a small staff and the everyday impacts continue long after the cable news trucks leave town.

*Bill MacFadyen and Giana Magnoli, Noozhawk, Santa Barbara, Calif.*

**Noon Friday, Huntington, 4th Floor (280)**

LAW AND ETHICS

## **TAKEDOWN REQUESTS AND THREATS**

You can count on being asked at some point to take content offline. Do you have guidelines or a policy to handle these requests? We'll help you navigate the legal and ethical concerns.



THE ROY H. PARK SCHOOL OF COMMUNICATIONS  
WOULD LIKE TO CONGRATULATE THE 2018

## **S'Park Media Mentor Award Winners**

This award recognizes high school teachers and advisors who are committed to igniting a passion for media in their students.

Visit [ithaca.edu/rhp/sparkaward](http://ithaca.edu/rhp/sparkaward)  
for more information.

**LEFT TO RIGHT:** Selam Bekele, Ghetto Film School, Los Angeles, California and New York, New York • Laura Donnelly, Latinitas, El Paso and Austin, Texas • Matthew Binder, Hempfield School District, Lancaster County, Pennsylvania • Kadesha Bonds, Woodrow Wilson High School, Washington, D.C. • Brian Sweeney, Townsend Harris High School, Flushing, New York • Erin Sucher-O'Grady, Clayton High School, Clayton, Missouri • C. Dow Tate, Shawnee Mission East High School, Prairie Village, Kansas

 **ITHACA COLLEGE**

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

# FRIDAY Noon

Mike Hiestand and Sommer Ingram Dean,  
Student Press Law Center, Washington,  
D.C.

**Noon Friday, Manhattan, 4th Floor (80)**

## DESIGN

### THE USE OF TYPOGRAPHY MAKES NATIONAL NEWS

Typography is ubiquitous. From road signs and posters to business identities and websites, we rely on letterforms to communicate. Our dependence on typography is so vast that it has made national headlines. This session will explore the importance of selecting the appropriate fonts to communicate.

Ana Rosenthal, Dallas

**Noon Friday, Monterey, 4th Floor (74)**

## GENERAL AUDIENCE

### BEYONCE? PRINCE? HERMIONE? FIND YOUR LOOK

Who will your 2020 book be? Lady Gaga? Kate Middleton? Once you know who your book is, you can figure out what she should wear. Let's focus on developing a clear and cohesive look for your publication.

John Horvath, Hill Country Christian School, Austin, Texas; Kel Lemons, Balfour, Dallas

**Noon Friday, Oceanside, 4th Floor (80)**

## WRITING

### THE DIFFERENCE IS IN THE DETAILS

We spend a lot of time focusing on covering so many big events during the year. Sometimes, however, we forget about the small things that make a huge difference. Learn about the tiny details that help turn a good story into a great story.

Sergio Yanes, CJE, Arvada (Colo.) High School

**Noon Friday, Palos Verdes, 4th Floor (100)**

## DESIGN

### • THERE MUST BE A BETTER WAY

This isn't the regular old InDesign session. This is a place for beginner/novice designers to come learn new, easy ways to do the things that seem to take so much time. You'll walk out of there saying "why didn't I know this before?"

Allison Miller, Marcus High School, Flower Mound, Texas

**Noon Friday, Redondo, 4th Floor (80)**

## WRITING

### • WRITER'S BLOCK

Whether you just started writing for your publication or you're a seasoned staffer, it's time to tell the story of your school, not one

of another. Join me for a "Writer's Block" on how to improve your stories and take them to the next level.

J.D. Garber, CJE, Salina (Kan.) Central High School

**Noon Friday, Salinas, 4th Floor (64)**

## MULTIMEDIA BROADCAST

### MAKE YOUR SCHOOL A BETTER PLACE

Use video public service announcements to bring your audience's attention to an important issue or topic. In this session, you'll laugh. You'll cry. You'll learn how it's done.

Alyssa Boehringer, CJE, McKinney (Texas) High School

**Noon Friday, San Clemente, 4th Floor (80)**

## DESIGN

### 7 DEADLY SINS OF YEARBOOK DESIGN

Every yearbook could be better. Target the seven biggest missteps made by well-meaning yearbook staffs that separate good from great design.

Nicole Gravlin, CJE, Walsworth Yearbooks, San Jose, Calif.

**Noon Friday, San Simeon, 4th Floor (100)**

## PHOTOJOURNALISM

### ENHANCE WITH THE 'GRAM (INSTAGRAM)

Use the visual power of Instagram as a major tool in your viewer engagement. Come learn tricks of the trade that this social media platform can offer for your publication from photo editors from The Feather Online.

Kori Friesen, Kaylie Clem and Julia Fikse, Fresno (Calif.) Christian High School

**Noon Friday, Santa Monica, 4th Floor (78)**

## CONTEST

### BROADCAST CONTEST JUDGING

Broadcast judges will meet to finalize results. Check the schedule for your assigned time.

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

**Noon-6 p.m. Friday, Sunset, 4th Floor (32)**

# 1 p.m.

## 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 p.m. Friday, Green Room, 2nd Floor**

## FEATURED SPEAKER, PHOTOJOURNALISM

### PHOTOJOURNALISM IN THE DIGITAL AGE

Come hear an award-winning photojournalist describe what it takes to shoot and deliver stories in the face-paced, 24/7 news cycle, and discuss how to navigate journalism's ever-changing digital age as a visual storyteller.

Rachel Luna, Crestline, Calif.

**1 p.m. Friday, Pacific Ballroom A, 2nd Floor (400)**

## NEWS GATHERING

### DANCING ON THE EDGE OF THE CLIFF

How do you cover controversial, edgy, important stories so well you won't be disciplined and your adviser won't be fired? Nuggets discussed include generating story ideas, how to do the reporting, and what kind of graphic elements, including photo illustrations, help pull the whole thing together.

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

**1 p.m. Friday, Pacific Ballroom C, 2nd Floor (450)**

## LEADERSHIP AND TEAM BUILDING

### DRIVEN TO BE MORE ORGANIZED

In this session, you will learn how to organize your entire publication using a team Google Drive. By using Google Spreadsheets, Google Docs, and the Google Drive, you can organize writers, upload photos and edit stories with just a few clicks.

Kari Koshiol and Erin Long, Benilde-St. Margaret's School, St. Louis Park, Minn.

**1 p.m. Friday, Catalina 1, LL Level (80)**

## NEWS LITERACY

### MAKING NEWS LITERACY A NEWSROOM PRIORITY

Reporters and advisers will learn how to help increase community news literacy through transparency and community engagement in the reporting process. We will share tips and tools for connecting with your audience, while helping them better understand how news works.

Kristy Roschke, MJE, Arizona State University, Phoenix

**1 p.m. Friday, Catalina 2, LL Level (80)**

## GENERAL AUDIENCE

### COMMUNITY ENGAGEMENT AND YOUR FUTURE

Looking for ways to improve your chances of meaningful employment after high school and/or college experience? Hear guidance



and suggestions on contributing to your life experience by contributing to your community, in turn greatly improving your chances at employment in your field of choice.

*Greg Cooper, Santa Barbara (Calif.) City College*

**1 p.m. Friday, Catalina 3, LL Level (40)**

FEATURED SPEAKER, NEWS LITERACY

## BRING MEDIAWISE TO YOUR SCHOOL

How can you teach students to spot fake news online? Bring MediaWise to your school! Come to a meet and greet with the MediaWise project staff from The Poynter Institute and find out what having a MediaWise teaching event at your school entails. And bring your calendars!

*Aaron Sharockman and Katie Sanders, The Poynter Institute, St. Petersburg, Fla.*

**1 p.m. Friday, Catalina 4, LL Level (70)**

GENERAL AUDIENCE

## INSTAPERATION

We spend a significant amount of time double-tapping our screens liking photo after photo. We follow accounts for beauty tips or a quick laugh. We slave over the perfect caption and the most effective hashtag. But why? Why reinvent the wheel if we don't have to? In this session let's get inspired by Instagram and find ways to use what we see for our own programs.

*Patrick Johnson, MJE, Antioch (Ill.)*

*Community High School*

**1 p.m. Friday, Catalina 5, LL Level (80)**

DESIGN

## PARDON THE INTERRUPTION

Elevate your design from drab to fab. Turn those small events with great pictures into major moments guaranteed to make your audience say "Wow!" We'll review some of our favorite spreads from years gone by and give you tips on merging heavy coverage with elevated design.

*Becky Sharkey and Nelson Helm, Herff Jones, Indianapolis*

**1 p.m. Friday, Avila, 4th Floor (100)**

ADVISING/TEACHING

## GOOGLE APPS TO ORGANIZE YOUR STAFF

See how Google Apps can organize staff and help save your sanity with peer editing, appointment calendars, auto grading, data collection via forms, and other Google Apps for Education.

*Laura Negri, CJE, Alief Kerr High School, Houston*

**1 p.m. Friday, Balboa A, 4th Floor (30)**

ADVISING/TEACHING

## GEAR UP!

Are you a new digital media/broadcast teacher and need some help with selecting equipment? Come gather some insight if you have been on the search to update and purchase gear for your digital media/broadcast classroom!

*Erika Quick, CJE, Cody (Wyo.) High School*

**1 p.m. Friday, Balboa B, 4th Floor (30)**

ADVISING/TEACHING, EXTENDED SESSION

## • ADVISERS: DON'T BE A LONE WOLF; JOIN A PACK (2 HOURS)

Are you a new(ish) adviser and you're looking for some available resources or questions to be answered? Attend this session to learn some tips and tricks from a veteran adviser and locations of various available resources. Advising doesn't have to be so lonely, so come check out a support system and make some friends. The first hour will feature teaching strategies to address grading, deadlines, staff structures, etc. The second hour will provide opportunities to get answers to questions, work collaboratively, swap ideas and give you structured time to begin addressing some of your biggest concerns or areas of help. Preregistration was required for this extended session.

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

**1 p.m. Friday, Balboa C, 4th Floor (30)**

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;*

*Deanne Brown, Westlake High School, Austin, Texas*

**1 p.m. Friday, Capistrano, 4th Floor (150)**

ADVISING/TEACHING

## DIGITAL PORTFOLIOS FOR STUDENTS

Learn how to use student digital portfolios for your staff in order to assess student work, encourage self-reflection and gauge progress throughout the year. Guidelines for creating portfolios and grading practices will be discussed along with student examples.

*Amy Sorrell, MJE, Antwerp (Ohio) Local School*

**1 p.m. Friday, Coronado, 4th Floor (50)**

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.*

**1 p.m. Friday, El Capitan B, 4th Floor (84)**

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. Bring a laptop with Photoshop and InDesign installed to get the most out of this session.

*Hal Schmidt, Balfour Yearbooks, Houston;*

*David Graves, St. Thomas' Episcopal School, Houston*

**1 p.m. Friday, El Capitan A, 4th Floor (45)**

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, Executive Board Room, 4th Floor (20)**

FEATURED SPEAKER, GENERAL AUDIENCE

## STUDENT JOURNALISM IN REAL LIFE

The same skills that make great journalists also make great citizens. Join us for a conversation about the experiences, challenges and opportunities of being a student journalist and how they better prepare us life for beyond high school.

*Molly Heber, Kevin Camargo and Isabella Balandran, High School Insider, El Segundo, Calif.*

**1 p.m. Friday, Huntington, 4th Floor (280)**

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



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YOU MAY NOT  
REALIZE IT YET,

AT YOUR HANDS  
HISTORY IS MADE.

*Every student  
deserves to be  
remembered.*

THAT'S THE HJ WAY.

## PACEMAKER FINALISTS

BOUND BY  
HERFF JONES

### INGENIUM

GREENFIELD JR. HS  
GILBERT, AZ

### TITANIUM

ANTELOPE HS  
ANTELOPE, CA

### FARRIER

MIRMAN SCHOOL  
LOS ANGELES, CA

### WINGSPAN

JAMES ENOCHS HS  
MODESTO, CA

### PILOT

REDONDO UNION HS  
REDONDO BEACH, CA

### TRADITIONS

DEL NORTE HS  
SAN DIEGO, CA

### TEMPLAR

TEMPLE CITY HS  
TEMPLE CITY, CA

### CHIEFTAIN

WEST HS  
TORRANCE, CA

### CAYUSE

WALNUT HS  
WALNUT, CA

### TRAIL

OVERLAND HS  
AURORA, CO



## SUMMIT

SMOKY HILL HS  
AURORA, CO

## CALUMET

ARAPAHOE HS  
CENTENNIAL, CO

## THE PROWL

POWELL MS  
LITTLETON, CO

## PRIAM

LONGMONT HS  
LONGMONT, CO

## EAGLE EYE VIEW

SIERRA MS  
PARKER, CO

## TESSERAEE

CORNING-PAINTED POST HS  
CORNING, NY

## LION'S ROAR

CHRIST PRESBYTERIAN ACADEMY  
NASHVILLE, TN

## TIGER

TEXAS HS  
TEXARKANA, TX

## CRAG

TURNER ASHBY HS  
BRIDGEWATER, VA

## SENTRY

ROBINSON MS  
FAIRFAX, VA

## THE BUZZER

BROOKVILLE HS  
LYNCHBURG, VA

## PANTERA

MEAD HS  
SPOKANE, WA

SEE WHAT BRINGS  
US TOGETHER AT

*boundby.us*



# FRIDAY 1 p.m.

composition, camera techniques, file formats, photo management. We'll also cover strategies for how to teach these concepts to your students so they can become more proficient at presenting the visual side of the story.

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

**1 p.m. Friday, La Jolla, 4th Floor (50)**

FEATURED SPEAKER, WRITING

## LIT-J: TRUE STORIES, ARTFULLY TOLD

Shedding the formulas and constraints of traditional newspaper writing, literary journalism adopts the techniques of the finest fiction. Called creative nonfiction, the New Journalism, or simply long-form, Lit-J attempts to bring readers closer to the truth. In our click-obsessed age, it's enjoying an unlikely renaissance.

*Jesse Katz, Los Angeles*

**1 p.m. Friday, Laguna, 4th Floor (130)**

PHOTOJOURNALISM, EXTENDED SESSION

## • LIGHTROOM FOR BEGINNERS (2 HOURS)

New to Lightroom? This session will cover how to use all the tools in Lightroom, from uploading a photo to exporting it for use in your publication, and everything in between. Preregistration was required for this extended session. Limit 30.

*Brooke Renna, Walsworth Yearbooks, Santa Rosa, Calif.*

**1 p.m. Friday, Malibu, 4th Floor (30)**

NEWS GATHERING

## NEWS UNDER YOUR NOSE

"But nothing ever happens here!" We've all said it before, but it doesn't ever have to be true. Newspaper reporters: Let's explore how to uncover the stories that are happening around you all the time.

*Brian Martinez, CJE, Jostens, Houston*

**1 p.m. Friday, Palos Verdes, 4th Floor (100)**

LAW AND ETHICS

## NEW VOICES AND YOU (2 HOURS)

The New Voices movement seeks state-based legislative solutions to protect and defend student journalists and their advisers. There are currently New Voices protections in 14 states, and there are grassroots, nonpartisan student-powered groups active in most states. We'll discuss what's unfolding around the country.

*Diana Mitsu Klos, Hadar Harris and Sommer Ingram Dean, Student Press Law Center, Washington, D.C.*

**1 p.m. Friday, Manhattan, 4th Floor (80)**

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.

*Shari Adwers, MJE, Loudoun Valley High School, Purcellville, Va.*

**1 p.m. Friday, Monterey, 4th Floor (74)**

EDITING

## TAKING A BACK SEAT AS AN EDITOR

Editing skills don't just come from the AP Stylebook and things you learn in English class. Being a good editor means being a good teacher. Editors must help staff members find their voice and empower them to tell great stories.

*Annie Wooden, The Sanders County Ledger, Thompson Falls, Mont.*

**1 p.m. Friday, Oceanside, 4th Floor (80)**

WRITING

## BASIC AND EXPANDED CAPTION WRITING

Support your photography with accurate, well written, attention-grabbing captions that complete the story. Come prepared to write one before leaving the session because practice is vital to your publication's success.

*Bernadette Cranmer, MJE, Granite Bay (Calif.) High School*

**1 p.m. Friday, Redondo, 4th Floor (80)**

LEADERSHIP AND TEAM BUILDING

## EMBRACE THE MADNESS

A great journalism class is chaos. There are people working on different projects and on different topics at all times. Come see how one adviser learned to run print, online, broadcast and radio journalism together in two periods. We'll share our organizational and grading secrets.

*Wendy Connelly, Amador Valley High School, Pleasanton, Calif.*

**1 p.m. Friday, Salinas, 4th Floor (125)**

MULTIMEDIA BROADCAST

## PITCH PERFECT: TAKING YOUR STORIES NATIONAL

YR Media (formerly Youth Radio) is the national network of youth journalists and artists behind the yr.media platform. We contribute to the NYTimes, Teen Vogue and NPR. Workshop pitches with senior editors, who share tips on getting your print, audio and visual stories maximum impact.

*Rebecca Martin and LaToya Tooles, YR Media, Oakland, Calif.*

**1 p.m. Friday, San Clemente, 4th Floor (80)**

GENERAL AUDIENCE

## SUCCEEDING IN SPORTS JOURNALISM AND BEYOND

How will working in sports help you? What skills do you perfect in the sports realm that you can use again and again outside of the sports department? Take advice and hear background stories from three journalists who started in sports. Two used the experience to move into leadership roles outside the sports world, and the other ran the award-winning sports section at the Los Angeles Times for 25-plus years.

*Bill Dwyre, Los Angeles; Alan Gibbons,*

*Orange Coast Magazine, Irvine, Calif.;*

*Todd Harmonson, Orange County Register, Anaheim, Calif.*

**1 p.m. Friday, Santa Monica, 4th Floor (78)**

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.*

**1 p.m. Friday, San Simeon, 4th Floor (100)**

# 2 p.m.

LEADERSHIP AND TEAM BUILDING

## BUILDING COLLABORATIVE STAFFS BETWEEN SCHOOLS

In a society where rivalry and competition prevail, learn how to create a culture of collaboration with another journalism staff, where advisers and students share experiences, ideas and best practices, develop a safe place of support and work together on stories and projects.

*Kathleen Stoker, Westborough (Mass.)*

*High School; Heather Burris, Buena High School, Ventura, Calif.*

**2 p.m. Friday, Catalina 1, LL Level (80)**

LEADERSHIP AND TEAM BUILDING

## VOICES OF COLOR

Four high school journalists saw a problem: students of color, such as themselves, weren't exercising their First Amendment rights to the fullest extent. As a result, they founded Voices of Color, an initiative to help students of color have their voices heard by everyone.



A statue of “Toy Story” characters Woody and Buzz greets visitors outside of the Lego Store in Downtown Disney. Photo by Curran Nielsen, Mater Dei High School, Santa Ana, California

Hillary DeVoss, CJE, Grosse Pointe Woods, Mich.; Taylor Yuan, Arapahoe High School, Centennial, Colo.

**2 p.m. Friday, Catalina 2, LL Level (80)**

## LEADERSHIP AND TEAM BUILDING **TEAMWORK MAKES THE DREAM WORK**

Looking for a way to increase teamwork? Tired of sitting in sessions? Play a few teamwork games, learn how to be a better leader and have some fun.

Jessica Cordonier, CJE, Lee’s Summit (Mo.) School District

**2 p.m. Friday, Catalina 3, LL Level (40)**

GENERAL AUDIENCE

## **JOURNALISM AFTER HIGH SCHOOL: WHAT’S NEXT?**

Journalism professors discuss what students should be doing in college to further their journalism education after high school. Are scholarships available? Is it necessary to major in journalism? What skills should they develop? How to find and balance internships with studying, jobs and extracurriculars.

Bradley Wilson, MJE, Midwestern State University, Wichita Falls, Texas; Mark Grabowski, Adelphi University, Garden City, N.Y.; Sara-Ellen Amster, National University, Costa Mesa, Calif.

**2 p.m. Friday, Catalina 4, LL Level (70)**

LEADERSHIP AND TEAM BUILDING

## **FAR AND AWAY**

Where has being in a scholastic journalism program taken you? Let’s talk about this convention and any other conventions you have been to. And, let’s talk about going to a workshop or camp this summer.

Mike Taylor, CJE, Walsworth Yearbooks, Mansfield, Texas

**2 p.m. Friday, California Ballroom, 2nd Floor (100)**

GENERAL AUDIENCE

## **INTERNSHIP INTEL: BUILDING YOUR JOURNALISM CAREER**

Learn how to land an internship and hit the ground running when you do from a former Wall Street Journal staffer. He will share tips on getting in the door and mistakes to avoid once you’re there.

Paul Glader, The King’s College, New York

**2 p.m. Friday, Catalina 5, LL Level (80)**

FEATURED SPEAKER, GENERAL AUDIENCE

## **YOUTH ADVOCACY AND HIGH SCHOOL JOURNALISM**

Sen. Stern will discuss the crucial role high school journalism and youth advocacy plays in our community and society, encouraging attendees to remain on the hunt for truth, transparency and accountability.

Sen. Henry Stern, California Capitol, Sacramento, Calif.

**2 p.m. Friday, Pacific Ballroom A, 2nd Floor (400)**

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 Grubaugh, CJE, Granite Bay (Calif.) High School

**2 p.m. Friday, Pacific Ballroom C, 2nd Floor (450)**

WRITING

## **STRATEGIES FOR ATTENTION-GETTING HEADLINES**

You have to hook readers and make them want to read but only have so much room. Learn to fit a lot of info into a small space for meaningful, eye-catching headlines. We’ll review basics then talk brainstorming strategies, word choice, style and creative flair.

Shari Adwers, MJE, Loudoun Valley High School, Purcellville, Va.

**2 p.m. Friday, Avila, 4th Floor (100)**

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, Balboa A, 4th Floor (30)**

ADVISING/TEACHING

## **THE REAL TOP GEAR**

For advisers who don’t come from a photography background, figuring out what equipment’s really necessary – or useful – can be difficult. Learn what can help serve your program, from a small budget to a blank check.

Andrea Negri, MJE, Alief Hastings High School, Houston

**2 p.m. Friday, Balboa B, 4th Floor (30)**

PHOTOJOURNALISM

## **THE POWER OF LIGHT**

Understanding the characteristics of light and the impact this has on your photograph is the key to becoming an artist with a camera. Explore ways to use light to become a better photographer.

Mark Murray, Arlington, Texas

**2 p.m. Friday, Capistrano, 4th Floor (150)**



# FRIDAY 2 p.m.

## LAW AND ETHICS

### HOW TO COPYRIGHT YOUR YEARBOOKS

More yearbook staffs are finding that their yearbooks are being copied and sold online or have been copied and made publicly available by local libraries. Find out how to protect your yearbook with a U.S. copyright and how to handle a copyright infringement.

*Amy Sorrell, MJE, Antwerp (Ohio) Local School*

**2 p.m. Friday, Coronado, 4th Floor (50)**

## ADVISING/TEACHING

### YEARBOOK ADVISER ROUNDTABLE

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

*Bill Flechtner, MJE, Milwaukie, Ore.*

**2 p.m. Friday, Executive Board Room, 4th Floor (20)**

## NEWS GATHERING

### • AWKWARD INTERVIEWS? SHAKE IT OFF

Ever had an awkward interview? This session on news gathering and interviewing will cover some tips to avoid those awkward interviews and will include an activity you can bring back to your staffs.

*Glenn Krake, CJE, West Linn (Ore.) High School*

**2 p.m. Friday, El Capitan B, 4th Floor (84)**

## FEATURED SPEAKER, GENERAL AUDIENCE

### TRANSGENDER 101: EVERYTHING YOU WERE AFRAID TO ASK

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.*

**2 p.m. Friday, Huntington, 4th Floor (280)**

## DESIGN

### GOING CHRONOLOGICAL AND MAXIMIZING YOUR COVERAGE

Taking a look at the many ways a chronological book can help you maximize the coverage of your campus and provide more relevant content for your buyers.

*Jennifer Parsons, Greenfield Junior High, Gilbert, Ariz.*

**2 p.m. Friday, San Clemente, 4th Floor (80)**



The Mickey Mouse Ferris Wheel shines brightly throughout California Adventure Amusement Park. Photo by Mia Hawkins, Mater Dei High School, Santa Ana, Calif.

## FEATURED SPEAKER, MULTIMEDIA BROADCAST

### INNOVATIVE APPROACHES TO DEVELOPING DOCUMENTARIES

This session will be a discussion of creative ways to build a documentary series, with short- and long-form content, multiplatform, with youth engagement, grassroots and national impact.

*Tom Chiodo, WETA, Washington, D.C.*

**2 p.m. Friday, Laguna, 4th Floor (130)**

## EDITING

### GRAMMAR CAN BE (ALMOST) PAINLESS

It's true — students don't learn to write better by underlining the subject once and the verb twice. Still, a good foundation in grammar and punctuation can make any journalist better. Learn some new approaches to helping your students — and have fun doing it.

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

**2 p.m. Friday, Monterey, 4th Floor (74)**

## NEWS GATHERING

### SMALL-TOWN JOURNALISM: BAKE SALES TO MURDERS

Working at a small newspaper forces you to become part of the community. While coverage of chamber of commerce meetings

and school plays may not win awards, they lead to relationships and experience that will boost your career.

*Annie Wooden, The Sanders County Ledger, Thompson Falls, Mont.*

**2 p.m. Friday, Oceanside, 4th Floor (80)**

## ENTREPRENEURSHIP

### TWEET IT UP: TWITTER AS A MEDIA TOOL

Twitter: Where news is broken, links are shared and memes are born. Come learn how to build a feed which viewers both consume and engage with from The Feather Twitter masters. Get a glimpse into how they curate and connect compelling content for their website.

*Greg Stobbe, Logan Lewis and Braden Bell, Fresno (Calif.) Christian High School*

**2 p.m. Friday, Santa Monica, 4th Floor (78)**

## LEADERSHIP AND TEAM BUILDING

### PERSONALIZED LEARNING IN THE PUBLICATION LAB

Need some help personalizing training and skill development for your staff? This session for advisers and experienced editors will explore techniques for continuing education with publications staffs, including newspaper, yearbook, broadcast and literary magazine. Several models will be provided and



participants will be encouraged to share their own best practices from their classrooms.

*Abrianna Nelson, CJE, Washington-Lee High School, Arlington, Va.*

**2 p.m. Friday, La Jolla, 4th Floor (50)**

## NEWS GATHERING

### UNTANGLING FIRE ALARM CHAOS WITH PUBLIC RECORDS

Does your school have more fire alarms than other local schools do? Reporters from Palo Alto High School — who've experienced 100+ fire alarms in four years — show you how to use public records requests to extract data to tell the story in style.

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

**2 p.m. Friday, Redondo, 4th Floor (80)**

## DESIGN

### ADAPTED FROM THE PROS

Want to make your publication look as on trend as possible? See how your staff can learn from professional designers (in magazines, from online or in surprising places) and analyze current examples. Get yourself ready to use professional inspiration for all your work.

*Sarah-Anne Lanman, CJE, Munster (Ind.) High School*

**2 p.m. Friday, Palos Verdes, 4th Floor (100)**

## MULTIMEDIA BROADCAST

### 50-SECOND VIDEO BROADCAST STORIES FOR INSTAGRAM

Learn how to create short news and feature broadcast video stories for your website and for Instagram and other social media. We will look at examples and break down the techniques you need, including the art of writing the short broadcast story arc.

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

**2 p.m. Friday, Salinas, 4th Floor (60)**

## DESIGN

### WHAT COLOR IS YOUR HAPPY?

How do you feel about Living Coral, Pantone's 2019 color of the year? No single visual element has more effect on a viewer than color. Color gets attention, sets a mood, sends a message. Learn to use color to add power to your designs.

*Mimi Orth, CJE, Herff Jones, Altadena, Calif.*

**2 p.m. Friday, San Simeon, 4th Floor (100)**

## 3:30 p.m.

## ADVISING/TEACHING

### CERTIFICATION TEST FOR CJE AND MJE CANDIDATES

Advisers who have applied to take the Certified Journalism Educator or Master Journalism Educator tests will do so at this time. This is a 2 ½-hour test session.

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

**3:30-6 p.m. Friday, Malibu, 4th Floor (30)**

## 4 p.m.

## CONTEST

### WRITE-OFF CONTESTS

Categories 1-41 and 45 will meet. Those who uploaded photography, layout, graphic design and some broadcast entries will meet for a required critique session. Contest ID label must be shown to enter the room. Don't forget required contest supplies, such as paper and pens. Arrive early. Latecomers will be disqualified.

**4-6 p.m. Friday, see Page 33 for room assignments**

## 6 p.m.

## STUDENT EVENT

### PIZZA AND PROUD

Pizza and Proud is a celebration of student media and a time to honor the great work accomplished in scholastic newsrooms across the country. Pizza will be served for dinner during an entertaining evening spent with peers. Preregistration was required.

*Thomas Kaup, MJE, Auburn (Wash.) High School*

**6-8 p.m. Friday, Pacific Ballroom A, 2nd Floor (300)**

## CONTEST

### WRITE-OFF JUDGES' DINNER AND JUDGING

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

*Nancy Y. Smith, MJE, Lafayette High School, Wildwood, Mo.; Priscilla Frost, Lindbergh High School, St. Louis*

**6 p.m. Friday, Huntington, 4th Floor (160)**

## 8:30 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.

**8:30-10 p.m. Friday, Pacific Ballroom B, 2nd Floor (300)**

## STUDENT EVENT

### ANA-CHELLA STUDENT DANCE

Escape to festival season at our free desert-inspired student dance and enjoy all things art and music. Wear your best sunny California outfit and get ready for plenty of photo opportunities and fun for all. Students must show their convention name badge at the door to be admitted.

**8:30-11 p.m. Friday, Pacific Ballroom CD, 2nd Floor (1,800)**

## 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 raffle will feature sports memorabilia, books, Anaheim-related food and gifts, art and other interesting items. Credit/debit cards, check or cash will be accepted as payment for tickets. Those who are judging Write-off contests are especially encouraged to attend after they finish judging. Sponsor for this event is aPrintis.

**8:30-10 p.m. Friday, Sunset Deck, 5th Floor (900)**





Visit our booth and  
enter for a chance  
to win a Canon  
Camera!



**The HYPE Squad** During the spirit week pep rally, Jason Smith '19 plays the drums. The drumline walked through the halls playing, building excitement and rallying the students to enter the gym. "It's my favorite thing to do because it gets all the students hype," he said. "It solidifies our role as drumline," he said. -CC



## SPIRIT Week Rally

### Full House Rocks with Band, Applause

The four spirit days leading up to the Homecoming Pep Rally, which featured memes, math-letes and Disney, were filled with excitement.

"I really enjoyed Disney vs. Nickelodeon Day. It was creative. Not many schools do it," said Thomas Haldeman '19.

All week, students wore crazy costumes trying to see which class could be the most clever.

"I had a great time dressing up with my friends."

investment made it an event that students genuinely enjoyed.

"Planning the Homecoming Pep Rally was tons of fun but also a lot of work. We had to make noise shakers, banners and flags.

Making sure the Class of 2019 had a great student section was really important to us," said class president Katelyn Moore.

"The best part of the pep rally was being fully **DECKED** out in blue while matching all my friends."



**Hula HOOPER** Exuberant and air-escape cheerleader, Hula Hooper, as she runs down the gym floor to kick her leg of the relay race. McKen-ah participated in the races with the senior team at the Homecoming Pep Rally. "I love doing energetic activities at school. I find them fun and exciting," she said. -CC

**BALLIN'**





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# SATURDAY AT A GLANCE

ROOM	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Pacific A, 2nd Floor	National Journalism Quiz Bowl buzzer rounds (3 hours)			
Pacific B, 2nd Floor		Copy this!	Content-driven design	Three ways to better writing
Pacific C, 2nd Floor		Coverage: It's what sells	Jump-start creativity	Entertainment journalism in the age of disruption, #MeToo
California A, 2nd Floor	JEA Bookstore (8-11 a.m.)			
California AB, 2nd Floor		On-site critiques/Special consultations, editor-in-residence (9-11 a.m.)		
California C, 2nd Floor		Humans of your school: The video	Covering controversy: Video journ. and social responsibility	Beyond daily announcements: Video news stories for impact
California D, 2nd Floor				
California Promenade, 2nd Floor	Publication exchange tables			
Ballroom Registration Desk, 2nd Floor	Convention check-in and registration (8 a.m.-1 p.m.)			
Green Room, 2nd Floor	Write-off office			
Avila, 4th Floor	The book is done. Now what?	How did they do that?	Networking and landing your first job (or internship)	Just your type
Balboa A, 4th Floor		Juggling multiple publications	Help for new advisers	Gaining confidence as an adviser
Balboa B, 4th Floor		Small staff syndrome	Journalism outside the box: Become an adviser	Steve Kerr, Greg Popovich and the modern media adviser
Capistrano, 4th Floor	The eyes have it	Copyright for photographers	Edit less, coach more	10 steps to better first drafts
Carmel, 4th Floor	Great editor = Great leader	You want to major in WHAT?	A+ pages: Designing great publications	Documentary now: High school edition
El Capitan A, 4th Floor	Best of Show judging			
El Capitan B, 4th Floor	JEA Digital Media Committee meeting	Better interviews, better stories (3 hours) <i>Preregistration required</i>		

■ 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.	3:30-6 p.m.	Evening
			JEA/NSPA awards and closing ceremony	
Adviser recognition luncheon (noon-2:20 p.m.)				
Publication exchange tables				
Convention check-in and registration	Editor-in-residence (1-3:30 p.m.)			
Write-off office				
Insert headline here	God and the newsroom			
	Environmental Reporting 101	Spit and polish		
	Feeding the beast	Implicit bias and accurate storytelling		

# SATURDAY AT A GLANCE

ROOM	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Executive Boardroom, 4th Floor	JEA Certification Committee meeting (7:30 a.m.)	Scholastic press association roundtable (2 hours)		JEA Awards Committee meeting
Huntington, 4th Floor		5 stories that taught me about being a sports journalist	Writing long-form journalism	Developing narrative through sound
La Jolla, 4th Floor		You should be MAD	Managing one class that does it all	Implementing participatory journalism
Laguna, 4th Floor		Image is everything	Photo storytelling	Superior
Lido B, 4th Floor	JEA Scholastic Press Rights Committee meeting	Why consider JEA certification?	Advanced Placement, the voracious program killer	
Malibu, 4th Floor	Broadcast and digital photography Precision exams (preregistration required)	Certiport Photoshop exam (preregistration required)	Certiport InDesign exam (preregistration required)	
Manhattan, 4th Floor		May the Force be with you	Real-world reporting: College edition	'It's not about me' leadership
Monterey, 4th Floor		Your right to school records	Tweets, grams, snaps, chats, streams and the law	If we only knew then ...
Oceanside, 4th Floor		Sell smarter, not harder	The journalist's digital toolbox	Impact with infographics
Palisades, 4th Floor	Adviser hospitality (7:30 a.m.-noon)			
Palos Verdes, 4th Floor	Globe games	Better by design	A little about a lot	Covering #MeToo
Redondo, 4th Floor		Beyond the content: Becoming an inspirational editor	Let's party! Why you need a distribution party	Conflict in the classroom
Salinas, 4th Floor		Press freedom in independent schools	Working with administrators who don't understand	Open forum for addressing censorship issues
San Clemente, 4th Floor		Strong sentences = Strong stories	95 percent profit fundraising	Show off
San Simeon, 4th Floor		Be a newshound	Humans at your high school	50 tiny details that transform designs
Santa Monica, 4th Floor	Compare news and features: Pull readers in	Personality profiles: Tell my story	Video storytelling with PBS NewsHour	Fiction as inspiration: 'The Hate U Give'



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■ NEWS LITERACY  
 ■ PHOTOJOURNALISM  
 ■ WEB  
 ■ WRITING

Noon	1 p.m.	2:30 p.m.	3:30 p.m.	Evening
	How to interview: Long-form interviews and oral history			
The camera in our pocket	Candid event photography: Telling the story	The creative edge: Incorporate photo trends into profiles		
InDesign tips and techniques for student publications (noon-1:50 p.m.)	Photoshop tips and techniques for student publications (2-3:20 p.m.)			
Writing editorials that inspire change	Who shapes future journalists? You do!	Be respected; be a leader		
	Copyright for all			
Expanding your website: 4 essential tools	Using social media to create opportunities	Every student is a photographer		
Here comes the pitch: Now what?	Producing and packaging your news stories (1-3:20 p.m.)			
Not just journalists, we're people too	Acknowledging social privilege as journalists	Method to the madness		
Sports, social media and Scorpion (Drake's album)		Video journalism: Quality and quantity with style		
	Introduction to 360/VR storytelling (1-2:20 p.m.)	How to build your media brand		
Responsible suicide reporting for student journalists	Caption that!	Strangers to family to leaders		

# SATURDAY AT A GLANCE

## MORNING

ROOM	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Catalina 1, Lower Lobby		Why do you call me names?	Promoting diversity in the newsroom (2 hours)	
Catalina 2, Lower Lobby		The writing lab	Essential photo packaging skills	It's alive
Catalina 3, Lower Lobby	Essentials and trends	Not the same ol' story	Feature script writing for radio and video stories	Variations on the structure of video reporting
Catalina 4, Lower Lobby		Zero to 60 in 6 months	Rethink and redesign	Wow! Middle schoolers took those portraits?
Catalina 5, Lower Lobby		Nutrition labels for news: Evaluating online news sources	Covering controversial topics responsibly	Multimedia package planning and execution
Catalina 6, Lower Lobby		DSLR camera boot camp (3 hours) <i>Preregistration required</i>		
Catalina 7, Lower Lobby		Advisers share award-winning elements	Yearbook jump-start: 2019-2020 planning (2 hours) <i>Preregistration required</i>	

■ ADVISING/TEACHING  
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■ WRITING

Ralph Brennan's Jazz Kitchen is a New Orleans-themed restaurant in Downtown Disney. This restaurant is famous for its powdered beignets and offers jazz music. Photo by Curran Nielsen, Mater Dei High School, Santa Ana, Calif.





# ENTER TO WIN!

## YEARBOOK ADVISERS:

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booth to enter!

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# 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, California Promenade, 2nd Floor**

## 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, Executive Board Room, 4th Floor (20)**

## 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 (Minn.) Park High School*

**7:30 a.m. Saturday, Lido B, 4th Floor (30)**

## 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, Palisades, 4th Floor (80)**

## 8 a.m.

## GENERAL AUDIENCE

### BROADCAST AND DIGITAL PHOTOGRAPHY PRECISION EXAMS

Advisers and students who preregistered to take a certification exam for broadcast or digital photography will test at this time. This certification is recognized by industry leaders. It also supports high school journalism classes become funded CTE pathways.

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

**8 a.m. Saturday, Malibu, 4th Floor (30)**

## 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.

**8-11 a.m. Saturday, California Ballroom A, 2nd Floor (400)**

## 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, Ballroom Registration Desk, 2nd Floor**

## 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.

*Allie Staub, CJE, Westfield Middle School, Westfield, Ind.*

**8-10:50 a.m. Saturday, Pacific Ballroom A, 2nd Floor (400)**

## GENERAL AUDIENCE

### ESSENTIALS AND TRENDS

In searching for a different look, yearbook staffs often want to use current trends. If you fit into that category, this session is for you. We'll explore what trends are and how we find them, and we'll look the essentials we need to keep without letting trends take over.

*Martha Akers, Loudoun Valley High School, Purcellville, Va.*

**8 a.m. Saturday, Catalina 3, LL Level (70)**

## WRITING

### COMPARE NEWS AND FEATURES: PULL READERS IN

Write the best news and features. Examine the writing of professional award winners. Contrast the lead, the body and ending of news and features. Write short and concise in both but use more description and in-depth reporting in features.

*Susan Newell, MJE, Tuscaloosa, Ala.*

**8 a.m. Saturday, Santa Monica, 4th Floor (125)**

## MEETING

### JEA DIGITAL MEDIA COMMITTEE MEETING

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

*Jim Streisel, MJE, Carmel (Ind.) High School*

**8 a.m. Saturday, El Capitan B, 4th Floor (45)**

## PHOTOJOURNALISM

### THE EYES HAVE IT

Thoughtful portraits and environmental portraits are becoming more common in yearbooks and newspapers. This session will explore practical tips for getting better head shots, portraits and environmental portraits in your publication.

*Mitch Ziegler, CJE, Redondo Union High School, Redondo Beach, Calif.*

**8 a.m. Saturday, Capistrano, 4th Floor (150)**

## 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*

**8 a.m. Saturday, Carmel, 4th Floor (70)**

## LEADERSHIP AND TEAM BUILDING

### THE BOOK IS DONE. NOW WHAT?

Your book is done and there are still weeks to go. What can you do to keep the staff engaged and moving forward? This session will provide 40+ ideas to keep everyone on task and provide a great start to the 2020 book.

*Jim Jordan, Walsworth Yearbooks, Fair Oaks, Calif.*

**8 a.m. Saturday, Avila, 4th Floor (150)**

## LEADERSHIP AND TEAM BUILDING

### GLOBE GAMES

Need to learn some new team-building games? The ones in this session come from Globe Theatre trainers in London who use them as warmups to improve focus. Come play for a bit, and then teach your own staff when you get home.

*Bernadette Cranmer, MJE, Granite Bay High School, Granite Bay, Calif.*

**8 a.m. Saturday, Palos Verdes, 4th Floor (150)**

# 9 a.m. SATURDAY

## 9 a.m.

WRITING

### **COPY THIS!**

Yearbook copy often can substitute for Sominex as it is so dull it puts even the author to sleep. Come to this session to learn tips to put zing into your writing so that you tell the story of the year and keep your readers awake!

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

**9 a.m. Saturday, Pacific Ballroom B, 2nd Floor (400)**

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 S. Puntney, MJE, Herff Jones, Manhattan, Kan.*

**9 a.m. Saturday, Pacific Ballroom C, 2nd Floor (450)**

GENERAL AUDIENCE

### **WHY DO YOU CALL ME NAMES?**

As a person called an "elder" in our culture, why must I still have to explain there is no "honor" in the names you call me? I will address why in the 21st century the total disrespect and dishonor of names and images describing me.

*Richie Plass, Bittersweet Winds, Green Bay, Wis.*

**9 a.m. Saturday, Catalina 1, LL Level (80)**

GENERAL AUDIENCE

### **NOT THE SAME OL' STORY**

Meaningful storytelling is a goal for both visual and verbal yearbook coverage. At its core, interesting coverage drives unique and meaningful stories. It also inspires, validates coverage that is specific to the year, to the school and to the book's concept. Take a look at how award-winning books from around the country successfully tell their stories.

*Martha Akers, Loudoun Valley High School, Purcellville, Va.*

**9 a.m. Saturday, Catalina 3, LL Level (70)**

WEB

### **ZERO TO 60 IN 6 MONTHS**

This is one newspaper's story of the successes and frustrations of going all in online. You'll learn how we've gone from a cut-and-paste-from-the-printed-newspaper website to a much-improved operation that in some months experiences more than 10,000 hits in four days.

*Karl Grubaugh, CJE, Granite Bay (Calif.) High School*

**9 a.m. Saturday, Catalina 4, LL Level (70)**

NEWS LITERACY

### **NUTRITION LABELS FOR NEWS: EVALUATING ONLINE NEWS SOURCES**

NewsGuard's team of journalists have developed a framework for assessing the credibility and transparency of news and information websites. A NewsGuard analyst will demonstrate how students and educators can spot false news, develop skills for assessing the reliability of news sites, and teach media literacy.

*Sarah Brandt, NewsGuard, New York*

**9 a.m. Saturday, Catalina 5, LL Level (80)**



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# SATURDAY 9 a.m.

## 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; Dan Austin, Casa Roble High School, Orangevale, Calif.*

**9 a.m. Saturday, Catalina 2, LL Level (80)**

## PHOTOJOURNALISM, EXTENDED SESSION

### • DSLR CAMERA BOOT CAMP (3 HOURS)

This 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 user's manual if you have it. Preregistration was required.

*Kathy Daly, KDaly Photography, Denver*  
**9 a.m. Saturday, Catalina 6, LL Level (45)**

## ADVISING/TEACHING

### ADVISERS SHARE AWARD-WINNING ELEMENTS

Sit down with Feather advisers for an open discussion about how year after year a small-school online newspaper continues to earn national recognition.

*Greg Stobbe and Kori Friesen, Fresno (Calif.) Christian School*

**9 a.m. Saturday, Catalina 7, LL Level (45)**

## EVENT

### ON-SITE CRITIQUES/SPECIAL CONSULTATIONS

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 or upload to YouTube. Online staffs should bring a URL. Special Consultation is 50 minutes with a media expert to discuss any subject you'd like to prepare for next year's media experience.

**9-11 a.m. Saturday, California Ballroom AB, 2nd Floor**

## 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. Sign up at the registration desk to meet him and discuss internship and job possibilities, your portfolio and anything else on your mind.

*Bill Elsen, Fairfax, Va.*

**9-11 a.m. Saturday, California Ballroom AB, 2nd Floor; 1-3:30 p.m. Ballroom Registration Desk, 2nd Floor**

## 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.*

**9 a.m. Saturday, California Ballroom C, 2nd Floor (450)**

## DESIGN

### HOW DID THEY DO THAT?

From inspiration to a final spread that amazes, come see how yearbook designers from some of the top yearbooks in country start with an inspiration from a professional and then make it their own. Take your book to the next level by designing from inspiration.

*Jim Jordan, Walsworth Yearbooks, Fair Oaks, Calif.*

**9 a.m. Saturday, Avila, 4th Floor (150)**

## ADVISING/TEACHING

### JUGGLING MULTIPLE PUBLICATIONS

This adviser's staff of 20ish publishes a 304 page yearbook and writes for/maintains a news website. Learn the things that have and have not worked for her ... and how to hit the reset button when juggling multiple publications.

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

**9 a.m. Saturday, Balboa A, 4th Floor (30)**

## ADVISING/TEACHING

### SMALL STAFF SYNDROME

It could be considered an epidemic. With more demands on high school students than ever before, recruiting staff members can be an ongoing struggle. We will discuss strategies to help staffs create quality products with fewer hands on deck.

*Jeremy Murphy, CJE, West Fargo (N.D.) High School*

**9 a.m. Saturday, Balboa B, 4th Floor (30)**

## PHOTOJOURNALISM

### COPYRIGHT FOR PHOTOGRAPHERS

Come learn the basics of copyright and how to protect the copyright of your photographs thanks to the lesson of one insightful student from Texas. Also discuss ways to market and make money off your images while protecting copyright.

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

**9 a.m. Saturday, Capistrano, 4th Floor (150)**

## 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.*

**9 a.m. Saturday, Carmel, 4th Floor (80)**

## NEWS GATHERING, EXTENDED SESSION

### BETTER INTERVIEWS, BETTER STORIES (3 HOURS)

In this three-hour, 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 of those elements into great stories. Preregistration was required for this extended session.

*Jim Streisel, MJE, Carmel (Ind.) High School*

**9 a.m. Saturday, El Capitan B, 4th Floor (45)**

## 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.*

**9 a.m. Saturday, Lido B, 4th Floor (30)**



## 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, Executive Board Room, 4th Floor (20)**

## FEATURED SPEAKER, WRITING

### 5 STORIES THAT TAUGHT ME ABOUT BEING A SPORTS JOURNALIST

A professional sports journalist will run through what he learned from writing five most important stories: how to ask questions, how to work sources, how to balance your time at an event, how to use social media for reporting, how to boost your SEO and how to tell a story.

*J.P. Hoornstra, Southern California News Group, Los Angeles*

**9 a.m. Saturday, Huntington, 4th Floor (280)**

## PHOTOJOURNALISM

### IMAGE IS EVERYTHING

For all publication genres, photography can make or break the immediate impression of your coverage. Careful planning, exhaustive shooting and effective designing requires attention to detail. It's a team effort among editors, photographers, writers and designers.

*Margaret Sorrows, CJE, Jostens, Sherwood, Ark.; Jeff Moffitt, MJE, Jostens, Dallas; Lizabeth Walsh, MJE, Jostens, Las Vegas; Tina Cleavelin, CJE, Jostens, Parker, Colo.*

**9 a.m. Saturday, Laguna, 4th Floor (280)**

## GENERAL AUDIENCE

### CERTIPOINT PHOTOSHOP EXAM

Advisers and student who preregistered to take a certification exam for Adobe Photoshop will test at this time. This certification is recognized by industry leaders. It also supports high school journalism classes become funded CTE pathways.

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

**9 a.m. Saturday, Malibu, 4th Floor (30)**

## 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*

**9 a.m. Saturday, Redondo, 4th Floor (80)**

## GENERAL AUDIENCE

### YOU SHOULD BE MAD

The Student Press Rights Committee wants you to be MAD: Making a Difference. The committee established a way to recognize your staff for producing work that creates constructive change in your community. We will show you how and why to apply.

*Hillary DeVoss, CJE, Grosse Pointe Woods, Mich.*

**9 a.m. Saturday, La Jolla, 4th Floor (50)**

## LEADERSHIP AND TEAM BUILDING

### MAY THE FORCE BE WITH YOU

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

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

**9 a.m. Saturday, Manhattan, 4th Floor (80)**

## LAW AND ETHICS

### YOUR RIGHT TO SCHOOL RECORDS

A primer on how to request public records at the state and federal levels, including how to use SPLC's public records letter generator. We'll also discuss how to respond to high fees, long waits and outright rejection.

*Mike Hiestand and Sommer Ingram Dean, Student Press Law Center, Washington, D.C.*

**9 a.m. Saturday, Monterey, 4th Floor (74)**

## MULTIMEDIA BROADCAST

### STRONG SENTENCES = STRONG STORIES

Write broadcast stories using techniques you learned in English class. Simple storytelling devices and sentence structure tips will help you create memorable voice-overs.

*Nick Fornicoia, Eastview High School, Apple Valley, Minn.*

**9 a.m. Saturday, San Clemente, 4th Floor (80)**

## ENTREPRENEURSHIP

### SELL SMARTER, NOT HARDER

What is the point of making a yearbook if no one buys it? Marketing your book is just as important as designing it. In this session, learn how to make your staff and your work more visible, so people won't forget to buy.

*Sergio Yanes, CJE, Arvada (Colo.) High School*

**9 a.m. Saturday, Oceanside, 4th Floor (80)**

## 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 positive relationships 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. Saturday, Salinas, 4th Floor (64)**

## 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.; Ann Akers, MJE, Herff Jones, Charlotte, N.C.*

**9 a.m. Saturday, Palos Verdes, 4th Floor (150)**

## NEWS GATHERING

### BE A NEWSHOUND

Sniff-sniff. This session will explore methods to find all kinds of stories that resonate with your audiences and the best ways to tell those important stories.

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

**9 a.m. Saturday, San Simeon, 4th Floor (150)**

## WRITING

### PERSONALITY PROFILES: TELL MY STORY

Everybody has a story. Like Steve Hartman, the TV reporter who threw a dart at a map and chose someone at random to interview, you too can randomly select people and turn them into story. Find out how it can work for any media.

*Susan Newell, MJE, Tuscaloosa, Ala.*

**9 a.m. Saturday, Santa Monica, 4th Floor (125)**

# SATURDAY 10 a.m.

## 10 a.m.

### GENERAL AUDIENCE

#### **PROMOTING DIVERSITY IN THE NEWSROOM (2 HOURS)**

Our communities are becoming more diverse, and if we are to be able to accurately tell our stories, our newsrooms must reflect this diversity. The presenter will highlight how journalism leaders must actively recruit a newsroom that mirrors the community it represents.

*Alison Bethel McKenzie, Society of Professional Journalists, Indianapolis*

**10 a.m. Saturday, Catalina 1, LL Level (80)**

### DESIGN

#### **ESSENTIAL PHOTO PACKAGING SKILLS**

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

**10 a.m. Saturday, Catalina 2, LL Level (80)**

### MULTIMEDIA BROADCAST

#### **FEATURE SCRIPT WRITING FOR RADIO AND VIDEO STORIES**

What makes video and radio scripts different from print news and feature stories? Experience how captured sound can form the basis for the audio script in radio and video reporting, and learn how effective voiceover writing can effectively steer your multisensory story.

*Jim McCarthy, Joseph Gregori High School, Modesto, Calif.*

**10 a.m. Saturday, Catalina 3, LL Level (70)**

### DESIGN

#### **RETHINK AND REDESIGN**

This session will walk you through the process of redesigning your publication. We'll start with understanding the values and goals behind a redesign, and then work our way through basic considerations including size, color, typography, paper, design principles, and branding.

*Megan Fromm, MJE, Grand Junction (Colo.) High School*

**10 a.m. Saturday, Catalina 4, LL Level (70)**

### LAW AND ETHICS

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

This session will walk students through a handful of real law-and-ethics scenarios and ask you to brainstorm what you would do in each circumstance, as well as hear how our staff handled it. Come with a buddy or prepared to discuss and share.

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

**10 a.m. Saturday, Catalina 5, LL Level (80)**

### LEADERSHIP AND TEAM BUILDING, EXTENDED SESSION

#### **YEARBOOK JUMP START: 2019-2020 PLANNING (2 HOURS)**

Editors/leaders for the 2019-2020 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 two-hour session. Preregistration was required for this extended session.

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

**10 a.m. Saturday, Catalina 7, LL Level (45)**

### DESIGN

#### **CONTENT-DRIVEN DESIGN**

Sabrina and Mike will walk you through the steps in getting the spreads, stories and coverage that will capture the year in a beautiful format. It's easy. Simply apply all the lessons you have learned in designing your templates except, this time you get the inspiration, the photos and stories first. Once you have the elements, the story will have a stronger design appeal and your readers will take notice.

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

**10 a.m. Saturday, Pacific Ballroom B, 2nd Floor (400)**

### LEADERSHIP AND TEAM BUILDING

#### **JUMPSTART CREATIVITY**

In this interactive session discover your own creativity and how to develop it in others. Brainstorming, thinking outside the box, finding new angles to tired stories or developing new ways to communicate with your staff — it's all here.

*Linda S. Puntney, MJE, Herff Jones, Manhattan, Kan.*

**10 a.m. Saturday, Pacific Ballroom C, 2nd Floor (450)**

### MULTIMEDIA BROADCAST

#### **BEYOND DAILY ANNOUNCEMENTS: VIDEO NEWS STORIES FOR IMPACT**

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

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

**11 a.m. Saturday, California Ballroom C, 2nd Floor (450)**

### FEATURED SPEAKER, GENERAL AUDIENCE

#### **NETWORKING AND LANDING YOUR FIRST JOB (OR INTERNSHIP)**

Being quiet and shy won't help you land your first gig. Whether you're aiming for an internship or professional job, learn the steps it takes to get your foot in the door. It boils down to contacts, contacts, contacts — and being a persistent pest.

*Luz Villarreal, CBS Evening News, Los Angeles*

**10 a.m. Saturday, Avila, 4th Floor (150)**

### 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.

*Bill Flechtner, MJE, Milwaukie, Ore.; Eric Ballas, Southridge High School, Beaverton, Ore.; Mary Rechner, Lincoln High School, Portland, Ore.; Breanne Carlisle, Gresham (Ore.) High School*

**10 a.m. Saturday, Balboa A, 4th Floor (30)**

### GENERAL AUDIENCE

#### **JOURNALISM OUTSIDE THE BOX: BECOME AN ADVISER**

Passionate about journalism? Like helping others? Unsure of what you want to do after college? Consider becoming a high school journalism adviser! This session will discuss what it is like to be a high school adviser and potential pathways and programs to become a teacher.

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

**10 a.m. Saturday, Balboa B, 4th Floor (30)**



# 10 a.m. SATURDAY

## MULTIMEDIA BROADCAST

### **COVERING CONTROVERSY: VIDEO JOURNALISM AND SOCIAL RESPONSIBILITY**

Follow Pacemaker-winning Mustang Morning News 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 about how to cover controversy.

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

**10 a.m. Saturday, California Ballroom C, 2nd Floor (450)**

## 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, MJE, Institute for Environmental Journalism, Brooklyn, N.Y.*

**10 a.m. Saturday, Capistrano, 4th Floor (150)**

## DESIGN

### **A+ PAGES: DESIGNING GREAT PUBLICATIONS**

Great design engages readers. During this session, learn what elements create award-winning design with a review of the best of the Quill and Scroll design entries and tools to help you think outside the box and create appealing, informative packages.

*Jeff Browne, CJE, Quill and Scroll, Iowa City, Iowa*

*Annie Wooden, The Sanders County Ledger, Thompson Falls, Mont.*

**10 a.m. Saturday, Carmel, 4th Floor (80)**

## FEATURED SPEAKER, WRITING

### **WRITING LONG-FORM JOURNALISM**

Do you love those deep dives into a topic that account for some of the most moving experiences in print journalism? Those who produce long-form pieces find they are challenging stories to conceive, report and write. What goes into making a compelling long-form story?

*Ann Herold, Los Angeles (Calif.) Magazine*

**10 a.m. Saturday, Huntington, 4th Floor (280)**

## ADVISING/TEACHING

### **• MANAGING ONE CLASS THAT DOES IT ALL**

In this presentation, participants will learn how to manage an integrated academic and production course which produces multiple media products. The presenter will share his online handbook, teaching methods, and management strategies to make this kind of course successful and productive.

*Christopher Davis, Clark Magnet High School, La Crescenta, Calif.*

**10 a.m. Saturday, La Jolla, 4th Floor (50)**

## GENERAL AUDIENCE

### **REAL-WORLD REPORTING: COLLEGE EDITION**

Learn from college students about the values and principles that have long formed the core of the journalism profession, and a few of the specialized, practical skills needed to succeed in today's digital world and start a career in journalism or mass communication.

*Anita Luera, Bella Sisneros, Ellie Simpson, Faith Abercrombie, Patty Vicente and Ricky Cornish, Arizona State University, Phoenix*

**10 a.m. Saturday, Manhattan, 4th Floor (80)**



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# SATURDAY 10 a.m.

## ADVISING/TEACHING

### ADVANCED PLACEMENT, THE VORACIOUS PROGRAM KILLER

The Great GPA Race destroys enrollment in programs. Students load their schedules with AP course options even though they're not actually interested. How can we save our publications? Let's look at what some programs and districts are doing to try to curtail the insidious destroyer.

*Bernadette Cranmer, MJE, Granite Bay (Calif.) High School*

**10 a.m. Saturday, Lido B, 4th Floor (30)**

## PHOTOJOURNALISM

### PHOTO STORYTELLING

Great photos create a visual language. Learn how to speak that photo language as you build and manage a photojournalism staff and tell the photo story of who you are as a school.

*Margaret Sorrows, CJE, Jostens, Sherwood, Ark.*

**10 a.m. Saturday, Laguna, 4th Floor (280)**

## GENERAL AUDIENCE

### CERTIPORT INDESIGN EXAM

Advisers and student who have preregistered to take a certification exam for Adobe InDesign will test at this time. This certification is recognized by industry leaders. It also supports high school journalism classes become funded CTE pathways.

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

**10 a.m. Saturday, Malibu, 4th Floor (30)**

## LAW AND ETHICS

### TWEETS, GRAMS, SNAPS, CHATS, STREAMS AND THE LAW

How much can schools regulate what their students post on social media? Can schools make students turn over social-media passwords or inspect their phones? The answers may surprise you — and may depend on where you live.

*Mike Hiestand and Sommer Ingram Dean, Student Press Law Center, Washington, D.C.*

**10 a.m. Saturday, Monterey, 4th Floor (74)**

## LEADERSHIP AND TEAM BUILDING

### LET'S PARTY! WHY YOU NEED A DISTRIBUTION PARTY

This course will cover everything from planning, marketing and organizing a yearbook distribution party. We'll also discuss ways of incorporating your community and staff while building interest

among your student body. Tips for revealing your book using video and photo coverage will also be included.

*Makena Busch, CJE, Mead High School, Spokane, Wash.*

**10 a.m. Saturday, Redondo, 4th Floor (80)**

## GENERAL AUDIENCE

### THE JOURNALIST'S DIGITAL TOOLBOX

Being a journalist is hard enough! Why work so hard when technology can help make so many tasks easier to accomplish? Learn about digital tools that can help make life easier for journalists, no matter the level of experience.

*Sergio Yanes, CJE, Arvada (Colo.) High School*

**10 a.m. Saturday, Oceanside, 4th Floor (80)**

## GENERAL AUDIENCE

### A LITTLE ABOUT A LOT

This survey of the areas judges and critiquers consider when assessing yearbooks — and a couple of principles that can make big differences in each — includes hundreds of examples from top 2018 books from coast to coast.

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

**10 a.m. Saturday, Palos Verdes, 4th Floor (150)**

## 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.

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

**10 a.m. Saturday, Salinas, 4th Floor (64)**

## ENTREPRENEURSHIP

### 95 PERCENT PROFIT FUNDRAISING

Fundraising is a necessary component of operations for smaller schools with smaller budgets for journalism programs. Raising money for equipment and travel is necessary for many programs. Grab our template files and replicate the fundraiser that can make 95 percent profit for your program.

*Beth Ann Brown, CJE, and David Weikert, CJE, Northeastern High School, Manchester, Pa.*

**10 a.m. Saturday, San Clemente, 4th Floor (80)**

## NEWS GATHERING

### HUMANS AT YOUR HIGH SCHOOL

Getting high school students to tell a reporter secrets that make them vulnerable takes special techniques. The editors at Venice High will explain how they have gotten interviewees to talk about being homeless, feeling suicidal, losing loved ones, being fatherless and having a drug-addicted mother.

*Nancy Zubiri, Venice High School, Los Angeles*

**10 a.m. Saturday, San Simeon, 4th Floor (150)**

## MULTIMEDIA BROADCAST

### VIDEO STORYTELLING WITH PBS NEWSHOUR

Discover video journalism resources from PBS NewsHour Student Reporting Labs that will take your production skills to the next level. This hands-on workshop will teach participants how to leverage video storytelling to amplify student voice outside of the classroom and into the community.

*Erika Quick, CJE, Cody (Wyo.) High School; Elis Estrada, PBS NewsHour, Arlington, Va.*

**10 a.m. Saturday, Santa Monica, 4th Floor (125)**

# 11 a.m.

## GENERAL AUDIENCE

### IT'S ALIVE

In this yearbook theme and coverage presentation, we will analyze four 2018 yearbooks, taking a deep dive into each to help give you a clear understanding of how to not only get your book on message, but more importantly, create varied and clever coverage packages throughout while getting a lot of students in your 2019 book. A yearbook done the right way should be a living and breathing organism.

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

**11 a.m. Saturday, Catalina 2, LL Level (80)**

## MULTIMEDIA BROADCAST

### VARIATIONS ON THE STRUCTURE OF VIDEO REPORTING

News and feature video reporting can take multiple shapes to meet the vision of student reporters. This session will show models and identify strategies to consider in order to plan, capture, and ultimately create useful

# 11 a.m. SATURDAY



The main seating area of the Anaheim Packing House located at 440 S. Anaheim Blvd. Convention attendees can find a lot of dining choices here. Photo by Kristen Castillo, Mater Dei High School, Santa Ana, Calif.

and unique video stories for multimedia sites and/or broadcast programs.

*Jim McCarthy, Joseph Gregori High School, Modesto, Calif.*

**11 a.m. Saturday, Catalina 3, LL Level (70)**

ADVISING/TEACHING

## **WOW! MIDDLE SCHOOLERS TOOK THOSE PORTRAITS?**

Teach students to take incredible portrait photos that capture the unique personality of each student on campus. Learn how basic studio equipment can produce fantastic quality photos for publications and leave students inspired. Walk away with lesson plans and equipment lists for studio photography.

*Elizabeth DeViny, Eagle Peak Middle School, Redwood Valley, Calif.*

**11 a.m. Saturday, Catalina 4, LL Level (70)**

WEB

## **MULTIMEDIA PACKAGE PLANNING AND EXECUTION**

This session will examine how to use multimedia content to drive story format/design, chunk information, utilize visuals, provide alternative story forms for nonreaders, apply a transmedia approach, hyperlink to additional resources or related stories and use social media before, during and after the coverage.

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

**11 a.m. Saturday, Catalina 5, LL Level (80)**

FEATURED SPEAKER, WRITING

## **THREE WAYS TO BETTER WRITING**

Steve Padilla, editor of the Los Angeles Times' showcase Column One feature, will offer practical tips on how to make your writing tighter, brighter and more powerful. Among the topics covered will be leads and endings, physical descriptions and anecdotes. This sentence-level seminar

will be useful to anyone who puts pen to paper—for school, for media, or for fun.

*Steve Padilla, Los Angeles (Calif.) Times*

**11 a.m. Saturday, Pacific Ballroom B, 2nd Floor (400)**

FEATURED SPEAKER, NEWS GATHERING

## **ENTERTAINMENT JOURNALISM IN THE AGE OF DISRUPTION AND #METOO**

As cultural movements and business forces upend creation and consumption of entertainment in every medium, journalists who cover content, dealmaking and distribution — in an industry where the stakes are high and the egos are often fragile — must continually interrogate their reporting process as well as their own unconscious biases.

*Alison Brower, The Hollywood Reporter, Los Angeles*

**11 a.m. Saturday, Pacific Ballroom C, 2nd Floor (450)**

DESIGN

## **JUST YOUR TYPE**

Designing with type is more than combining typefaces or owning a slew of fonts. It's studying the pros to see how they place letters and spacing. It's understanding readability is the first priority. Learn to create contrast using weight, size, form, structure, direction and color.

*Mimi Orth, CJE, Herff Jones, Altadena, Calif.*

**11 a.m. Saturday, Avila, 4th Floor (150)**

ADVISING/TEACHING

## **GAINING CONFIDENCE AS AN ADVISER**

That little voice in your head tells you that you're the worst adviser ever, but we know that's not true. Come learn tips and tricks on battling adviser insecurity, no matter your position. We've advised yearbook, newspaper and broadcast programs at private and public schools.

*Scott Collins, CJE, University Prep, Seattle; Jessica Cordonier, CJE, Lee's Summit (Mo.) School District*

**11 a.m. Saturday, Balboa A, 4th Floor (30)**

ADVISING/TEACHING

## **STEVE KERR, GREG POPOVICH AND THE MODERN MEDIA ADVISER**

How can student media advisers be both essential and unnecessary? We'll look at lessons from two of the NBA's greatest on core values, leadership and super-secret coaching sauce. Included will be wisdom from another coaching great: Jack Kennedy, MJE, who inspired the idea.



# SATURDAY 11 a.m.

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

**11 a.m. Saturday, Balboa B, 4th Floor (30)**

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, MJE, Institute for Environmental Journalism, Brooklyn, N.Y.

**11 a.m. Saturday, Capistrano, 4th Floor (150)**

MULTIMEDIA BROADCAST

## DOCUMENTARY NOW: HIGH SCHOOL EDITION

A documentary film project may sound daunting to high school students who may never have shot video or written a script. But it's not that difficult. Set reasonable goals, devote a lot of time, and you can produce an impactful short documentary next year.

Jeff Browne, CJE, Quill and Scroll, Iowa City, Iowa

**11 a.m. Saturday, Carmel, 4th Floor (80)**

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, Executive Board Room, 4th Floor (20)**

FEATURED SPEAKER, MULTIMEDIA BROADCAST

## DEVELOPING NARRATIVE THROUGH SOUND

Professional sound designer Rebecca Kessin will explore the art of storytelling through audio in this session. In addition to discussing her own work as a sound designer, she will provide audio tips journalists can use to make their podcast and broadcast sound better.

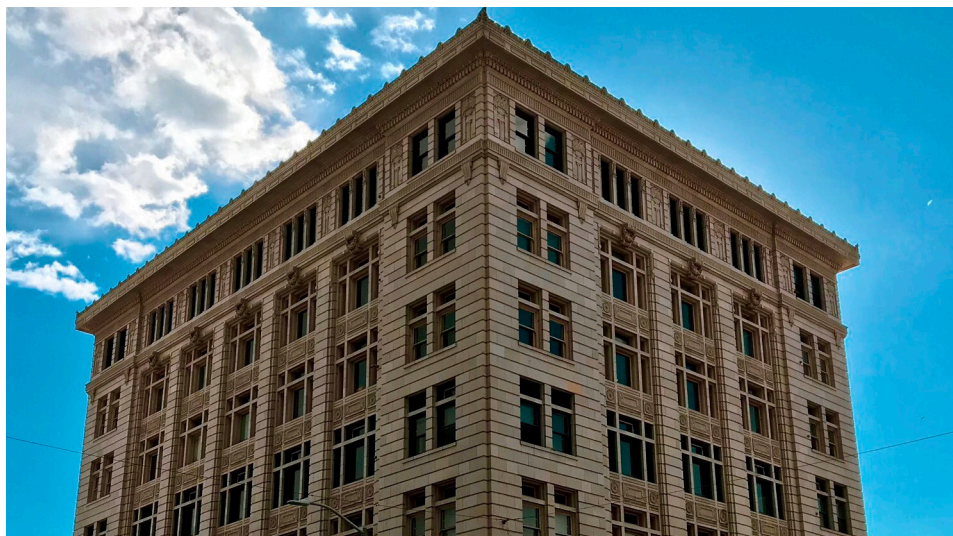
Rebecca Kessin, California State University, Fullerton, Calif.

**11 a.m. Saturday, Huntington, 4th Floor (280)**

WRITING

## IMPLEMENTING PARTICIPATORY JOURNALISM

In this session, participants will learn how to teach students how to write a participatory



The Bank of America building in Santa Ana was built in 1925 and is the tallest building on Fourth Street, which is at the center of downtown Santa Ana. The street is lined with many buildings listed on the National Register of Historic Places. Photo by Cecilia Lopez, Mater Dei High School, Santa Ana, Calif.

journalistic feature story. The presenter will share student writing samples, instructional strategies, and publishing ideas to help students embrace long-form journalism as a viable and exciting writing form.

Christopher Davis, Clark Magnet High School, La Crescenta, Calif.

**11 a.m. Saturday, La Jolla, 4th Floor (50)**

PHOTOJOURNALISM

## SUPERIOR

Come look at the superior photographs from the last few conventions and discuss what it takes to win the top award at a national convention. Includes everything from a review of the contests to the process JEA uses to produce photos with meaning.

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

**11 a.m. Saturday, Laguna, 4th Floor (280)**

LEADERSHIP AND TEAM BUILDING

## 'IT'S NOT ABOUT ME' LEADERSHIP

Humility is the most desirable trait in a leader. Come find out seven ways you can lead your team by creating a culture of collaboration and putting them first.

Angela Wolfe, Burke High School, Omaha, Neb.

**11 a.m. Saturday, Manhattan, 4th Floor (80)**

LEADERSHIP AND TEAM BUILDING

## • IF WE ONLY KNEW THEN ...

Worried about making a mistake as an editor? Senior Shield yearbook editors from Thomas Downey High School are here to help! With combined years of experience,

mistakes and successes, they will share what they wish they knew in their first year to help you now.

Shield yearbook editors, Thomas Downey High School, Modesto, Calif.

**11 a.m. Saturday, Monterey, 4th Floor (74)**

DESIGN

## IMPACT WITH INFOGRAPHICS

Get tips and tricks for enhancing your articles with infographics from The Feather editor-in-chief and reporter.

Greg Stobbe, Sam Cross and Addison Schultz, Fresno (Calif.) Christian High School

**11 a.m. Saturday, Oceanside, 4th Floor (80)**

LAW AND ETHICS

## COVERING #METOO

We'll discuss the legal, ethical and practical aspects of covering reports of sexual assault and how to gain access to public information. You're invited to share your coverage.

Diana Mitsu Klos, Hadar Harris and Sommer Ingram Dean, Student Press Law Center, Washington, D.C.

**11 a.m. Saturday, Palos Verdes, 4th Floor (150)**

DESIGN

## 50 TINY DETAILS THAT TRANSFORM DESIGNS

The difference between a good and great design is paying attention to little details like reader entry points, text variation and graphics that enhance the reader



## Noon

experience. This presentation will make sure you are using all of the tools in your designer toolkit.

*Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.; Meghan Percival, MJE, McLean (Va.) High School*

**11 a.m. Saturday, San Simeon, 4th Floor (150)**

Leadership and Team Building

### CONFLICT IN THE CLASSROOM

Are you scared of conflict? This course will explore the unique, and sometimes unfortunate, conflicts yearbook students and advisers encounter over the course of the year. We'll examine common conflicts between staff members, advisers and administration while providing solutions and strategies.

*Makena Busch, CJE, Mead High School, Spokane, Wash.*

**11 a.m. Saturday, Redondo, 4th Floor (80)**

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, Salinas, 4th Floor (64)**

GENERAL AUDIENCE

### SHOW OFF

Nothing adds relevant coverage better than a showstopper spread. Learn how to incorporate your visual and verbal trademarks on spreads that add the "wow" factor to your book.

*Jeff Moffitt, MJE, Jostens, Dallas; Lizabeth Walsh, MJE, Jostens, Las Vegas; Tina Clevelin, CJE, Jostens, Parker, Colo.*

**11 a.m. Saturday, San Clemente, 4th Floor (80)**

GENERAL AUDIENCE

### FICTION AS INSPIRATION: 'THE HATE U GIVE'

'The Hate U Give' by Angie Thomas is the 2018-2019 JEA One Book. Come discuss this best-selling YA novel through the lens of service journalism. How can Starr's story inspire student journalists to cover challenging topics that spark change in their communities?

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

**11 a.m. Saturday, Santa Monica, 4th Floor (125)**

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 JEA spring award winners. Charla Harris, the 2018 H.L. Hall National High School Yearbook Adviser of the Year, will speak.

Preregistration was required. Please bring your ticket. Sponsor is Herff Jones.

**Noon Saturday, California Ballroom D, 2nd Floor (400)**

EDITING

### INSERT HEADLINE HERE

Learn how to write clever, accurate headlines to draw readers into stories using strong action verbs, puns and alliteration in this interactive session where student editors will show how they brainstorm for ideas. Audience members will create their own headlines, with prizes for the winners.

*Susan Sutton, CJE, Archbishop Riordan High School, San Francisco*

**Noon Saturday, Avila, 4th Floor (150)**

PHOTOJOURNALISM

### THE CAMERA IN OUR POCKET

In a world filled with camera apps, learn sound photography foundations that you can use to take better photos with your phone. Adjust your phone's camera settings to optimize the camera, and discover how you can take better photos naturally without filters and fancy editing.

*Cassandra Workman, CJE, Centennial High School, Las Vegas*

**Noon Saturday, Laguna, 4th Floor (280)**

DESIGN, EXTENDED SESSION

### 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 your questions/challenges to get the most out of this session. Preregistration was required for this extended session.

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

**Noon Saturday, Malibu, 4th Floor (30)**

WRITING

### WRITING EDITORIALS THAT INSPIRE CHANGE

Learn how to write impactful and concise editorials that spark change in your local community and how to manage an editorial board to produce editorials reflective of the entire staff's opinion.

*Samantha Fong, Adri Penix and Nisha Malley, Mountain View (Calif.) High School*  
**Noon Saturday, Manhattan, 4th Floor (80)**

WEB

### EXPANDING YOUR WEBSITE: 4 ESSENTIAL TOOLS

Learn how to use social media, multimedia, advertising and analytics to expand your publication's online presence. We will cover specific topics such as multimedia gear must-haves, using Jetpack and Facebook analytics to make decisions, and how to run low cost or free advertising campaigns.

*Mateo Kaiser, Mountain View (Calif.) High School*

**Noon Saturday, Oceanside, 4th Floor (80)**

MULTIMEDIA BROADCAST

### HERE COMES THE PITCH: NOW WHAT?

Let's have a true rundown meeting with pitches and story ideas on the table. We'll discuss where and how to begin the pitch-to-package process for print or broadcast. Bring your ideas and be ready to take plenty of ideas back to your newsrooms.

*James Longoria, Porter (Texas) High School*

**Noon Saturday, Palos Verdes, 4th Floor (150)**

LEADERSHIP AND TEAM BUILDING

### NOT JUST JOURNALISTS, WE'RE PEOPLE TOO

Journalists are more than storytellers, photographers, or editors. They're people too; the journalism classroom must reflect that. Here, learn to create an open communication between leaders and staffers, give support to students in times of need, and be there for them so they can succeed.

*Nicole Ong, Lynbrook High School, San Jose, Calif.*

**Noon Saturday, Redondo, 4th Floor (80)**

GENERAL AUDIENCE

### SPORTS, SOCIAL MEDIA AND SCORPION (DRAKE'S ALBUM)

So you want to work in sports? So does everyone else. What makes you stand out? This class is a how-to on using social

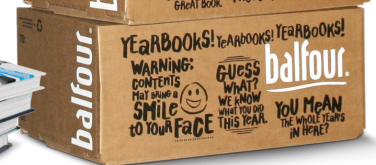




# ACHIEVEMENTS. AMPLIFIED. & DELIVERED



Get ready for the best day of the year - yearbook delivery day! Share your unboxing moments with us using the hashtag **#unboxtheyear**.



**balfour.**



# Noon SATURDAY

media to promote yourself, your work, and your publication, all while building your own brand. Hear from personal experience on how you can go from covering high school sports, to college, to the pros (like a pro.)  
*Emily Starkey, Kansas State University, Manhattan, Kan.*

**Noon Saturday, San Clemente, 4th Floor (80)**

GENERAL AUDIENCE

## RESPONSIBLE SUICIDE REPORTING FOR STUDENT JOURNALISTS

Student representatives from Youth United for Responsible Media Representation will discuss guidelines known to minimize the risk of suicide contagion and reduce media-influenced harm. This presentation produced by Palo Alto High School journalism students serves as a means of fostering healthy and responsible reporting around mental health.  
*Lia Salvatierra and Ellie Fitton, Palo Alto (Calif.) High School*

**Noon Saturday, Santa Monica, 4th Floor (125)**

# 1 p.m.

GENERAL AUDIENCE

## GOD AND THE NEWSROOM

Can you be a serious journalist and devout in your religion? At secular high schools do you feel like the oddball? At Christian, Catholic, Jewish or other faith-based schools, do you battle censorship? Or hear strange questions at conferences? Join us for a conversation.  
*Paul Glader, The King's College, New York*

**1 p.m. Saturday, Avila, 4th Floor (150)**

NEWS GATHERING

## ENVIRONMENTAL REPORTING 101

Environmental reporting is fast becoming one of the most important journalism beats in the nation. Come learn about how to cover issues that are affecting your school and community from climate change to drinking water to emerging pollutants.

*Katina Paron, MJE, Institute for Environmental Journalism, Brooklyn, N.Y.*

**1 p.m. Saturday, Capistrano, 4th Floor (150)**

FEATURED SPEAKER, NEWS GATHERING

## HOW TO INTERVIEW: LONG-FORM INTERVIEWS AND ORAL HISTORY

This session introduces the audience to the challenges and rewards of oral history practice. As a type of long-form interviewing that places its emphasis on subject ethics, the methodology of oral history creates new

opportunities and insights for interviewers and journalists.

*Anne Kelly, University of Southern California, Los Angeles*

**1 p.m. Saturday, Huntington, 4th Floor (280)**

LAW AND ETHICS

## COPYRIGHT FOR ALL

Copyright law limits your ability to use the works of others, including cartoons and photos that are posted online. Copyright protects your work as well. Learn what is legal and what is not, any why your need to inspect your online photo archives now.

*Mike Hiestand and Sommer Ingram Dean, Student Press Law Center, Washington, D.C.*

**1 p.m. Saturday, Monterey, 4th Floor (74)**

PHOTOJOURNALISM

## CANDID EVENT PHOTOGRAPHY: TELLING THE STORY

This session will cover basic parameters of yearbook photography: How to properly set up a photo shoot for success and make a shot list, bring the correct equipment, and how to photograph the event once you get there. Many examples from the speaker's photography experiences will be shown.

*Jonathan Gurry, Lifetouch Photography and Yearbooks, Anchorage, Alaska*

**1 p.m. Saturday, Laguna, 4th Floor (280)**

LEADERSHIP AND TEAM BUILDING

## WHO SHAPES FUTURE JOURNALISTS? YOU DO!

Students learn about careers from various sources. This session, inspired by ongoing research in the high school journalism setting, focuses on two sources: peers and educators. We'll talk about how editors can be effective teachers and role models, and how advisers can empower students.

*Marina Hendricks, CJE, South Dakota State University, Brookings, S.D.*

**1 p.m. Saturday, Manhattan, 4th Floor (80)**

ENTREPRENEURSHIP

## USING SOCIAL MEDIA TO CREATE OPPORTUNITIES

You can't avoid using social media platforms if you're interested in pursuing a career in media. Come and learn how college students are using their social media platforms to create opportunities. Learn skills that can help you create revenue and grow your network.

*Anita Luera, Arizona State University, Phoenix*

**1 p.m. Saturday, Oceanside, 4th Floor (80)**

WEB

## FEEDING THE BEAST

Being online requires a commitment to posting content on a regular basis. You can't expect visitors to come back every day if you're not posting every day. Learn how to feed the online beast and be posting on a daily basis.

*Brian Higgins, Liberty High School, Frisco, Texas*

**1 p.m. Saturday, Carmel, 4th Floor (80)**

MULTIMEDIA BROADCAST

## PRODUCING AND PACKAGING YOUR NEWS STORIES (2 HRS., 20 MIN.)

Come learn the various items involved in producing and packaging your broadcast news and feature stories. Bring your story ideas so that we can discuss them as a team. This will be workshop-style extended session. Preregistration was required.

*James Longoria, Porter (Texas) High School*

**1-3:20 p.m. Saturday, Palos Verdes, 4th Floor (150)**

LEADERSHIP AND TEAM BUILDING

## ACKNOWLEDGING SOCIAL PRIVILEGE AS JOURNALISTS

Social privilege influences how we experience of the world: It shapes our views, lives and how we interact with others. In this workshop, you'll recognize your social privilege and find the intersection of recognizing this privilege and journalistic skills such as news literacy and interviewing.  
*Nicole Ong, Lynbrook High School, San Jose, Calif.*

**1 p.m. Saturday, Redondo, 4th Floor (80)**

MULTIMEDIA BROADCAST

## INTRODUCTION TO 360/VR STORYTELLING (80 MINUTES)

Learn about the potential of 360/VR video to provide an immersive experience for your audience and pick up tips on how to shoot and produce engaging content quickly and easily.

*Adrian Ma, Ryerson University School of Journalism, Toronto, Ontario, Canada*

**1-2:20 p.m. Saturday, San Simeon, 4th Floor (150)**

WRITING

## CAPTION THAT!

Learn how to complement a photo with a great caption. Be prepared for a bit of drama in this interactive and fun session.

*Cindy Griffith, Balfour, Los Angeles*

**1 p.m. Saturday, Santa Monica, 4th Floor (125)**



# SATURDAY 2 p.m.

## 2 p.m.

DESIGN, EXTENDED SESSION

### **PHOTOSHOP TIPS AND TECHNIQUES FOR STUDENT PUBLICATIONS (1.5 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. Your questions/challenges to get the most out of this session. Some laptops will be available to preregistered students. Others may sit in if they bring a laptop with Photoshop loaded. Preregistration was required.

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

**2-3:20 p.m. Saturday, Malibu, 4th Floor (30)**

## 2:30 p.m.

DESIGN

### **SPIN THE WHEEL**

Around and around it goes, where it stop let's hope someone knows. In this quirky design session, we will look at color management theory and best practice techniques on how to best use your pallet during production.

*Michael Malcom-Bjorklund, CJE, Columbia High School, Lake City, Fla.*

**2:30 p.m. Saturday, Avila, 4th Floor (150)**

WRITING

### **SPIT AND POLISH**

Are you looking to make your stories gleam? Here are some tips on how you can turn even the dullest topics into something shiny and new using literary techniques and poetic devices. Bring characters to life through in-depth reporting techniques and stellar writing and rewriting.

*Jeff Browne, CJE, Quill and Scroll, Iowa City, Iowa*

**2:30 p.m. Saturday, Capistrano, 4th Floor (150)**

GENERAL AUDIENCE

### **IMPLICIT BIAS AND ACCURATE STORYTELLING**

Students will learn about implicit bias through a self-evaluation. They'll hear how derogatory images and words disenfranchise communities, and they'll learn to identify biased reporting. Students will leave with self-awareness and tools to hold their unconscious bias accountable in order to tell more comprehensive stories.

*Carina Dominguez, KOLD/SMSB, Tucson, Ariz.; Bryan Pollard, Native American Journalists Association, Norman, Okla.*

**2:30 p.m. Saturday, Carmel, 4th Floor (80)**

LEADERSHIP AND TEAM BUILDING

### **BE RESPECTED; BE A LEADER**

A great yearbook editor isn't just great at yearbook stuff — they are great at knowing the stuff the people care about. Learn how to become a leader that people listen to, who is helpful, not critical, and improves the skills of everyone around them.

*John Gearhart, CJE, Walsworth Yearbooks, Oklahoma City*

**2:30 p.m. Saturday, Manhattan, 4th Floor (80)**

PHOTOJOURNALISM

### **THE CREATIVE EDGE: INCORPORATE PHOTOGRAPHY TRENDS INTO PROFILES**

Want to learn how a variety of photography styles can be incorporated into your student life profiles? We'll explore techniques like long exposures, double exposures, projector-imaging, special effects lighting, and studio portraits with the goal of implementing different styles into your student life coverage.

*Makena Busch, CJE, Mead High School, Spokane, Wash.*

**2:30 p.m. Saturday, Laguna, 4th Floor (280)**

ADVISING/TEACHING

### **EVERY STUDENT IS A PHOTOGRAPHER**

This session will discuss how to ensure quality images for yearbook and newspaper programs. There is no reason why every student cannot take a picture. Let's prepare students for the real world; the one-trick-pony route will no longer be employable.

*Debra Klevens, CJE, Parkway West High School, Ballwin, Mo.*

**2:30 p.m. Saturday, Oceanside, 4th Floor (80)**

GENERAL AUDIENCE

### **METHOD TO THE MADNESS**

Focus on a left brain approach to concept development and staff management so your right brain is free to be creative. Use formulas, workflows and digital tools to break away from canned coverage, templated designs and staff chaos to create a fresh, innovative yearbook.

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

**2:30 p.m. Saturday, Redondo, 4th Floor (80)**

MULTIMEDIA BROADCAST

### **VIDEO JOURNALISM: QUALITY AND QUANTITY WITH STYLE**

Videos now capture readers' attention more than any other medium. The Feather Online uses video each day across multiple platforms to widen its reach. Video editors alongside their adviser bring you tips for both quality and quantity within your publication.

*Kori Friesen, Braden Bell and Blake Deffenbacher, Fresno (Calif.) Christian High School*

**2:30 p.m. Saturday, San Clemente, 4th Floor (80)**

ENTREPRENEURSHIP

### **HOW TO BUILD YOUR MEDIA BRAND**

Are you looking to build more buzz for your school news media? Dream of hosting your own YouTube channel or podcast? In this practical workshop, students will learn tried-and-tested strategies the pros use to develop unique brands that truly stand out from the crowd.

*Adrian Ma, Ryerson University School of Journalism, Toronto, Ontario, Canada*

**2:30 p.m. Saturday, San Simeon, 4th Floor (150)**

LEADERSHIP AND TEAM BUILDING

### **STRANGERS TO FAMILY TO LEADERS**

How do you build a successful yearbook program filled with trust, respect and a sense of community? It may just take an umbrella, an onion and a roll of string.

*Cindy Griffith, Balfour, Los Angeles*

**2:30 p.m. Saturday, Santa Monica, 4th Floor (125)**

## 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 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](mailto:staff@jea.org).

**3:30 p.m. Saturday, Pacific Ballroom, 2nd Floor (2,800)**

G R A D U A T E C R E D I T

# GET THE CREDIT YOU DESERVE

**Yearbook advisers can receive three  
units of graduate credit when they work  
with Jostens. Your work is important and  
we want you to get recognition for it.**

In collaboration with the University of San Diego, Jostens customers are offered a relevant online learning experience full of organizational strategies that foster creativity and productivity as well as ways to ensure the production of a quality product, grading and marketing.

**Stop by our booth and chat with a Jostens representative to learn more.**





# SPEAKERS

**FAITH ABERCROMBIE** is a freshman at Arizona State University and is a journalism major. She wants to focus in on broadcast journalism and hopes to be a reporter one day. She is an on-air talent for the entertainment news club, Cronkite Cut and works as an ambassador for the Cronkite school helping with its Instagram, @cronkite.school.

*10 a.m. Saturday, Manhattan*

**SHARI ADWERS**, MJE, teaches at Loudoun Valley H.S. in Virginia, where she advises the Viking newsmagazine. Adwers is a JEA curriculum coordinator. With a focus on mentoring young journalists, she embraces challenges, emphasizes student leadership and maximizes talent.

*1 p.m. Friday, Monterey; 2 p.m. Friday, Avila*

**ELIZABETH AGUILERA** — Featured speaker, see Page 6.

*9 a.m. Friday, Capistrano*

**ANN AKERS**, MJE, has been working with yearbook staffs for decades. Formerly NSPA's associate director and Herff Jones' educational products manager, Akers has also 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.

*11 a.m. Friday, California Ballroom; 9 and 10 a.m. Saturday, Palos Verdes*

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

*8 and 9 a.m. Saturday, Catalina 3*

**ELLIOTT ALMOND** — Featured speaker, see Page 6.

*11 a.m. Friday, Pacific Ballroom C*

**SARA-ELLEN AMSTER** directs the master's degree program in digital journalism at National University's Costa Mesa campus. She has worked as a daily newspaper reporter in New York, Florida, Delaware and Hawaii.

*2 p.m. Friday, Catalina 4*

## ABBREVIATIONS

**CSPA** — Columbia Scholastic Press Association

**DJNF** — Dow Jones News Fund

**JEA** — Journalism Education Association

**NBCT** — National Board Certified Teacher

**NHSJC** — National High School Journalism Convention

**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

**TYLER ARDEN** is a third-year undergraduate student at the University of San Diego studying marketing and communication. He was recognized as an Al Neuharth Free Spirit Scholar in 2015 and runner-up for the 2016 JEA Journalist of the Year. Arden is an alumnus of The Red & Blue at Reno (Nevada) H.S. He currently works in sales, fundraising, content marketing and branding.

*10 and 11 a.m. Friday, Oceanside*

**KEVIN ARIFIN** is a senior and manager for Walnut H.S.'s yearbook Cayuse, which is a Pacemaker and Crown award winner. He has experience managing newspaper and yearbook for the last three years with special skills in planning, organization and human resources.

*11 a.m. Friday, Santa Monica*

**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, Huntington; 9, 10 and 11 a.m. Saturday, Catalina 2*

**ISABELLA BALANDRAN** — Featured speaker, see Page 6.

*1 p.m. Friday, Huntington*

**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.

*10 a.m. Saturday, Balboa A*

**TINA BARBER**, CJE, advises The Guide and The Legend at Cherokee Trail H.S. in Aurora, Colorado. As a former high school yerd and college journalist, she enjoys advising because she spends a lot of time in her happy place, the CT newsroom.

*11 a.m. Friday, Coronado*

**HAYLEY BEHAL** served as a two-time editor at Mauldin H.S. before becoming a four-year staffer and editor at Furman University, from which she earned degrees in English and history. A lover of all things printed, she worked at an independent bookstore and interned at a publishing house in Edinburgh, Scotland, before joining Herff Jones as a copywriter.

*Noon Friday, Avila*

**BRADEN BELL** established confidence and professionalism on The Feather Online from selling papers to benefit the local children's hospital to interviewing global leaders like Luis Palau in his third year on the team. After improving his skills as a journalist, he now looks to gain confidence in video production and camera skills, stepping into a video editor role for the 2018-2019 year.

*2 p.m. Friday, Santa Monica; 2:30 p.m. Saturday, San Clemente*

**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.

*9 a.m. Saturday, Carmel*

**PETER BOBKOWSKI** teaches the information gathering course at the University of Kansas. He also researches high school student media effects.

*9 a.m. Saturday, Carmel*

**ALYSSA BOEHRINGER**, CJE, is in her 14th year of advising journalism at her alma mater, McKinney (Texas) H.S. She advises



# SPEAKERS

broadcast, yearbook and online news and loves taking kids to journalism conventions. She is president-elect for the Texas Association of Journalism Educators and was JEA's National Broadcast Adviser of the Year in 2017.

*Noon Friday, San Clemente*

**SAM BOTT** is a yearbook representative for Lifetouch and is most passionate about educating aspiring young journalists around the country. She was introduced to scholastic journalism in high school after joining the debate team and newspaper staff. Her love for the profession quickly grew and continues to evolve every day. Bott is a member of JEA and FSPA and hopes to earn her CJE.

*11 a.m. Friday, Catalina 1*

**CANDACE PERKINS BOWEN**, MJE, is a professor at Kent (Ohio) State University and directs its Center for Scholastic Journalism and the Ohio Scholastic Media Association. 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 and

serves on the Certification and Press Rights committees.

*10 a.m. Friday, Coronado; 2 p.m. Friday, Monterey*

**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, Manhattan*

**SARAH BRANDT** heads the News Literacy Outreach program at NewsGuard, a new company formed by journalists to rate the credibility and transparency of news websites. Brandt leads NewsGuard's partnerships with libraries and schools and develops programming to use NewsGuard as a news literacy tool.

*9 a.m. Saturday, Catalina 5*

**BETSY BRITTINGHAM** is the curriculum manager at Herff Jones. For a decade, she was an adviser at Altavista Combined School in Central Virginia. Altavista's

Nunitus yearbook received several VHSA Trophy Class rankings, Crown Awards and Pacemakers with Brittingham at the helm. She sits on the governing board for student publications at Virginia Tech.

*10 a.m. Friday, Santa Monica; noon Friday, Avila*

**ALISON BROWER** — Featured speaker, see Page 6.

*11 a.m. Saturday, Pacific Ballroom C*

**BETH ANN BROWN**, CJE, is an English teacher and yearbook adviser at Northeastern H.S. in Manchester, Pennsylvania. She has been a yearbook adviser for the past 11 years where 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.

*10 and 11 a.m. Friday, Balboa A; 10 a.m. Saturday, San Clemente*

**DEANNE BROWN** has advised The Featherduster newsmagazine and taught photojournalism at Westlake H.S. in Austin, Texas for 32 years. She was named a 2017



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# SPEAKERS

UIL Sponsor of Excellence, the 2014 Texas Journalism Teacher of the Year, a TAJE Trailblazer, a JEA Medal of Merit recipient, an NSPA Pioneer and an ATP Star of Texas. She recently co-authored a photojournalism curriculum textbook.

*1 p.m. Friday, Capistrano*

**JEFF BROWNE**, CJE, is the executive director of the Quill and Scroll Honor Society and teaches journalism at the University of Iowa. He has also been a professional reporter and columnist, and a documentary film producer. His 2016 documentary "Taking the Lede: Colorado Edition" tells the story of dedicated scholastic journalists across the Centennial State. His also produced the 2017 film "Como Fue? A Cuban Journey." *7:30 a.m. and 11 a.m. Friday, Executive Board Room; 10 and 11 a.m. Saturday, Carmel; 2:30 p.m. Saturday, Capistrano*

**HEATHER BURRIS** is an English language arts and journalism teacher at Buena H.S. in Ventura, California, where she advises the Buena Speaks newspaper. She graduated with a journalism degree from San Diego State University and worked as a writer, magazine editor and communications consultant prior to starting her second career as an educator 12 years ago. *2 p.m. Friday, Catalina 1*

**MAKENA BUSCH**, CJE, advises the Pantera yearbook at Mead H.S. in Spokane, Washington. Prior to becoming a teacher Busch worked as both a full-time graphic designer and freelance photographer for seven years. Infusing her industry experience into every lesson Busch is wildly passionate about all things yearbook. Busch is also an alumni of the program she currently teaches. *10 and 11 a.m. Saturday, Redondo; 2:30 p.m. Saturday, Laguna*

**KEVIN CAMARGO** — Featured speaker, see Page 6. *1 p.m. Friday, Huntington*

**BREANNE CARLISLE** is a journalism teacher at Gresham (Oregon) H.S. She advises the school newspaper, The Argus, and teaches beginning journalism. Carlisle, who is in her 13th year of teaching, began advising and teaching journalism last year. Her background and passion for journalism have helped her to inspire her students. Carlisle is looking forward to starting a broadcast program next year. *10 a.m. Saturday, Balboa A*

**PHILLIP CASTON** is the adviser of the Legend yearbook at Wando H.S. in South



The Chiarini Fountain is a landmark in downtown Santa Ana's Artists Village. Nearby is the Grand Central Arts Center, free and open to the public Tuesday-Sunday. Photo by Cecilia Lopez, Mater Dei High School, Santa Ana, Calif.

Carolina. He is a 12-year adviser. He received his master's in journalism from the University of Maryland, and he received his bachelor's degree from Clemson University. The South Carolina Scholastic Press Association named Caston the 2012 Adviser of the Year. He previously worked as a reporter for the Charleston Post and Courier. *9 and 10 a.m. Friday, Huntington*

**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. *9 a.m. Friday, Redondo*

**TOM CHIDO** — Featured speaker, see Page 6. *2 p.m. Friday, Laguna*

**JILL CHITTUM**, MJE, is a sales rep with Walsworth Yearbooks in Fort Worth, Texas. 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, Pacific Ballroom A*

**CURTIS CHRISTIAN** teaches Photojournalism 1 and 2, AP studio art photo/digital and co-advises yearbook photography and audio/video production at McKinney (Texas) H.S. *Noon Friday, Coronado*

**MICHELLE CIULLA LIPKIN** is the executive director of the National Association for Media Literacy Education. Lipkin has helped NAMLE grow to be the preeminent media literacy education association in the U.S. She launched the first ever Media Literacy Week in the U.S., developed strategic partnerships with media companies such as Participant Media, Nickelodeon and Twitter, and restructured the governance and membership of the organization. *Noon Friday, Carmel*



**TINA CLEAVELIN**, CJE, a creative accounts manager for Jostens, works with advisers and staffs to produce and market their publications. She advised award-winning newspaper, yearbook and photojournalism staffs for 14 years in Arizona and Oklahoma. She received the JEA Friend of Scholastic Journalism, the Friends of Journalism award from the New Mexico Scholastic Press Association and the Jostens Leadership Award.  
*9 a.m. Friday, Avila; 9 a.m. Saturday, Laguna; 11 a.m. Saturday, San Clemente*

**KAYLIE CLEM** broadens her entire worldview as she creatively captures transformative images from behind the lens. Timidly moving through her first experiences as a photographer, Clem discovered a true passion and confidence in her ability to document emotions, events and news through strategic imagery. As photo editor for The Feather team, she continues to develop stronger dynamic writing to accompany her photographs.  
*10 a.m. Friday, Avila; noon Friday, Santa Monica*

**JOSH CLEMENTS** has 13 years of advising under his belt. He teaches at Camp Yearbook in Palm Spring, California, and the Jostens National Summer Workshop in San Diego, California. Recently, he was the keynote speaker at the Jostens Washington Summer Workshop in Portland, Oregon.  
*9 a.m. Friday, Avila*

**SCOTT COLLINS**, CJE, advises a middle school newspaper, a high school newspaper, a yearbook and an occasional 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.  
*11 a.m. Friday, Redondo; 11 a.m. Saturday, Balboa A*

**WENDY CONNELLY** is the journalism adviser and media arts teacher at Amador Valley H.S. in Pleasanton, California. She teaches two periods of journalism, three periods of video production, and one period of digital art and graphic design. She is credentialed in English, social studies and digital arts. Connelly is working on becoming a Google Certified Educator.  
*10 a.m. Friday, Redondo; 1 p.m. Friday, Salinas*

**GREG A. COOPER** teaches adjunct at Santa Barbara City College and Ventura College. Cooper graduated in May 1996 from Western Kentucky University with a double major in photojournalism and anthropology. After three years working as a picture editor in Ohio, Cooper returned to his native Ventura County, this time to pursue his master's degree in photography at Brooks, where he graduated in December 2004.  
*1 p.m. Friday, Catalina 3*

**JESSICA CORDONIER**, CJE, is a yearbook adviser at Lee's Summit (Missouri) H.S. She is believer in love, laughter and fun, and thinks these are the three most important things in any classroom. She is in her sixth year of advising yearbook.  
*2 p.m. Friday, Catalina 3; 11 a.m. Saturday, Balboa A*

**RICKY CORNISH** is studying broadcast journalism at the Walter Cronkite School of Journalism. He has interned at television and radio stations in Phoenix and Las Vegas. He attended Faith Lutheran H.S. in Las Vegas and was part of its broadcast program. At Cronkite, Cornish works with the social media team for the School of Public Affairs.  
*10 a.m. Saturday, Manhattan*

**BERNADETTE CRANMER**, MJE, advises Ursus, the NSPA Pacemaker and CSPA Silver Crown-winning yearbook at Granite Bay (California) H.S. A journalism and English teacher since 1994, she has advised yearbooks and newsmagazines at four high schools. To be the current IB coordinator, she chose to give up teaching English rather than yearbook because she loves nurturing her caring, skilled, problem-solving young journalists. She is a 2018 Special Recognition Yearbook Adviser.  
*1 p.m. Friday, Redondo; 8 a.m. Saturday, Palos Verdes; 10 a.m. Saturday, Lido B*

**SAM CROSS**, editor-in-chief for The Feather Online, determines to share the voice of his peers and those whose voice is silent. Cross, a senior, inspires those around him through servant leadership and his worldview. He plans to continue his education and pursue a degree in communications.  
*9 a.m. Friday, Santa Monica; 11 a.m. Saturday, Oceanside*

**JUSTIN DAIGLE**, CJE, advises the Reflections yearbook at Brighton H.S. in Colorado. His students' publications have earned state and national awards including four CSPA Crowns and a NSPA Pacemaker Finalist. Daigle has been named the 2009 Colorado Student Media Association (CSMA)

Teacher of the Year as well as JEA Rising Star in 2010 and Special Recognition (2014) and Distinguished (2016) Yearbook Adviser of the Year.

*9 a.m. Friday, Catalina 2; 11 a.m. Friday, Catalina 5*

**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.  
*9 a.m. Saturday, Catalina 6*

**CHRISTOPHER DAVIS** is a teacher at Clark Magnet H.S. in Glendale, California. He created his current school's publications course, which is an integrated academic and production course of yearbook, newsmagazine and news website production. He has taught history, English and journalism, and he is a National Board Certified Teacher (2008-2018).  
*10 and 11 a.m. Saturday, La Jolla*

**ADAM DAWKINS**, CJE, holds a master's degree in journalism education from Kent State University, is JEA Scholastic Journalism Week coordinator, and the Colorado Student Media Association past president. He teaches the CSMA press law and ethics course and the Summer Adviser Workshop. He advises RJ Media at Regis Jesuit H.S., which includes Raider Sports Network, RJTV and Elevate newsmagazine.  
*2 p.m. Friday, Salinas; 11 a.m. Saturday, Balboa B*

**SOMMER INGRAM DEAN** is a staff attorney for the Student Press Law Center. A graduate of Georgetown University Law Center, she served as a law clerk at the U.S. Court of Appeals for Veterans Claims. After graduating from Baylor University, she worked as a legislative and legal reporter. She was a student journalist at the Tiger Times at Texas H.S. and The Baylor Lariat.  
*9 a.m. Friday, Oceanside; noon and 1 p.m. Friday, Manhattan; 9 and 10 a.m. Saturday, Monterey; 11 a.m. Saturday, Palos Verdes; 1 p.m. Saturday, Monterey*

**BLAKE DEFFENBACHER** spends his second year on The Feather team as a video journalist. Deffenbacher developed his camera skills as a photojournalist, learning the workflow and concept of media in journalism. This year he joins a creative

# SPEAKERS

arts and media team to produce numerous marketing and promotion videos and hopes to use those skills to benefit the video team.  
*2:30 p.m. Saturday, San Clemente*

**ELIZABETH DEVINNY** is the yearbook adviser and digital media teacher at Eagle Peak Middle School in Redwood Valley, California. She founded the digital media program at Ukiah Unified School District five years ago. Her program been recognized by Jostens as being a National Yearbook Program of Excellence, been featured in the Look Book multiple times and featured in the Jostens Cover Art design booklet.  
*11 a.m. Saturday, Catalina 4*

**HILLARY DEVOSS**, CJE, has advised high school journalism for 15 years in both Omaha and Detroit. A former JEA Rising Star, DeVoss is an active member of the Student Press Rights Committee and spends most of her time working on New Voices campaigns and other initiatives intended to strengthen student press rights.  
*2 p.m. Friday, Catalina 2; 9 a.m. Saturday, La Jolla*

**CARINA DOMINGUEZ** is a journalist from the Pascua Yaqui Tribe in Tucson, Arizona. She worked for CBS Television Network in New York City before moving back to her hometown to work for the affiliate. She is passionate about reporting on Native American issues, politics, sports and the environment. She's been published in The Arizona Republic, The Tucson Sentinel and on CBSNews.com to name a few.  
*2:30 p.m. Saturday, Carmel*

**MARY KAY DOWNES**, MJE, advises Odyssey at Chantilly (Virginia) H.S. Her students won CSPA Crowns and NSPA Pacemakers. Downes is 2007 National Yearbook Adviser of the Year and is in the Virginia High School Hall of Fame. She holds a CSPA Gold Key, JEA Medal of Merit and NSPA Pioneer. A longtime yerd, Downes is most proud of Chantilly winning multiple First Amendment Press Freedom Awards.  
*9 a.m. Saturday, Pacific Ballroom B*

**ALBERT DUPONT** is the technology coordinator for the Loyola University School of Mass Communication in New Orleans. Previously, he was the broadcast 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. He also works freelance for the Pelicans and Saints.  
*10 and 11 a.m. Friday, Lido C*

**BILL DWYRE** — Featured speaker, see Page 6.  
*11 a.m. Friday, Pacific Ballroom A; 1 p.m. Friday, Santa Monica*

**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.  
*9 a.m. Friday, California Ballroom; 9 a.m. Saturday, California Ballroom AB; 1 p.m. Saturday, Ballroom Registration Desk*

**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.  
*1 p.m. Friday, San Simeon; 9 and 10 a.m. Saturday, Palos Verdes*

**ELIS ESTRADA** is the director for Student Reporting Labs, where she oversees the development, work and content of SRL's growing national network of schools and partner public media stations. Estrada is deeply invested in creating fun, educational opportunities for young people to engage with news media. Before joining the NewsHour, she worked at the News Literacy Project and NY1 News in New York City.  
*10 a.m. Saturday, Santa Monica*

**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.  
*1 p.m. Friday, El Capitan B; 10 a.m. Saturday, Salinas*

**CARRIE FAUST**, MJE, advises Summit yearbook, NEXT magazine and SmokyNow.

com at Smoky Hill H.S. in Aurora, Colorado. Her staffs have earned CSPA Gold Crowns and NSPA Pacemakers, she was a JEA Rising Star in 2008, a JEA Distinguished Yearbook Adviser in 2009, the CHSPA Teacher of the Year in 2011, received a Gold Key from CSPA in 2017 and an NSPA Pioneer Award in 2018.  
*8:30 a.m. Thursday, Laguna; noon Friday, Laguna; 11 a.m. Saturday, San Simeon*

**MARIN FEHL** is editor-in-chief of Red & Black, the newspaper at Hillsborough H.S. in Tampa, Florida. She is a junior and in 2018 was named the Florida Scholastic Press Association's Emerging Young Journalist. She enjoys playing the piano in her free time with her rooster, Macklemore.  
*10 a.m. Friday, Palos Verdes*

**JOYCE FEUERBORN**, CJE, advises advanced, beginning and broadcast journalism in Santa Ana, California. She has been an adviser for 10 years.  
*11 a.m. Friday, La Jolla*

**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.  
*10 a.m. Friday, Laguna*

**JULIA FIKSE** continues her dream of capturing a moment through the lens of a camera. A third-year photojournalist, she has grown to love capturing emotion in sports, school, community events and portraits as a hobby and future career. Great photography can evoke emotion and catalogue a moment in time. This became the foundational goal that drives her to excel.  
*10 a.m. Friday, Avila; noon Friday, Santa Monica*

**ELLIE FITTON** is a junior at Palo Alto H.S. where she is a staff writer and the social media manager for the school's arts and culture publication, C Magazine. Being a student journalist has made her strongly believe that youth voices are critical in the movement to ensure the next generation of journalists is educated on responsible media reporting with stories surrounding mental health.  
*Noon Saturday, Santa Monica*



# SPEAKERS

**BILL FLECHTNER**, MJE and JEA mentor advised publications for more than 25 years. A DJNF Distinguished Adviser and a JEA Medal of Merit recipient, he has received the NSPA Pioneer Award and the JEA Lifetime Achievement Award. Flechtner is an Oregon Journalism Teacher of the Year and a JEA mentor.

*8 a.m. Thursday, Coronado; 9 a.m. Friday, Balboa A; 2 p.m. Friday, Executive Board Room; 10 a.m. Saturday, Balboa A*

**SAMANTHA FONG** is the print opinions editor for the Mountain View H.S. Oracle. *Noon Saturday, Manhattan*

**NICK FORNICOIA** advises the broadcast journalism program at Eastview H.S., which includes a daily show and a weekly news program. These shows have won numerous state and national awards. In addition, he is a yearbook adviser. Fornicoia was 2009 Minnesota Journalism Educator of the Year. *9 a.m. Saturday, San Clemente*

**KORI FRIESEN**, an established Central Valley photographer and designer, joined The Feather team in 2014 ([www.thefeather.com](http://www.thefeather.com)). Teaching photojournalism, videojournalism

and co-advising with Greg Stobbe, Friesen has led The Feather in a website redesign and a visual overhaul. She brings over 13 years of industry knowledge to the publications team.

*10 a.m. Friday, Avila; noon Friday, Santa Monica; 9 a.m. Saturday, Catalina 7; 2:30 p.m. Saturday, San Clemente*

**MEGAN FROMM**, Ph.D., MJE, is a former journalist and university professor who recently transitioned back to teaching high school journalism. She now teaches journalism at Grand Junction H.S. and advises the Orange & Black student newspaper. She's in her second term on the JEA board of directors, serving as the educational initiatives director.

*10 a.m. Saturday, Catalina 4*

**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, Huntington*

**J.D. GARBER**, CJE, is a journalism teacher and adviser of the Pylon newsmagazine, a 2018 Pacemaker winner, at Salina (Kansas) Central H.S. He received the 2018 Jackie

Engel Award honoring the best high school journalism teacher in Kansas. Garber serves on the Kansas Scholastic Press Association board as an area representative.

*8:30 a.m. Thursday, Santa Monica; noon Friday, Salinas*

**JOHN GEARHART**, CJE, consults with yearbook staffs to elevate scholastic journalism in the state of Oklahoma. He is in his sixth year as a representative for Walsworth Yearbooks. He holds a B.S. in organizational leadership and an MBA. Formerly, Gearhart spent five years hiring and developing new talent as a training manager in the finance industry. *2:30 p.m. Saturday, Manhattan*

**ALAN GIBBONS** — Featured speaker, see Page 6.

*10 a.m. Friday, El Capitan B; 1 p.m. Friday, Santa Monica*

**MORGAN GIPSON** is a Lifetouch representative with a passion for elevating students and advisers to be the best version of themselves. She works alongside advisers to provide education and training needed to produce exceptional publications and equip

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# SPEAKERS

students with the skills needed to succeed outside of their journalism programs.  
*11 a.m. Friday, Catalina 1*

**PAUL GLADER** is an associate professor of journalism at The King's College in NYC. He is a former staff writer at The Wall Street Journal and writes for publications such as The Washington Post, Forbes.com and Bloomberg BusinessWeek. He directs the Dow Jones News Fund business reporting program and the NYC Semester in Journalism program.  
*2 p.m. Friday, Catalina 5; 1 p.m. Saturday, Avila*

**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. He is a freelance photographer.  
*7 p.m. Thursday, Pacific Ballroom; 9 p.m. Thursday, Avalon; noon Saturday, California Ballroom D; 3:30 p.m. Saturday, Pacific Ballroom*

**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. She has been honored as the 2017 Colorado Student Media Association Teacher of the Year and JEA Rising Star (2015).  
*8:30 a.m. Thursday, Laguna*

**MARK GRABOWSKI** is a journalism professor at Adelphi University on Long Island. He also writes a column for the Washington Examiner, created CubReporters.org and assists with the Dow Jones News Fund internship program.  
*2 p.m. Friday, Catalina 4*

**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.  
*1 p.m. Friday, El Capitan A; noon Saturday, Malibu; 2 p.m. Saturday, Malibu*

**NICOLE GRAVLIN**, CJE, 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, Monterey; noon Friday, San Simeon*

**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, Balboa A; 3:30 p.m. Friday, Malibu; 7:30 a.m. Saturday, Executive Board Room; 9 a.m. Saturday, Lido B; noon Saturday, California Ballroom D*

**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.  
*7 p.m. Wednesday, JEA Suite; 8 a.m. Thursday, Coronado; 9 a.m. Friday, Executive Board Room*

**CINDY GRIFFITH** has experience as a yearbook adviser and design expert. She has held numerous yearbook design and technical workshops and has been on the founding team of two charter schools. While teaching numerous subjects, she also has been an NFL coach (National Forensics League), athletic director, photographer and children's book author. She is supporting schools as a Balfour yearbook representative in Los Angeles and Orange County.  
*1 and 2:30 p.m. Saturday, Santa Monica*

**KARL GRUBAUGH**, CJE, teaches journalism and AP economics at Granite Bay (California) H.S., where he advises the Gazette student newspaper and GraniteBayToday.org student news website. He was the DJNF National High School Journalism Teacher of the Year in 2008. He

loves puns. Most of his students ... don't.  
*1 and 2 p.m. Friday, Pacific Ballroom C; 9 a.m. Saturday, Catalina 4*

**JONATHAN GURRY** is a photography manager for Lifetouch Alaska and a freelance photographer. Working for more than 17 years as a professional photographer, Gurry has photographed a wide variety of subjects. His photography experience spans over studio portraiture, sports, weddings, editorial and events. He has created a unique 360-degree style to cover all topics being photographed in a yearbook.  
*1 p.m. Saturday, Laguna*

**KATHY HABIGER**, MJE, advises yearbook, newspaper and online at Mill Valley H.S. She is past-president of the Kansas Scholastic Press Association and is a frequent speaker at summer workshops. Her publications regularly earn All-Kansas, All-America and Pacemaker honors.  
*10 a.m. Friday, El Capitan A; 10 a.m. Saturday, Catalina 7*

**TODD HARMONSON** — Featured speaker, see Page 6.  
*1 p.m. Friday, Santa Monica*

**CHARLA HARRIS** advises the yearbook, the print and online newspaper and the broadcast program at Pleasant Grove H.S. in Texarkana, Texas. The Hawk yearbook and Edge newspaper staffs have both won multiple Gold Crown and Pacemaker awards, as well as individual awards. Harris has received the CSPA Gold Key, the NSPA Pioneer Award and is the 2018 H.L. Hall National Yearbook Adviser of the Year.  
*9 and 10 a.m. Friday, Laguna; noon Saturday, California Ballroom D*

**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 led the Northern California Innocence Project and directed the Center for Human Rights & Humanitarian Law at American University Washington College of Law.  
*11 a.m. and 1 p.m. Friday, Manhattan; 11 a.m. Saturday, Palos Verdes*

**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.  
*Noon Friday, Catalina 4*

**NANCY HASTINGS**, MJE, retired from Munster (Indiana) H.S., where she advised the Paragon yearbook and Crier newspaper. Currently serving as JEA's Indiana state director, the former Indiana Journalism Teacher of the Year has won the National Yearbook Adviser of the Year, an NSPA Pioneer Award, CSPA Gold Key, JEA Medal of Merit, JEA Lifetime Achievement Award, and the 2017 Linda S. Puntney Teacher Inspiration Award.  
*11 a.m. Friday, Huntington*

**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.  
*7 p.m. Thursday, Pacific Ballroom*

**ANNE HAYMAN**, MJE, advises Student News Media at Arlington (Washington) H.S. They publish the yearbook and news website. She has small staff issues with big staff dreams and is always looking for ways to improve. Hayman participated in the Reynolds Institute in 2014. She is president of her state journalism organization, Washington JEA.  
*9 a.m. Saturday, Balboa A*

**MOLLY HEBER** — Featured speaker, see Page 7.  
*1 p.m. Friday, Huntington*

**NELSON HELM**, a wannabe know-it-all, owns the distinction of creating 10 books before age 22. A proud product of the Laconian at Salem H.S. and the Calyx at Washington and Lee University, Helm spent time at Food Network Magazine and in the newsroom at The Atlanta Journal-Constitution, before returning to yearbook, his first love. He co-hosts the Herff Jones Mind the Gutter podcast.  
*1 p.m. Friday, Avila*

**MARINA HENDRICKS**, Ph.D., CJE, is an assistant professor in the School of Communication and Journalism at South Dakota State University, JEA state director for South Dakota and a member of JEA's Scholastic Press Rights Committee. Previously, she was communications director at the Newspaper Association of America. She also served as founding editor of the FlipSide teen journalism program at The Charleston Gazette-Mail in West Virginia.  
*1 p.m. Saturday, Manhattan*

**CARRIE HENDRIX**, CJE, advises the Westwind yearbook and the Ranger Review News at Lewis-Palmer H.S. in Colorado. Her students' publications have earned state and national awards including four CSPA Crowns, two NSPA Pacemakers, and First Place NSPA Best of Show. Hendrix was named the Colorado Student Media Association Teacher of the Year in 2015 and JEA Special Recognition Yearbook Adviser in 2018.  
*9 a.m. Friday, Catalina 2; 11 a.m. Friday, Catalina 5*

**MICHAEL HERNANDEZ** is a journalism teacher and consultant in Los Angeles where he has advised the Pacemaker-winning Mustang Morning News for 20 years. He recently published an online course for media literacy and continues to take teachers and students abroad to learn the art of documentary filmmaking. He is an Apple Distinguished Educator and PBS Digital Innovator. Follow him on Twitter and Instagram @cinehead.  
*8:30 a.m. Thursday, Capistrano; 9, 10 and 11 a.m. Saturday, California Ballroom C*

**ANN HEROLD** — Featured speaker, see Page 7.  
*10 a.m. Saturday, Huntington*

**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 by bus with Mary Beth Tinker, teaching and speaking out on behalf of student press rights and free expression.  
*8:30 a.m. Thursday, Carmel; 9 a.m. Friday, Oceanside; 11 a.m. and noon Friday, Manhattan; 9 a.m., 10 a.m. and 1 p.m. Saturday, Monterey*

**BRIAN HIGGINS** advises the broadcast journalism and online newspaper programs at Liberty H.S. in Frisco, Texas. In his ninth year of teaching, he has helped his students launch online sites at two schools, both of which have gone on to win local, state and national awards.  
*1 p.m. Saturday, Carmel*

**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.  
*10 a.m. Friday, Manhattan*

**J.P. HOORNSTRA** — Featured speaker, see Page 7.  
*9 a.m. Saturday, Huntington*

**JOHN HORVATH** advises The Bard yearbook at Hill Country Christian School in Austin, Texas. When initially asked to teach yearbook, he threatened to quit. Seven years later, he's a self-avowed yerd and Photoshop junkie. While his students say they're proud of their Crown and Pacemaker, they seem more intent on focusing on the challenge ahead, and he's proud of them for that.  
*Noon Friday, Oceanside*

**BETHANY GRACE HOWE** — Featured speaker, see Page 7.  
*9 a.m. Friday, Pacific Ballroom C; 2 p.m. Friday, Huntington*

**JOE HUMPHREY**, MJE, advises the Red & Black newspaper, Hillsborean yearbook and HHSToday.com news website at Hillsborough H.S. in Tampa, Florida. He serves as evaluations coordinator for the Florida Scholastic Press Association and a member of JEA's Certification Committee. He was local team leader for the fall 2015 national convention in Orlando.  
*10 and 11 a.m. Friday, Palos Verdes*

**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 NSPA Best of Shows, CSPA Crowns, All-Colorado awards, All-American ratings from NSPA and Gold Medalist ratings from CSPA. Hunziker is the president-elect for the Colorado Student Media Association.  
*10 a.m. Friday, Catalina 1*

**JESSICA JAGGER** is editor-in-chief of Crimson newsmagazine. She has won convention and state-level awards for her writing and designs. Crimson is a 2018 and 2019 Pacemaker Finalist and has placed Top 10 Best of Show at conventions in tabloid and website since 2009.  
*Noon Friday, La Jolla*

**SARAH JAGGER** is editor-in-chief of Crimson newsmagazine. She has won convention and state-level awards for her writing and designs. Crimson is a 2018 and 2019 Pacemaker Finalist and has placed Top 10 Best of Show at conventions in tabloid



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# SPEAKERS

and website since 2009.  
*Noon Friday, La Jolla*

**PATRICK R. JOHNSON**, MJE, is the teacher and adviser of The Tom Tom, sequoitmedia.com and The Arrow media programs at Antioch (Illinois) Community H.S. Johnson is JEA's Mentoring Program chair, a Quill and Scroll trustee and Kettle Moraine Press Association's summer workshop director. He is an adjunct professor at Marquette University. Johnson is a former DJNF distinguished adviser, JEA Rising Star, and KEMPA adviser of the year. *8 a.m. Thursday, Coronado; 11 a.m. Friday, Avila; 1 p.m. Friday, Catalina 5*

**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. *11 a.m. Friday, Executive Board Room*

**JIM JORDAN** retired after 35 years as the yearbook adviser of the Decamhian at Del Campo H.S. in Fair Oaks, California. He is now a special consultant for Walsworth Yearbooks. In 1996, he was named the National Yearbook Adviser of the Year by JEA. Now with Walsworth, he serves as the lead mentor for the company's Adviser Mentor Program and hosts the "Yearbook Chat with Jim" podcast. *8 and 9 a.m. Saturday, Avila*

**JASON KAISER**, CJE, is an assistant marketing manager for Jostens. Prior to Jostens, he worked for the student newspaper of the College of St. Benedict/St. John's University and received awards from both the Minnesota Newspaper Association and the Associated Collegiate Press for his designs. A former yearbook adviser and high school teacher, Kaiser has worked with scholastic journalism for over eight years. *9 a.m. Friday, Catalina 3*

**MATEO KAISER** is the managing web editor and one of the editors-in-chief of the MVHS Oracle in Mountain View, California. *Noon Saturday, Oceanside*

**PAUL KANDELL** teaches Media Leadership and Management, runs the magazine

"Incubator" and advises five publications at Palo Alto H.S. The 2009 DJNF National Journalism Teacher of the Year, he has a master's in journalism from the University of Missouri-Columbia. *Noon Friday, El Capitan A; 2 p.m. Friday, Redondo*

**JESSE KATZ** — Featured speaker, see Page 7.  
*1 p.m. Friday, Laguna*

**THOMAS KAUP**, MJE, has been a teacher and journalism adviser for 33 years, advising in both middle school and high school programs. Kaup is the co-author of "Middle School Journalism," was the 2013 WJEA Adviser of the year, and a 2014 Dow Jones Special Recognition Adviser. Kaup believes that scholastic journalism has become too competition oriented to the detriment of smaller programs and schools. *6 p.m. Friday, Pacific Ballroom A*

**LORI KEEKLEY**, MJE, advises the Echo at St. Louis Park (Minnesota) H.S. where her students have won state and national awards. Keekley is a former DJNF Adviser of the Year, recipient of NSPA's Pioneer and CSPAs Gold Key. She serves as JEA's Scholastic Press Rights director. *7 p.m. Thursday, Pacific Ballroom; 11 a.m. Friday, Catalina 4; 7:30 a.m. Saturday, Lido B; 11 a.m. Saturday, Salinas*

**ANNE MARIE KELLY** — Featured speaker, see Page 7.  
*1 p.m. Saturday, Huntington*

**REBECCA KESSIN** — Featured speaker, see Page 7.  
*11 a.m. Saturday, Huntington*

**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, El Capitan B; 9 a.m. Saturday, Executive Board Room*

**DEBRA KLEVENS**, CJE, has advised the award-winning publications programs at Parkway West H.S. for 20 years. What began as a yearbook career turned into a career expansion into the online newspaper world eight years ago. Under Klevens advisement, the publications have earned CSPAs Gold Crown, a CSPAs Silver Crown and an NSPA Pacemaker. *2:30 p.m. Saturday, Oceanside*

**DIANA MITSU KLOS** is director of engagement for the Student Press Law Center. Klos has worked as a newspaper reporter and editor and served in leadership posts at nonprofit journalism groups. She was executive director of the National Scholastic Press Association and senior project director at the American Society of News Editors. Klos is on the DJNF board. *1 p.m. Friday, Manhattan; 11 a.m. Saturday, Palos Verdes*

**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. *1 p.m. Friday, Catalina 1*

**GLENN KRAKE**, CJE, advises five publication staffs at West Linn (Oregon) H.S.: yearbook, newspaper, broadcast journalism, literary magazine and an after-school video production event-streaming team. When he's not bragging about his awesome student journalists and their achievements, Krake can be found leading tangential classroom discussions about how the album "Pet Sounds" is better than anything the Beatles created. Follow his journalism-related tweets @gkrake *2 p.m. Friday, El Capitan B*

**SARAH-ANNE LANMAN**, CJE, teaches at Munster H.S. where she has advised Paragon, the school's yearbook, and Crier, the school's newspaper, for the past six years. She has seen her staffs win NSPA Pacemakers, CSPAs Silver Crowns and Hoosier Stars from IHSPA. *2 p.m. Friday, Palos Verdes*

**MATTHEW LAPORTE**, CJE, is an adviser for The Howl yearbook and Southwest Shadow online news site at Southwest Career and Technical Academy in Las Vegas. His staffs have earned multiple state and national accolades. Follow him @matthewlaporte on Instagram. *10 a.m. Friday, Balboa B*

**EVELYN LAUER**, MJE, is the Publications/Public Relations chair for JEA. She also oversees JEA's social media. Her work has been published in the Huffington Post, Education Week and other publications. *11 a.m. Saturday, Santa Monica*

**PETE LEBLANC**, CJE, is in his 23rd year of teaching and eighth year advising three programs at Antelope (California)

# SPEAKERS

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, Avila; 9, 10 and 11 a.m. Saturday, Catalina 2

**KEL LEMONS** fell in love with yearbook at 16. She now has her dream job as Balfour's key account/education manager. Before joining Balfour, Lemons was a newspaper and yearbook adviser for 12 years. Her publications at Connally and Rouse high schools won numerous Crowns and Pacemakers. When she's not working, she's usually curled up with a good book or the latest Entertainment Weekly.

Noon Friday, Oceanside

**KYLE LEWIS**, served as design editor for newspaper and yearbook staffs in high school. He sharpened his skills in the journalism graphics sequence at Ball State University. Lewis curated a decade of graphic design and photography experience during which he redesigned multiple publications, garnering perennial awards. He is an art director in the yearbook marketing department at Herff Jones.

9 a.m. Friday, Palos Verdes

**LOGAN LEWIS** studied camera, computer graphics, lights and sound over the past summer. When he's not behind the soundboard, he's playing on the varsity boys basketball team. This is Lewis' second year on The Feather staff, and he is passionate about making videos for social media and managing the Feather Twitter account.

2 p.m. Friday, Santa Monica

**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.

7 p.m. Wednesday, JEA Suite; 1 p.m. Friday, Executive Board Room

**MARK LODATO** is associate dean of the Cronkite School and associate general manager of Arizona PBS at ASU. Lodato supervises Cronkite School and Arizona PBS broadcast news operations, including the national award-winning television newscast,

"Cronkite News." The program reaches 1.9 million homes each weeknight on Arizona PBS. Under his leadership, Cronkite School broadcast students have consistently ranked among the nation's best in premier journalism competitions.

11 a.m. Friday, Salinas

**ERIN LONG** is the print editor-in-chief of the Knight Errant. She has been part of the school paper for three years, moving from a writer to features editor to EIC. She spends her free time playing soccer and skiing.

1 p.m. Friday, Catalina 1

**JAMES LONGORIA** advises the Spartan News program at Porter H.S. and began teaching in 2009 at Deer Park H.S. After working at Fox News, Fox Sports and CBS Sports, Longoria instilled real-world experience to expanded the story focus at both DP News 42 and Spartan News. The new approach to student-news production brought 24 awards to Deer Park and Porter.

Noon and 1 p.m. Saturday, Palos Verdes

**ANITA LUERA**, an award-winning journalist who has played a pivotal role in the advancement of Latinos in the news industry, directs the Cronkite High School Journalism Institute. She manages a range of programs and outreach efforts that expose students to journalism and support high school journalism programs. Prior to the Cronkite School in 2007, Luera worked in the Phoenix news market for 27 years.

10 a.m. Saturday, Manhattan; 1 p.m.

Saturday, Oceanside

**RACHEL LUNA** — Featured speaker, see Page 7.

1 p.m. Friday, Pacific Ballroom A

**GARY LUNDGREN**, associate director of 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. In his 20 years at Jostens, he launched the "Look Book," Jostens Adviser University and edited the "1,2,3 Yearbook Curriculum" and Jostens Adviser & Staff magazine.

Noon Friday, California Ballroom; 4:30 p.m. Friday, El Capitan A; 7 a.m. Saturday, El Capitan A; 9 a.m. Saturday, California Ballroom AB

**ADRIAN MA** is an award-winning Canadian reporter, producer, author and journalism professor. He specializes in

teaching digital storytelling, branding and audience engagement at Ryerson University in Toronto. He also hosts the career development podcast, "Working Media" hosted by the J-Source portal.

1 and 2:30 p.m. Saturday, San Simeon

**BILL MACFADYEN** — Featured speaker, see Page 7.

Noon Friday, Huntington

**GIANA MAGNOLI** — Featured speaker, see Page 8.

Noon Friday, Huntington

**MICHAEL MALCOM-BJORKLUND**, CJE, became the journalism adviser at Columbia H.S. in Lake City, Florida, after a successful 16-year professional career in the media industry. With a degree in journalism, master's in education and a dozen design awards under his belt, Malcom-Bjorklund is the East Coast director-at-large, District 2 director for the Florida Scholastic Press Association and webmaster for the Florida Council of Teachers of English.

6:15 p.m. Thursday, El Capitan AB; 11 a.m. Friday, San Clemente; 2:30 p.m. Saturday, Avila

**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 received the Edith Fox King Award, TAJE Trailblazer, DJNF Special Recognition Adviser and JEA's Special Recognition Yearbook Adviser.

10 a.m. Friday, Pacific Ballroom A

**NISHA MALLEY** is the editor-in-chief for the Mountain View H.S. Oracle.

Noon Saturday, Manhattan

**REBECCA MARTIN** provides editorial oversight of journalism coverage and broadcast and podcast products at YR Media. She leads YR's national network of content partners and correspondents, who produce content for the dynamic yr.media platform and outlet partners including NYTimes, NPR, and Teen Vogue. Martin is part of the editorial leadership team that sets quality-of-excellence standards and establishes YR's signature voice/look/feel across platforms.

1 p.m. Friday, San Clemente

**BRIAN MARTINEZ**, CJE, is a lifelong journalist. He started his career at the



# SPEAKERS

Houston Chronicle then became an adviser, where his students won Pacemakers and other awards for their work. Today, he works with technology to help students nationwide produce great publications.  
*1 p.m. Friday, Palos Verdes*

**JOY MCCALED** is a former journalist and has published works in the NCTE/IRA English Standards and a book, "Our Hero Freebird; An Organ Donor's Story." She advised newspaper, literary magazine and broadcast. She has served as a committee member for the JEA/NSPA national convention in Nashville and is currently writing freelance and serves as a JEA mentor in Tennessee.  
*Noon Friday, Executive Board Room*

**JIM MCCARTHY**, CJE, teaches broadcast journalism, multimedia, video production, and photography at Gregori H.S. in Modesto, California. He advises JNN, a Broadcast Pacemaker recipient and national award-winning publication. During his 20 years of teaching, McCarthy also has taught yearbook and advised The Corinthian, a nationally recognized student newspaper.  
*10 and 11 a.m. Saturday, Catalina 3*

**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 including Chautauqua Institution, NCSS and NAMLE.  
*9 a.m. Friday, Carmel*

**JIM MCCROSSEN** is in his 28th year of teaching. Graduating with a degree in journalism from the University of Kansas, he moved to Southern California to work as a photojournalist. McCrossen moved back to Kansas to find fulfillment in teaching and gets up each morning and tries to do as little damage as possible to his students while they produce a newspaper and yearbook.  
*9 a.m. Friday, Catalina 5*

**ALISON BETHEL MCKENZIE** is the executive director of the Society of Professional Journalists. A veteran journalist with over 30 years' experience, she has worked as an editor, bureau chief and

nonprofit director. From 2009-2015, she served as the executive director of the International Press Institute in Vienna, Austria.

*10 a.m. Saturday, Catalina 1*

**ALEX MCNAMEE** is the educator and trainer at SNO Sites. He is an award-winning journalist, who covered prep sports for the Decatur Herald & Review and Effingham Daily News (both in Illinois) and a journalism graduate of Eastern Illinois University, where he wore many hats for the student news publications from student, writer, editor and designer to morale booster.  
*10 a.m. and noon Friday, Catalina 2*

**GARY METZKER** — Featured speaker, see Page 8.  
*10 a.m. Friday, Pacific Ballroom C*

**ALLISON MILLER** is the adviser of The Marauder yearbook and the Insight literary magazine at Marcus H.S. in Flower Mound, Texas. She also teaches the introduction to journalism courses. She has a passion for graphic design and loves learning new and simpler ways to do complex tasks. Miller has spoken at CSPA and JEA conventions about

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# SPEAKERS

design and organizational skills.  
*Noon Friday, Redondo*

**JEFF MOFFITT**, MJE, NBCT, 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 certified 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.  
*9 a.m. Saturday, Laguna; 11 a.m. Saturday, San Clemente*

**AMY MORGAN**, MJE, advises yearbook, newspaper and online at Shawnee Mission West H.S. She is the secretary of the Kansas Scholastic Press Association and is a frequent speaker at summer workshops. Morgan's publications consistently earn All-Kansas and All-American honors.  
*10 a.m. Friday, El Capitan A; 10 a.m. Saturday, Catalina 7*

**R.J. MORGAN**, CJE, is the director of the Mississippi Scholastic Press Association and an instructor in the 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, Catalina 2*

**PATRICK MORING**, CJE, is digital media coordinator for the Colorado Student Media Association and the adviser of the KRAM broadcast program at Rampart H.S. in Colorado Springs, Colorado. The program is a NSPA Broadcast Pacemaker, Colorado Broadcaster Association Future Broadcaster Award and the NFHS Network best overall broadcast program.  
*9 and 10 a.m. Friday, San Clemente*

**SUZETTE MOYER** is a design editor at The Washington Post. A mentor to hundreds of visual journalists, her work has won countless awards from the Society for News Design, Society of Publication Design and other organizations. "She is never at a loss in coming up with ideas and ways to execute them. Moyer is equally amazing whether she is generating content ideas, coming up with a creative ways to visualize them, art directing a photo shoot, illustration or infographic, designing a page or editing the work of others," wrote designer Paul Wallen.  
*8:30 a.m. Thursday, Palos Verdes*

**JEREMY MURPHY**, CJE, advises the yearbook, newspaper and television programs at West Fargo H.S. He is

JEA's North Dakota state director. Prior to teaching, he was a reporter for a daily newspaper in Gillette, Wyoming. He spent 10 years directing the state press organization and helped pass the New Voices Act in North Dakota.  
*9 a.m. Saturday, Balboa B*

**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, Carmel*

**MARK MURRAY** recently retired after 35 years' working for Arlington (Texas) ISD. That is, he retired from working for the school district. He is still executive director of the Association of Texas Photography Instructors and works with other organizations around the country. He has been honored by JEA with the Carl Towley Award and by CSPA with the Joseph M. Murphy Award.  
*8:30 a.m. Thursday, San Simeon; 11 a.m. Friday, Capistrano; noon Friday, Capistrano; 2 p.m. Friday, Capistrano*

**HEATHER NAGEL**, CJE, advises the Lion's Roar yearbook at Christ Presbyterian Academy in Nashville, Tennessee, and serves as the Tennessee state director for JEA. The Lion's Roar has won NSPA Pacemaker, NSPA Best of Show, CSPA Gold Crown, CSPA Gold Medal and THSPA Best Overall Yearbook. Nagel received the JEA Special Recognition Yearbook Adviser honor in 2012 and was THSPA's Bonnie Hufford Outstanding Adviser.  
*11 a.m. Friday, Monterey; 9 a.m. Saturday, Manhattan*

**SONIA NAZARIO** — Keynote speaker, see Page 5.  
*7 p.m. Thursday, Pacific Ballroom; 9 p.m. Thursday, Ballroom Registration Desk; 10 a.m. Friday, Pacific Ballroom D*

**ANDREA NEGRI**, MJE, advises the newspaper and yearbook at Alief Hastings H.S. in Houston. She also teaches journalism and photojournalism and serves as department chair. Negri is secretary for ATPJ and contest director for the Texas Association of Journalism Educators. She is a recipient of the TAJE Pathfinder award and the Edith Fox King award from the Interscholastic League Press Conference.  
*2 p.m. Friday, Balboa B*

**LAURA K. NEGRI**, MJE, has taught journalism, photojournalism, newspaper,

yearbook and technology for 23 years in Texas public schools. Prior to teaching, she was a newspaper reporter, photographer and editor. She judges for several state journalism organizations and is a 2002 Reynolds High School Journalism Institute participant, a 2005 Radio Television News Directors Foundation Teacher Ambassador, and a 2012 Fund For Teachers Fellow.  
*6:15 p.m. Thursday, El Capitan; 10 a.m. Friday, Monterey; 1 p.m. Friday, Balboa A*

**ABRIANNA NELSON**, CJE, advises yearbook, newspaper, broadcast and literary magazine at Washington-Lee H.S. in Arlington, Virginia. She is a curriculum coordinator for JEA's Curriculum Initiative and was the entrepreneurship module leader from 2013-2017. She majored in journalism and history at Washington and Lee University, interned with the Fairfax County Times and USA Today and holds graduate degrees in education from W&M and UVA.  
*9 and 10 a.m. Friday, Salinas; 2 p.m. Friday, La Jolla*

**EVERT NELSON** is a freelance photojournalist in Kansas specializing in editorial and sports photography. He is a commercial drone pilot and uses that skill on various photography projects. His work covering NCAA basketball championships has been published in Time, Sports Illustrated and Forbes. Recent footage he created for a short film documenting artist Erin Weirisma titled "After the Burn" premiered in Munich, Germany.  
*8:30 a.m. Thursday, San Simeon*

**SUSAN NEWELL**, MJE, has advised award-winning scholastic newspapers and yearbooks. She is JEA's Alabama director, has served as a SIPA board member and as ASPA president. She is an Alabama Adviser of the Year, a DJNF Special Recognition Adviser and Distinguished Adviser, and an ASNE Reynolds HSJ Institute fellow. She is a JEA mentor and welcomes new Alabama advisers to become mentees.  
*8 and 9 a.m. Saturday, Santa Monica*

**MARK NEWTON**, MJE, is the journalism teacher at Mountain Vista H.S. in Highlands Ranch, Colorado. He is the adviser of MV Media, a comprehensive journalism program consisting of the Aerie yearbook, Eagle Eye news magazine, VistaNow.org and VistaNow Video. Newton has been teaching journalism and advising student media for 35 years. He was president of the Journalism Education Association from 2011 to 2017.  
*9 a.m. Saturday, San Simeon*



# SPEAKERS

**CASEY NICHOLS**, MJE, is a veteran of 36 years of student media advising. He's a former JEA National High School Yearbook Adviser of the Year and NSPA Pioneer. His current passion is storytelling in all formats.  
*10 a.m. Friday, Catalina 3*

**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 a.m. Thursday, El Capitan; 9 p.m. Thursday, Avalon; 8 a.m. Friday, El Capitan B; 10 a.m. Friday, Capistrano; noon Saturday, California Ballroom D*

**NICOLE ONG** is the opinion editor for Lynbrook H.S.'s student newspaper, the Epic. She loves photography and is passionate about activism and politics. She aspires to use journalism to raise awareness of issues that usually go undiscussed. Feel free to follow her on Twitter @heyitsnicoleo.  
*Noon and 1 p.m. Saturday, Redondo*

**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.  
*2 p.m. Friday, San Simeon; 11 a.m. Saturday, Avila*

**STEVE PADILLA** — Featured speaker, see Page 8.  
*11 a.m. Saturday, Pacific Ballroom B*

**KATINA PARON**, MJE, is a Brooklyn-based journalism educator who has been creating byline opportunities for teens for more than 25 years. She directs the Institute for Environmental Journalism for teens at InsideClimate News, started the NYC High School Journalism Collaborative at Baruch College and is the author of "A NewsHound's Guide to Student Journalism" (McFarland), a comic book-style textbook.  
*10 a.m., 11 a.m. and 1 p.m. Saturday, Capistrano*

**JENNIFER PARSONS** has been advising the Ingenium staff at Greenfield Junior High

in Gilbert, Arizona, for nine years. Her staff has won three CSPA Crown Awards and has been an NSPA Pacemaker Finalist twice in the past four years. When not working on yearbook, she teaches newspaper and eighth grade English.

*9 a.m. Friday, La Jolla; 2 p.m. Friday, San Clemente*

**ADRI PENIX** is the print managing editor for the Mountain View H.S. Oracle.  
*Noon Saturday, Manhattan*

**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 awarded the NSPA Pacemaker and CSPA Gold Crown and was inducted into the NSPA Hall of Fame. Percival received a Gold Key from CSPA in 2013 and was a 2014 JEA Distinguished Adviser.  
*Noon Friday, Laguna; 11 a.m. Saturday, San Simeon*

**RICHIE PLASS** is the owner/curator of a traveling exhibit on Native American imagery titled "Bittersweet Winds." Plass is a Menominee, Stockbridge/Munsee Indian from Wisconsin. He was a mascot in the winter of 1968 at the high school he attended, which was located off the reservation he lived on. Because of what he went through then, he still addresses these stereotypical names and images.  
*9 a.m. Saturday, Catalina 1*

**BRYAN POLLARD** is a lifetime member of Native American Journalists Association, completing his second term as president. He is the former executive editor of the Cherokee Phoenix, the tribal news organization for the Cherokee Nation. He was a certified high school journalism teacher and taught at Sequoyah H.S., an Indian boarding school in Tahlequah, Oklahoma, and has been a mentor for numerous journalism workshops serving minority students.  
*2:30 p.m. Saturday, Carmel*

**REBECCA POLLARD**, MJE, advises The Leopard yearbook at Lovejoy H.S. in Lucas, Texas. She is not afraid of a challenge, which is why she has advised at five different schools and all mediums in 19 years. Her programs have won top state and national awards, and she is a JEA Distinguished Yearbook Adviser. She serves JEA as Journalist of the Year committee chair.  
*7 p.m. Thursday, Pacific Ballroom; 9 a.m. Friday, Coronado; 10 a.m. Friday, Laguna; 3:30 p.m. Saturday, Pacific Ballroom*

**LINDA PUNTNEY**, MJE, is the former JEA executive director, and former director of Student Publications Inc. and adviser to the award-winning 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. CMA awarded her the Distinguished Yearbook Adviser and Hall of Fame.  
*11 a.m. Friday, California Ballroom; 9 and 10 a.m. Saturday, Pacific Ballroom C*

**ERIKA QUICK** CJE, advises CHS Wired, the broadcast journalism program at Cody (Wyoming) H.S. Her staffs have earned national awards including NSPA Pacemaker, NATAS Student Production Awards, and many state and local awards. She is a JEA Distinguished Broadcast Adviser (2018).  
*1 p.m. Friday, Balboa B; 10 a.m. Saturday, Santa Monica*

**SARA QUINN** is a design consultant and researcher. Former president of the Society for News Design, she is also an affiliate faculty member for The Poynter Institute where she taught full time for more than a decade. She leads design, multimedia storytelling and creativity workshops in newsrooms, at conferences and universities around the world.  
*8:30 a.m. Thursday, Palos Verdes*

**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.  
*10 a.m. Friday, Balboa C; 8, 9 and 10 a.m. Saturday, Malibu*

**MARGIE M. RAPER**, MJE, advises student publications and teaches journalism and photojournalism at Highland Park H.S. in Dallas. She is proud to share her passion for scholastic journalism with her students, see them grow as storytellers and celebrate their achievements. She serves as the president of the Texas Association of Journalism Educators and on the board for the Gloria Shields NSPA Media Workshop.  
*9 a.m. Friday, Catalina 1; 2:30 p.m. Saturday, Redondo*

**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

# SPEAKERS

winners in the New York Times Learning Network review contest — one in the top 10 and one in the top 25.

*10 a.m. Saturday, Balboa A*

**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 whether as a consumer, or as an active participant.

*9 a.m. Friday, Pacific Ballroom D*

**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 and photography.

*1 p.m. Friday, Malibu*

**KRISTY ROSCHKE**, Ph.D., MJE, is managing director of the Cronkite School's News Co/Lab. She previously served as executive director of SPOT 127 Youth Media Center, which mentors and empowers the next-generation of digital storytellers. Roschke has taught journalism, digital media production and media literacy courses at the high school and university levels for 15 years.

*1 p.m. Friday, Catalina 2*

**ANA ROSENTHAL**, CJE, former mass communications department chair of The Hockaday School in Dallas, advised The Fourcast, hockadayfourcast.org, Jade, Cornerstones and Vibrato. The publications received CSPA Crowns, NSPA Pacemakers, Design of the Year, Best of Show, UT ILPC Stars, and recognition from National Federation of Press Women and Dallas Morning News. She is a DJNF Special Recognition Adviser and a CSPA Gold Key recipient.

*10 a.m. Friday, La Jolla; noon Friday, Monterey*

**ALEXANDER RURIK** is in his second year as The Feather's editor-in-chief and hopes to carry on the legacy left by those before him. With a lifelong desire to explore science and help others, he plans to pursue a degree in biology and work in biotechnology. A senior, Rurik is also the campus Associated Student Body president.

*9 a.m. Friday, Santa Monica*

**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.

*9 a.m. Saturday, Redondo*

**LIA SALVATIERRA** is a senior at Palo Alto H.S. and editor-in-chief the school's arts and culture magazine, C Magazine. Her other passion rests in mental health advocacy and working to combat stigma. She is excited to work on this initiative as a means of combining these two important things and enjoys taking action with the group of young adults comprising Youth United.

*Noon Saturday, Santa Monica*

**KATIE SANDERS** — Featured speaker, see Page 8.

*11 a.m. Friday, Pacific Ballroom D; 1 p.m. Friday, Catalina 4*

**JULIA SATTERTHWAITE**, CJE, advises El Estoque and elestoque.org at Monta Vista H.S. in Cupertino, California. Her students have earned top national and state honors. Satterthwaite serves on the JEA board as a director at large, on the JEANC board as digital media chair and as a JEA mentor. She enjoys developing collaborative opportunities, sharing resources and advocating for journalism advisers and their students.

*6:15 p.m. Thursday, El Capitan; 10 and 11 a.m. Saturday, Catalina 5*

**ROD SATTERTHWAITE**, MJE, co-advises The Campanile newspaper and thecampanile.org website at Palo Alto (California) H.S. He is president-elect of JEA of Northern California, a member of JEA's Certification Committee and the SPLC's advisory council steering committee.

*9 a.m. Friday, Carmel; 1 p.m. Friday, La Jolla*

**SARA SAUSKER**, CJE, oversees Jostens classroom materials and offerings. She believes that journalism classes can be the most valuable learning opportunity in high school and loves building resources that contribute to a thriving program. Sausker has developed several Jostens classroom resources: 7-Minute Starters and Start Right in Seven Weeks Curricula, Grow Your Know Educational Series and the Look Book. Sausker speaks at conventions.

*9 a.m. Friday, El Capitan A*

**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, San Simeon*

**HAL SCHMIDT** has been working with student publications for over 30 years, training staffs to get the most from their software. He is a representative for the Balfour Yearbooks in Houston and co-owner of PS Graphics in Fredericksburg, Texas.

*1 p.m. Friday, El Capitan A; noon and 2 p.m. Saturday, Malibu*

**SABRINA SCHMITZ**, CJE, a Walsworth Yearbooks representative, is the former publications 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.

*10 a.m. Saturday, Pacific Ballroom B*

**DEREK SCHROEDER**, CJE has been a yearbook editor, a journalist and a photographer since 2005. As a yearbook representative with Lifetouch, Schroeder loves taking students' photography to the next level with simple and effective techniques that anyone can master.

*11 a.m. Friday, El Capitan B*

**ADDISON SCHULTZ** sells her watercolor and calligraphy art pieces in a local shop and teaches youth art at local events and birthday parties. Schultz intends to pursue her art business in college and sell her inventory in three shops by her senior year. During her second year on The Feather staff, Schultz plans to write community-based articles that help give people a voice.

*11 a.m. Saturday, Oceanside*

**KAMRYN SCHULTZ** uses her passion for writing to bring awareness to issues and events both on campus and in her city. A senior, she is a Feather editor-in-chief and has nearly completed her first serialized novel, "Redemption." Schultz likes to play volleyball and sing and serves as Associated Student Body vice president. She plans to major in communications in college.

*9 a.m. Friday, Santa Monica*



# SPEAKERS

**BECKY SHARKEY**, former adviser at North Cross School, joined Herff Jones as a designer in fall 2017.

*10 a.m. Friday, Santa Monica; 1 p.m. Friday, Avila*

**AARON SHAROCKMAN** — Featured speaker, see Page 8.

*11 a.m. Friday, Pacific Ballroom D; 1 p.m. Friday, Catalina 4*

**THE SHIELD** yearbook editors from Thomas Downey H.S. have three to four years of leadership experience in design, copy and photography. Together, the group has created a classroom environment that is extremely productive, proactive and harmonious.

*11 a.m. Saturday, Monterey*

**LESLIE SHIPP**, MJE, started as a delivery girl for her hometown newspaper in sixth grade and continues to love journalism. She advises Johnston (Iowa) H.S.'s Dragon yearbook and Black and White print and online editions, all of which have earned Crowns and Pacemakers. She likes to impress on students that the First Amendment is important and they will never

regret working for a student publication.  
*10 a.m. Friday, Laguna*

**ELLIE SIMPSON** is from Philadelphia. She is studying sports journalism and has interned with PA Rush Soccer and Madrid Media. She has worked as a freelance photographer and worked with AZPreps365 covering high school athletics. Simpson is graduating this spring and finished her undergraduate program in three years.  
*10 a.m. Saturday, Manhattan*

**BELLA SISNEROS** is from Albuquerque, New Mexico, and is studying sports journalism with a minor in digital audiences. She has worked as the producer and director of football live streams for Highland H.S. in Arizona and a pit notes reporter for ISM Raceway. Sisneros hopes to work in content creation and public relations for a NASCAR team or a college athletic department.  
*10 a.m. Saturday, Manhattan*

**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, Executive Board Room; noon Saturday, California Ballroom D*

**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, Santa Monica; 1 p.m. Friday, Balboa C; 10 a.m. Saturday, Balboa B*

**NANCY Y. SMITH**, MJE, has taught at Lafayette H.S. for 26 years. She advises the lancerfeed.press website, Image newspaper and Legend yearbook. Smith is JEA Contest Committee chair, overseeing the Write-off contest, quiz bowl and middle school media contest. Honors include NSPA Pioneer Award, JEA Carl Towley Award, Medal of

njea. NSPA

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# SPEAKERS

Merit and 2016 National Yearbook Adviser of the Year, and DJNF Special Recognition Adviser and Distinguished Adviser.

*1 p.m. Friday, Green Room; 6 p.m. Friday, Huntington; 3:30 p.m. Saturday, Pacific Ballroom*

**AMY SORRELL**, MJE, advises The Archer yearbook in Antwerp, Ohio. The Archer is self-published and has earned All-Ohio since 2016. Sorrell serves on the JEA Certification Committee. She won the Courage in Journalism award and Mary Beth Tinker Award in 2007.

*1 and 2 p.m. Friday, Coronado*

**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 currently an ambassador for Jostens, serving as an educational and creative consultant.

*9 and 10 a.m. Saturday, Laguna*

**EMILY STARKEY** is a photo, social media and creative services intern for Kansas State Athletics. Starkey is a K-State student studying digital journalism with an outside focus in sports marketing. She has covered Power 5 teams since she graduated high school and her future job is being a team photographer in the NFL or NBA.

*Noon Saturday, San Clemente*

**ALLIE STAUB**, CJE advises The Scrapbook yearbook at Westfield (Indiana) M.S., where she teaches art, media arts and yearbook. JEA named Staub a 2015 Rising Star and a 2018 Distinguished Adviser. Her yearbook students have earned numerous state and national honors including multiple CSPA Crowns and NSPA Pacemaker. Staub is the JEA Junior High/Middle School National Media Contest chair and the National Journalism Quiz Bowl director.

*8 a.m. Friday, Pacific Ballroom C; noon Friday, Balboa A; 8 a.m. Saturday, Pacific Ballroom A*

**LARRY STEINMETZ**, CJE, advises the Livewire newsmagazine and Endeavor yearbook at Bullitt East H.S. near Louisville, Kentucky. He is executive director of the Kentucky Journalism Teachers Association and is dedicated to improving and supporting journalism education in his home state.

*11 a.m. Friday, Catalina 2*



A former Sunkist citrus packing house built in 1919 now houses the Anaheim Packing House, a gourmet food hall. It is on the National Register of Historic Places. Photo by Kelly Glasscock, JEA, Manhattan, Kan.

**SEN. HENRY STERN** — Featured speaker, see Page 8.

*2 p.m. Friday, Pacific Ballroom A*

**SAMARUDDIN "SAM" STEWART** is a journalist and media technologist based in the San Francisco Bay area. He is a program manager for the SPJ Training Program in partnership with the Google News Initiative, which has trained over 20,000 journalists across 48 U.S. states since 2016. Prior, he was co-founder/project lead for the Verified Pixel Project and a U.S. Department of State Franklin Fellow.

*8:30 a.m. Thursday, Malibu*

**GREG STOBBE** teaches publications at Fresno (California) Christian H.S., serving as the adviser for The Feather Online ([www.thefeather.com](http://www.thefeather.com)) since 1997, co-advising with Kori Friesen since 2014. The CSPA has honored The Feather Online with 10 Crown awards (2009-2018): eight Gold, two Silver. Additionally, NSPA has awarded The Feather six Online Pacemakers (2006-2016) and three Pacemaker Finalists honors.

*9 a.m. and 2 p.m. Friday, Santa Monica; 9 a.m. Saturday, Catalina 7; 11 a.m. Saturday, Oceanside*

**KATHLEEN STOKER** is an English/Journalism teacher at Westborough (Massachusetts) H.S. where she advises the online school newspaper The Lobby Observer. She graduated from the University of New Hampshire with an English teaching degree and has taught high school and college students for over 20 years.

*2 p.m. Friday, Catalina 1*

**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.

*8 and 9 a.m. Saturday, El Capitan B*

**SUSAN SUTTON**, CJE, advises The Crusader newspaper at Archbishop Riordan H.S. in San Francisco. She has a bachelor's degree in journalism and is in the final semester of earning a master's in journalism education from Kent State University. In addition to teaching, she writes for a San Francisco neighborhood newspaper and a sushi blog. This is her 17th year advising a high school newspaper.

*Noon Saturday, Avila*

**SO HEE TAN** advises newspaper and yearbook at Walnut H.S., both of which are



# SPEAKERS

award-winning publications. She is back for her seventh year of advising after a long hiatus. Organization and attention to detail are some of her strengths, and she believes that structure and effective management are some of the keys to success.

*11 a.m. Friday, Santa Monica*

**KRISTIN TAYLOR**, CJE, teaches journalism, yearbook and English at the Archer School for Girls in Los Angeles. She is a member of the Scholastic Press Rights Committee and a 2014 ASNE Reynolds High School Journalism Institute Fellow. She is also a Nationally Certified English Teacher. Taylor earned her master's degree in journalism through Kent State University.

*10 a.m. Friday, Pacific Ballroom D; 9 a.m. Saturday, Salinas*

**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 and 10 a.m. Friday, Pacific Ballroom A; 2 p.m. Friday, California Ballroom; 10 a.m. Saturday, Pacific Ballroom B*

**CINDY TODD** is the Texas Association of Journalism Educators executive director. She formerly advised the yearbook and taught photojournalism 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.

*1 p.m. Friday, Capistrano*

**LATOYA TOOLES** is a journalism instructor and editor/producer at YR Media. She is dedicated to helping others lift their stories above the white noise of today's media landscape. She is fluent in social and digital media, in-depth reporting and compelling writing. She has written and produced for KQED, The Center for Investigative Reporting, Salon.com, and The Afro American.

*1 p.m. Friday, San Clemente*

**APRIL VAN BUREN**, MJE, NBCT, teaches broadcast and graphic design and advises the yearbook and Tower TV at East H.S. in Madison, Wisconsin. She served as JEA's New Mexico director and National Quiz Bowl coordinator and was vice president of the New Mexico Scholastic Press Association

and president of the Kettle Moraine Press Association. She was the 2013 New Mexico Adviser of the Year.

*8 a.m. Friday, Catalina 7; 11 a.m. Friday, Catalina 6; noon Friday, Sunset*

**PATTY VICENTE** is majoring in sports journalism with a minor in Spanish. She's a beat reporter for Walter Cronkite Sports Network and a play-by-play hockey broadcaster for Blaze Radio. Vicente hopes to work in a Spanish-speaking country as a bilingual sideline reporter for a team or network. She is originally from Pomona, California, and graduated from Pomona H.S.

*10 a.m. Saturday, Manhattan*

**LUZ VILLARREAL** — Featured speaker, see Page 8.

*10 a.m. Saturday, Avila*

**LIZABETH A. WALSH**, MJE, is a Jostens creative account manager. She spent 26 years advising programs in private and public schools and was named a JEA Distinguished Yearbook Adviser in 2011 and awarded CSPA's Gold Key in 2012. Her staffs' work earned NSPA All-Americans, CSPA Gold Medals and placed in Best of Show in newspaper and yearbook categories. She will share materials by request at yrbkhelp@gmail.com.

*9 a.m. Saturday, Laguna; 11 a.m. Saturday, San Clemente*

**LYNN WALSH** is an Emmy award-winning freelance journalist who has worked in investigative, data and TV journalism at the national level as well as locally in California, Ohio, Texas and Florida. Based in San Diego, she is a past national president of the Society of Professional Journalists and the assistant director at the Trusting News project, where she's helping to rebuild trust between newsrooms and the public.

*8:30 a.m. Thursday, Malibu*

**CHRIS WAUGAMAN**, MJE, teaches journalism and AP Language at Prince George (Virginia) H.S., where he also advises the Royal News newspaper, Peerage yearbook, trnwired.org, PGTV News broadcast and the literary magazine. His staffs have won NSPA Pacemakers and CSPA Crown awards. In 2014, he was honored by the Dow Jones Newspaper Fund as the National High School Journalism Teacher of the Year.

*8:30 a.m. Thursday, Oceanside*

**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 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 board of the Pennsylvania School Press Association.

*10 a.m. Saturday, San Clemente*

**BEN WELSH** — Featured speaker, see Page 8.

*Noon Friday, El Capitan B*

**CARMEN WENDT**, MJE, has been a teacher and adviser more than 30 years, advising both yearbook and newspaper staffs. She was a member of the Phoenix local committee, is JEA Arizona state director and is in the Arizona Adviser Hall of Fame. Wendt is a JEA mentor.

*10 a.m. Friday, Executive Board Room*

**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, La Jolla*

**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 earned 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, Pacific Ballroom; 9 p.m. Thursday, Avalon; noon Saturday, California Ballroom D; 3:30 p.m. Saturday, Pacific Ballroom*

**BRADLEY WILSON**, Ph.D. and MJE, advises the newspaper at Midwestern State University in Wichita Falls, Texas. He is editor of JEA's magazine, Communication: Journalism Education Today, and photo contest coordinator.

*1 p.m. Thursday, Malibu; 8 a.m. Friday, Sunset; 2 p.m. Friday, Catalina 4; 4 p.m. Friday, Pacific Ballroom D; 9 a.m. Saturday, Capistrano; 11 a.m. Saturday, Laguna*

# SPEAKERS

**HENRY WITTERSCHEIN** is the online editor-in-chief and the social media manager for the Knight Errant for Benilde St. Margaret's School in St. Louis Park, Minnesota.

*Noon Friday, Catalina 1*

**ANGELA WOLFE**, CJE, advises the Burke Beat, newly created digital media class and the award-winning Burke Book in Omaha, Nebraska. She helped write curriculum for the digital journalism class. She loves scholastic journalism and is actively working in her state as a member of the Nebraska High School Press Association executive board and to help pass New Voices legislation, hopefully, next year.

*11 a.m. Saturday, Manhattan*

**ANNIE WOODEN** is owner and publisher of The Sanders County Ledger, a weekly newspaper in Montana. Her first journalism job in high school was at the publication she now owns. Annie earned a B.A. in journalism from Colorado State University, then spent a decade working as an editor and designer at daily papers around the country before returning to northwest Montana.

*1 and 2 p.m. Friday, Oceanside; 10 a.m. Saturday, Carmel*

**CASANDRA WORKMAN**, CJE, is the past president and co-founder of the Southern Nevada Society of Journalists. She has advised yearbook for 16 years, 14 at Centennial H.S. in Las Vegas. She teaches graphic design and previously taught English. She has written curriculum in English and journalism for her district and helped write the design curriculum for JEA. She recently earned her InDesign certification from Adobe.

*9 a.m. and 11 a.m. Friday, Malibu; noon Saturday, Laguna*

**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. He serves as a JEA curriculum leader in differentiation for gifted/talented students.

*Noon Friday, Palos Verdes; 9 and 10 a.m. Saturday, Oceanside*

**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. When she's not at school, she teaches



Palm trees frame the Hilton Anaheim, home to the JEA/NSPA Spring National High School Journalism Convention. Photo by Kelly Glasscock, JEA, Manhattan, Kan.

and presents at workshops.

*11 a.m. Friday, Laguna*

**MARY YOUNGBLUT** is a copy and managing editor for the Knight Errant at Benilde-St. Margaret's School, specializing in whiteboard management for the print issue.

*Noon Friday, Catalina 1*

**TAYLOR YUAN** is a junior and a photo editor for The Calumet, Arapahoe H.S.'s student-run yearbook in Colorado. Yuan became interested in press law and helped with the creation of Voices of Color after attending the Washington Journalism and Media Conference. She is a Youth Advisory Board member for WJMC and an executive officer for Arapahoe's FBLA Chapter.

*2 p.m. Friday, Catalina 2*

**MITCH ZIEGLER**, CJE, advises the print

newspaper, online newspaper and yearbook at Redondo Union H.S. He was named a Distinguished Newspaper Adviser by the Dow Jones Newspaper Fund in 2015, and he was a Distinguished Adviser in the National Yearbook Adviser of the Year competition in 2010. All three publications have won Gold Crowns and Pacemakers from CSPA and NSPA.

*8 a.m. Saturday, Capistrano*

**NANCY ZUBIRI**, a former journalist, has led an award-winning array of high school journalists at Venice H.S., a Title-One, largely minority school in Los Angeles. Zubiri and her staff members have built a program that includes a monthly newspaper, a website and a YouTube video channel and is expanding to include a PBS Student Reporting Lab.

*10 a.m. Saturday, San Simeon*



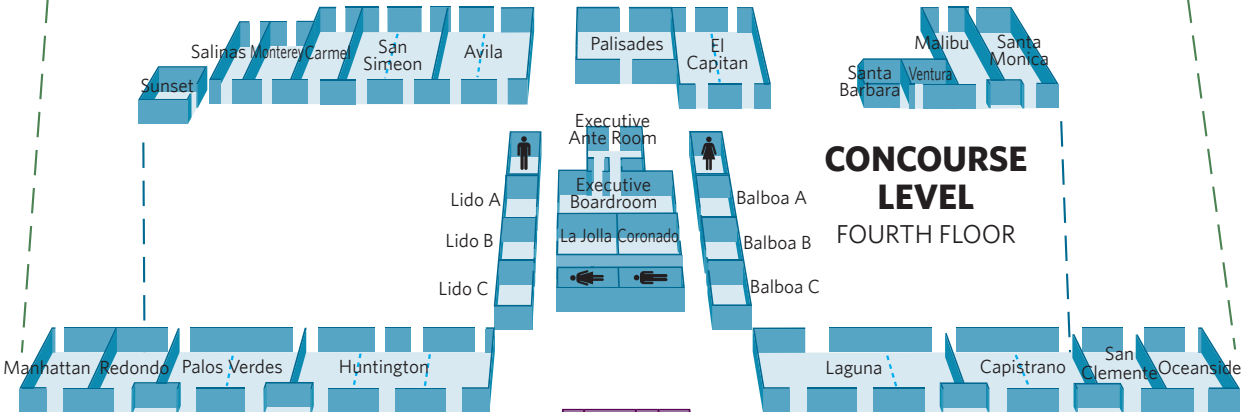
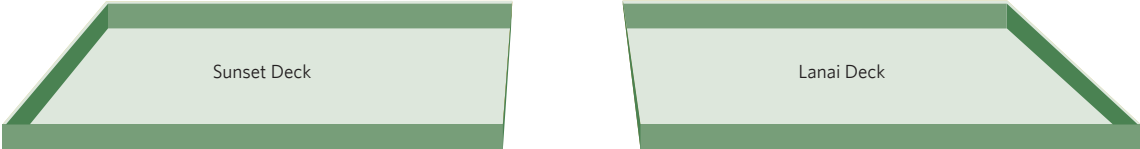
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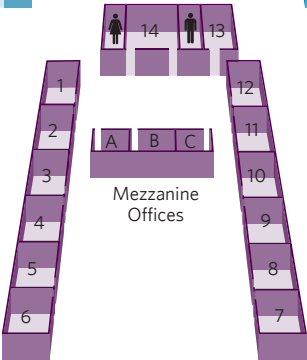
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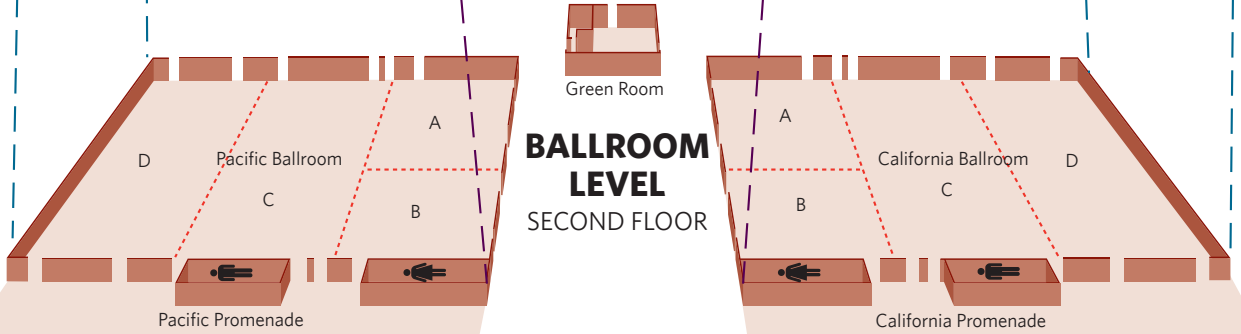
POOL DECK  
FIFTH FLOOR



CONCOURSE  
LEVEL  
FOURTH FLOOR

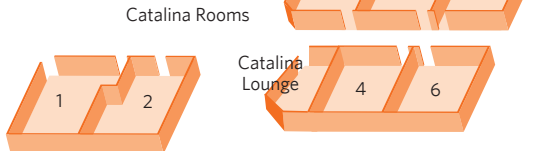


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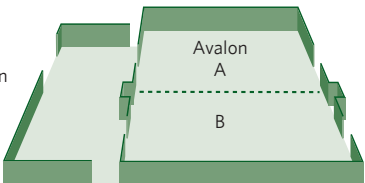


BALLROOM  
LEVEL  
SECOND FLOOR

LOWER  
LOBBY LEVEL



PreReception  
Room



LOBBY LEVEL  
FIRST FLOOR

A woman with curly hair is holding a camera to her eye, taking a photo. The image has a blue and purple color gradient. Overlaid on the top half of the image is the large, white, outlined text "JAU".

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