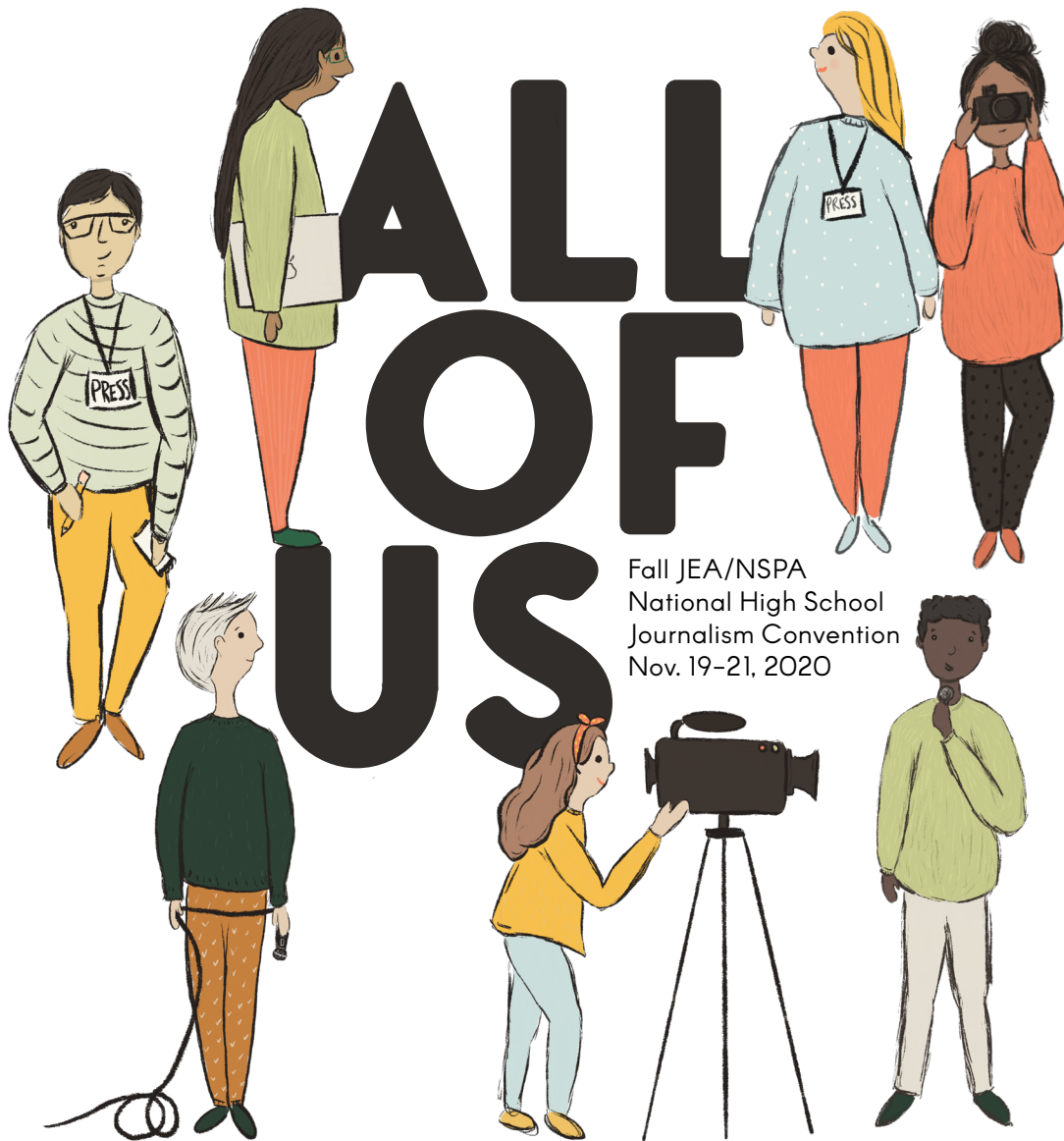


Convention Preview



Fall JEA/NSPA
National High School
Journalism Convention
Nov. 19-21, 2020

Fall JEA/NSPA National High School Journalism Convention

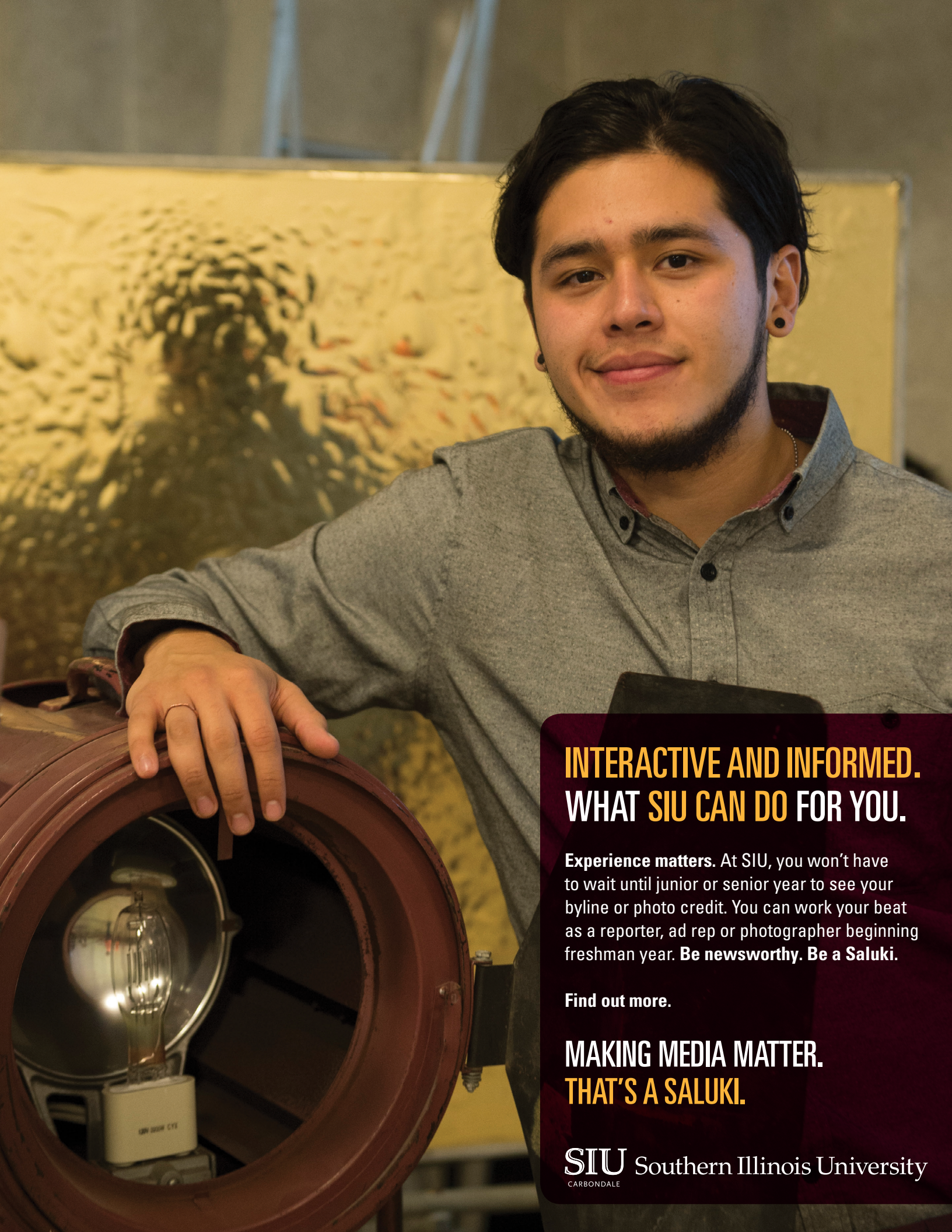
presented virtually Nov. 19-21, 2020



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NATIONAL SCHOLASTIC PRESS ASSOCIATION



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Fall JEA/NSPA National High School Journalism Convention
Nov. 19-21, 2020

We won't get to meet in Orlando, but we're having a great convention

Welcome to the JEA/NSPA Fall National High School Journalism Convention.

The nation's largest gathering of high school journalists, advisers and journalism teachers convenes virtually this fall, and convention organizers for Journalism Education Association and National Scholastic Press Association have planned an exceptional experience for these exceptional times.

This convention preview offers some of the highlights of the convention, presented virtually Nov. 19-21, with on-demand sessions starting Nov. 16.

Our programming encompasses dozens of instructional sessions, keynote speakers from national news makers, dozens of media critiques, JEA's popular media contests and the announcement of NSPA national winners for Pacemaker Awards and Individual Awards.

NSPA also offers a convention Best of Show competition that celebrates the current student media work of convention attendees.

Also joining us on our Hubb convention platform will be sponsoring vendors at an exhibit area in the primary gathering space. These sponsors include companies with products and services for student media, educational institutions marketing to prospective students and organizations seeking to connect with the scholastic journalism community. Please visit with them — and tell them thank you for supporting scholastic journalism.

We may not be together in person this fall. But we'll still celebrate everything that is scholastic journalism. Have fun!

Convention partners

National Scholastic Press Association

Laura Widmer
info@studentpress.org
612-200-9254

2829 University Ave. SE, Suite 720
Minneapolis, MN 55414
nspa.studentpress.org
[@nspa](https://twitter.com/nspa)

Journalism Education Association

Kelly Glasscock
kelly@jea.org
212-297-2195

Kedzie Hall 105
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Joe Humphrey

JEA local convention chairperson
joehumphrey96@gmail.com

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- Validates photo resolution for print
- One-step PSPI portrait file creation



SECURE

- Private link to upload student portrait
- Validates student information

Thank you to our convention sponsors

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Walsworth yearbooks

Convention schedule

All times listed here are Central. The convention platform converts times to your time zone.

Monday, Nov. 16, to Wednesday, Nov. 18

View the convention platform, update profiles, watch the welcome video and build your agenda. On-demand sessions are available for viewing.

Thursday, Nov. 19

9 a.m.-5 p.m. Central
Exhibit hall open

9 a.m. • 10 a.m. • 11 a.m.
Breakout sessions,
in one-hour blocks.

Noon
Sponsor hour:
Explore the trade show
in the exhibit hall

 1 p.m.
Keynote: Patricia Mazzei

2 p.m. • 3 p.m.
Breakout sessions,
in one-hour blocks.

3-5 p.m.
College Corner
in the exhibit hall

4 p.m.
Swap Shops

Thursday extras

All day
NSPA critiques
NSPA consultations

On-demand
JEA National Student Media
Contests critique sessions

On-demand sessions
available for viewing

9 a.m.-1 p.m. Central
JEA board meeting

2-5 p.m.
Break with a Pro

Friday, Nov. 20

9 a.m.-4 p.m. Central
Exhibit hall open

9 a.m. • 10 a.m. • 11 a.m.
Breakout sessions,
in one-hour blocks.

Noon
Sponsor hour:
Explore the trade show
in the exhibit hall

 1 p.m.
Keynote: Wesley Lowery

2 p.m. • 3 p.m.
Breakout sessions,
in one-hour blocks.

Friday extras

All day
NSPA critiques
NSPA consultations

On-demand
JEA National Student Media
Contest critique sessions


On-demand sessions
available for viewing


9 a.m. Central
JEA general membership
meeting

10 a.m.-noon
Break with a Pro

Noon
JEA state directors meeting


Saturday, Nov. 21

 Noon Central
JEA adviser awards

 1 p.m.
NSPA Pacemaker Awards,
Individual Awards and
Best of Show awards

Saturday extras

9 a.m. to noon Central
JEA Outreach Academy
JEA committee meetings
JEA National Student Media
Contest awards announced

 [Download the schedule
on a one-page PDF.](#)

People are still doing interesting things.

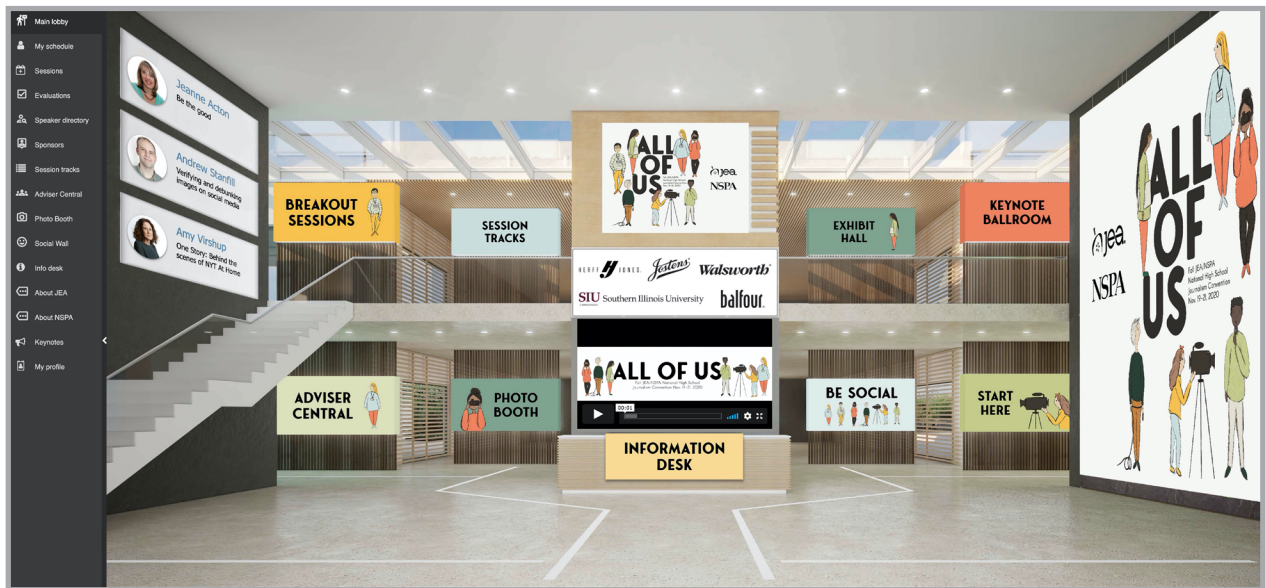
YOU ARE TELLING THOSE STORIES.

It takes 'all of us.'



BRANDI VIA - RIVERBEND HS - FREDERICKSBURG, VA

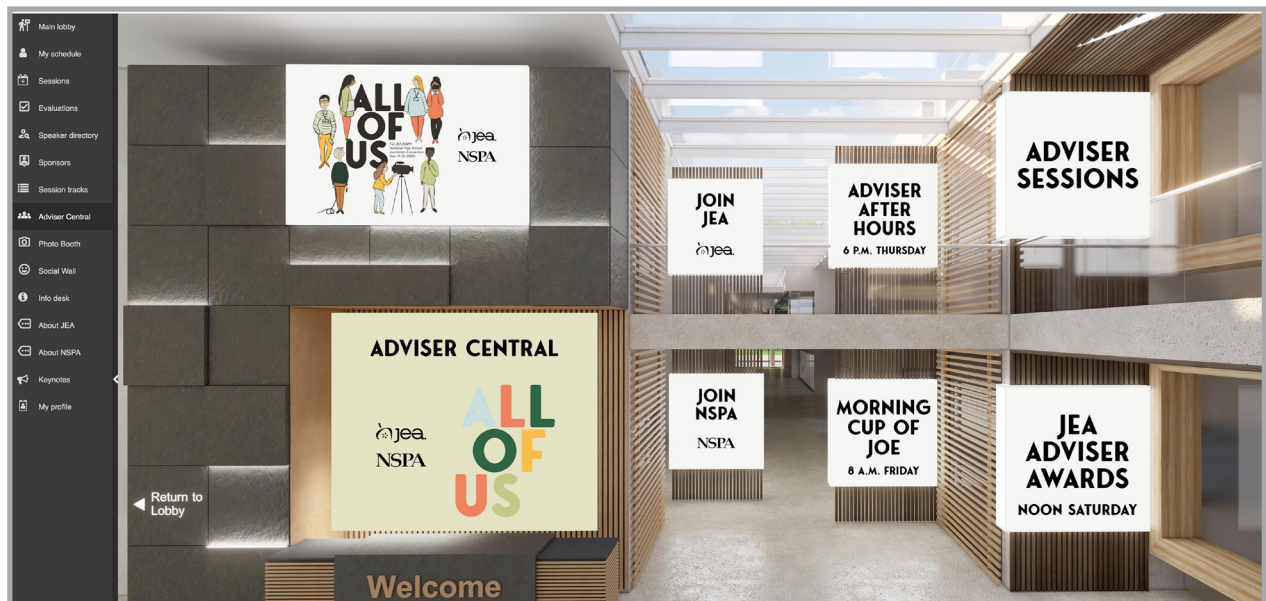
Navigating Hubb's convention platform



You'll find the Hubb convention platform to be similar to a convention mobile app, with sessions, speakers and exhibits at your fingertips.

The platform's visuals and their links replicate the hotel convention experience.

You'll have the flexibility to update your profile, browse the convention schedule, add sessions and events to your own agenda, and visit with exhibitors in the convention trade show.



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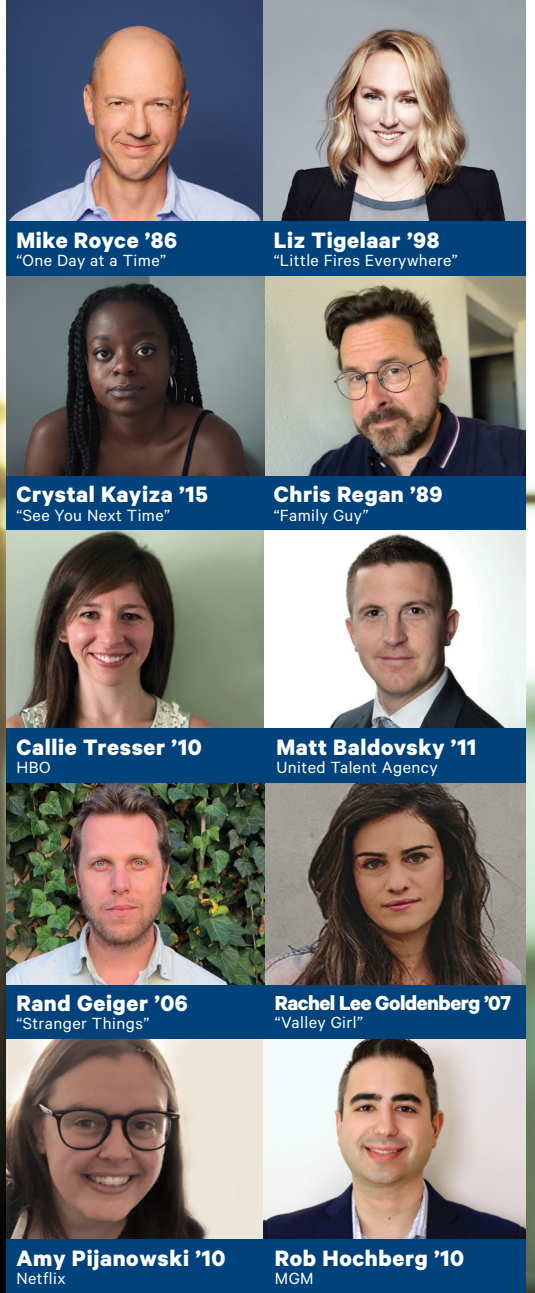
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Mike Royce '86
"One Day at a Time"

Liz Tigelaar '98
"Little Fires Everywhere"

Crystal Kayiza '15
"See You Next Time"

Chris Regan '89
"Family Guy"

Callie Tresser '10
HBO

Matt Baldovsky '11
United Talent Agency

Rand Geiger '06
"Stranger Things"

Rachel Lee Goldberg '07
"Valley Girl"

Amy Pijanowski '10
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Rob Hochberg '10
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Keynote speakers



Patricia Mazzei

1 p.m. Central Thursday, Nov. 19

Patricia Mazzei is The New York Times' Miami bureau chief, covering Florida and Puerto Rico.

Before joining The Times, she was the political writer for The Miami Herald, where she reported on the 2016 presidential election, the Cuban diaspora and natural disasters.

A University of Miami graduate, she was born and raised in Venezuela, and is bilingual in Spanish.



Wesley Lowery

1 p.m. CT Friday, Nov. 20

Wesley Lowery is a correspondent for the "60 Minutes" program

He joined "60 Minutes" from the Washington Post, where he was one of the country's foremost journalists on race, law enforcement and justice. He has appeared regularly on CNN, and his reporting and writing have been featured in The New York Times, The Boston Globe and The Wall Street Journal, among others.

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Featured sessions

Consult the Hubb convention platform for session times and dates, as well as program updates.

General interest

Be the good

No matter what anyone says, journalism makes a difference. It matters. The world needs good journalists who change the world and give a voice to the voiceless. Let's talk about ways you can start a movement, and be the good.

Jeanne Acton,
University Interscholastic League

Engage: A deeper look at 'Raise Your Voice'

Get a behind-the-scenes perspective of "Raise Your Voice" and youth social movements with director Maribeth Romslo and Mary Beth Tinker. The pair will share experiences.

Maribeth Romslo, director,

cinematographer and independent film producer;

Mary Beth Tinker, a plaintiff in the landmark Tinker v. Des Moines Supreme Court ruling that established constitutional free speech rights of public school students

One Story: Behind the scenes of NYT At Home

When travel became basically a quarantine escapist fantasy last spring, The New York Times Travel section found a new way to travel, looking closely at the resources for entertainment, diversity and adventure readers could find close to home. Transforming into the At Home section, this reporting shows student journalists how to look close to home for world-expanding stories. Join members

More sessions than you could attend in person

At a past convention, you could attend a dozen or so sessions.

This year, you'll get access to all breakout sessions until Jan. 15, 2021.

of The New York Times At Home team for a behind-the-scenes look at their section.

Amy Virshup,
The New York Times travel editor

continued >

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SEE YOU THERE!



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We'll be at our booth every day from 8-5. Be sure to check out our presentations each day at 9am and 2pm, and our Q&A sessions at 3pm

Featured sessions / 2

Multimedia / broadcast

The 15 commandments of great video

Video is everywhere, but not everyone knows how to do it right. This speaker has 15 easy-to-follow tips on shooting and editing that will help you make professional-looking productions.

Jeff Sharon, Full Sail University course director

Art of a successful investigation

This session will explore an impactful investigative series from start to finish — including how leads are generated, sources are cultivated and suspects are prosecuted. It will highlight the importance of asking the right questions and being prepared during interviews.

Ed Drantch, WKBW Eyewitness News reporter

Everybody has a story and true tales of TV news

Here's how to make your stories connect with the viewer and make them memorable. Finding stories at the whim of a dart and a thing called a phone book. Putting the subject at ease for better interviews. Accept the water. And never forget it's not about **you**. It's about the **story**.

Les Rose, Newhouse School Broadcast and Digital Journalism professor of practice

One Story / Broadcasting At Home: What you can learn from the pros

When COVID struck and everyone got stuck at home, that meant adapting and learning new ways to make sure productions stayed on-air. Learn the good, bad and ugly of broadcasting at home from professionals working in TV, radio, news, entertainment and sports.

Moderated by former local TV producer and Orlando local committee volunteer Nena Garga and featuring panelists:

Christina Orazio (senior production manager at Discovery Inc.)

Andrew Chrenoff (sports reporter at WLKY in Louisville, Kentucky)

David De Guzman (reporter/weekend anchor at WFXR in Roanoke, Virginia)

Ryan Koletty (senior production manager for Harris Blitzer Sports and Entertainment in Philadelphia)

Krista LePard (associate producer for The Golf Channel's Morning Drive)

Clay LePard (reporter at WKMG in Orlando)

Katie Sommers (on-air talent for iHeart Media Tampa Bay)

continued >

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Featured sessions / 3

News literacy

Media literacy and the election

2020 has been a year filled with intense political conversation. Some of it based in fact. Some of it not so much. In the age of information overload, how does one even begin to sort through all the news about politics? How does someone sift through election coverage and figure out what is misinformation? While there has been incredible journalism this year, we have also seen a plethora of false claims, conspiracy theories and even deep fakes. Join this panel discussion as we explore what we learned from the coverage of the 2020 Presidential Election, what we noticed about youth civic engagement and

how media literacy can help us separate the reliable content from the falsehoods.

National Association for Media Literacy Education: Michelle Ciulla Lipkin, executive director

Alexa Volland, MediaWise

Anglie Holan, Politifact

Peter De Guzman, CIRCLE research program coordinator

Verifying and debunking images on social media

This session will examine techniques to fact find and use tools such as reverse image search to confirm images circulating on social media. Visual literacy is an important part of the online world and is useful even beyond the world of journalism.

Andrew Stanfill, The New York Times Licensing Group photo editor and photojournalist

Online

Basic Google tools for your publication and classroom

Learn about how to use more than just Google search to tell stories. We'll explore tools such as Google Fact-Check Explorer, Dataset Search, Google Trends, MapChecking.com, Google Earth Measure tool and Google EarthEngine TImelapse to tell compelling stories. You'll receive a handout with links to tools and training videos to help you long beyond this session.

Mike Reilley, Society of Professional Journalists digital trainer

continued >



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Featured sessions / 4

Become a Google Flourish and data scraping ninja in 1 hour

Learn how to scrape information off websites into a spreadsheet (cool!) and then load spreadsheets into the Google Flourish data visualization tool to build animated graphics. You'll walk away with two handouts, scraping formulas, datasets and exercises as well as some cool training videos. Set up a free account at Flourish.studio prior to the session.

Mike Reilly,
Society of Professional Journalists
digital trainer

How to set a digital strategy and grow an audience

Digital — this isn't a new concept in journalism. But to many, digital and digital strategy is still a

mystifying concept. In this session, we will talk about how to figure out what works and doesn't work for your audience, and build a strategy based on that.

Erica Hernandez,
CNN digital producer

Photojournalism

Drone videography bible

This is a short presentation on the basic rules, regulations and etiquette when operating a drone in the United States.

Ryan Watson, University of
South Florida Zimmerman
School of Advertising and Mass
Communications instructor

Writing

Finding your writing voice

This session is a fun and entertaining exploration of how young writers can tap into that inner voice that distinguishes their work from everyone else. It'll also include advice on how to write opinion pieces.

Ernest Hooper, American Cancer
Society communications director

CLIPS & CLICKS CONTEST

NSPA launches new student competition

Open to all NSPA members, Clips & Clicks honors current work in multiple categories for individual and publication achievement.

The fall-semester competition encompasses September to mid-December, with fall winners announced in late January.

The spring-semester contest opens in mid-January and closes in mid-May, with winners announced in early June.

Entries can be submitted starting Dec. 1. The cost is \$10 per entry, with no limit on entries. Any student on staff at an NSPA-member publication is eligible.

Check all the categories at nspa.studentpress.org.

SAVE THE DATES: JUNE 20-25, 2021



UF SUMMER MEDIA INSTITUTE

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The UF Summer Media Institute, held in Gainesville, Florida, immerses high school students in journalism and communications. Come join as many as 150 students in helping make SMI '21 the best ever.

Morning Electives

Students stretch their critical-thinking abilities as they choose from among a variety of workshops situated across multiple journalism and communications disciplines.

Afternoon Tracks

Students spend four hours each day in state-of-the-art facilities as they broaden skills in a specialization related to writing, broadcast reporting, social media, on-air performance, sports reporting and production, photojournalism, magazines, etc.

General Sessions

Students are inspired by guest speakers focusing on topics such as emerging storytelling, leadership, student media, diversity, college admissions, etc.

Experience College

Students spend each night in a dorm and have their meals in a UF dining hall, tour campus, and imagine themselves as college students and future Gators.

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Thursday, Nov. 19

7 a.m. – 3 p.m. PT

Friday, Nov. 20

7 a.m. – 2 p.m. PT

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Convention activities

Movie screening: “Raise your voice”

7 p.m. Central Thursday

A documentary from director and producer Maribeth Romslo, the film features student journalists from Marjory Stoneman Douglas High School, Parkland, Florida, and their experiences during the school mass shooting in 2018, as both survivors and journalists.

The documentary highlights youth free speech through the perspective of Mary Beth Tinker, a plaintiff in the landmark 1969 U.S. Supreme Court ruling *Tinker v. Des Moines*, which established Constitutional free speech rights of public school students. Romslo weaves the two events to show the broader story about youth voices and their power through social movements.

JEA adviser awards

Noon CT Friday

The National Student Media Contests will present pre-recorded critique videos for each of the contests categories, all available within the convention platform.

These critique videos will analyze the entries to identify what worked and what could improve. All advisers and students registered for the convention can access these critique videos, not just those who participated in the contests.

Students who entered the contests can learn from their experience as a contestant, but future participants can also hear directly from judges what they look for when reviewing entries.

These videos will be on demand and available throughout the extended access to the convention platform.

Break with a Pro

2-5 p.m. CT Thursday

9-11 a.m. CT Friday

Journalism pros will share information about their work and their backgrounds in small-group discussions.

Reservations were made through convention registration.

Broadcast Sports

Feature Writing

Health and Science Writing

Magazine Design and Art Direction

Media Law

Multimedia Journalism

News Writing

Opinion Writing

Photography

Podcasting

Public Relations

Social Media Editor

Sports Writing

Television News Reporting

Videography

Social Justice Writing

NSPA awards

1 p.m. CT Saturday

NSPA salutes its Pacemaker Award finalists, and it announces the Pacemaker winners in broadcast, newspaper/newsmagazine and specialty magazine.

It also announces winners of its Individual Awards, as well as winners of the convention Best of Show competition.

JEA One Story: Micro-journalism

How to how-to

11 a.m. CT Thursday

Behind the scenes
of NYT At Home

10 a.m. CT Thursday

Broadcasting at home

What you can learn from the pros
9 a.m. CT Friday

When travel became an escapist fantasy last spring, The New York Times Travel section found a new way to travel, looking for entertainment, diversity and adventure close to home.

The transformation shows student journalists how to look close to home for world-expanding stories.

Through the JEA One Story project, we encourage journalism staffs to explore the topic through lessons and activities, as well as sessions on Thursday and Friday.

[MORE INFO](#)

Sponsor sessions

Sponsor sessions are open to all registered students and advisers.

Session titles are linked to specific sessions in the sponsors' exhibit space on the convention platform. Check the exhibit space to confirm session dates and times.

Arizona State University

[Cronkite School Experience](#)

Noon-1 p.m. Central Thursday and noon-1 p.m. Central Friday at the Cronkite Booth

Is it your dream to report from the front of the White House? Did you want to turn your passion for social media into a career? Or is it your goal to be a sports analyst?

You can launch your career at Arizona State's Cronkite School. Learn about admissions requirements and more opportunities during the Cronkite School Experience session and chat with current students.

Balfour

[A conversation with ABC News' Will Carr](#)

3 p.m. Central Thursday

Between the coronavirus pandemic, record-setting fires, tropical hurricanes and an historic presidential election, there has been no shortage of breaking news in 2020. Breaking news means journalists make split-second decisions while truthfully reporting facts. How do they do it?

Join us for a conversation with ABC News' **Will Carr**, an award-winning journalist based in Los Angeles who covers breaking news both at home and abroad. Learn practical advice on verifying sources, breaking stories and trusting your training.

Kent State University

[Protecting your press freedom](#)

2 p.m. Central Friday

School administrators, community members and faculty may want to interfere with the content decisions your student media leaders make.

But there are concrete steps that student journalists and advisers can take to establish strong legal protections for your press freedom. Learn how you can establish your policy and practice of independence.

Presented by **Mark Goodman**, Knight Chair in Scholastic Journalism, Kent State University

continued >

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Sponsor sessions / 2

Jostens

[Tell this story](#)

9 a.m. Central Thursday

Instead of concentrating on what is not happening, let's focus on what is happening. If events, clubs and/or sports have canceled or postponed for your school, this session provides ideas and strategies for solid coverage.

Session giveaway:
messenger bags

Tina Cleavelin, Peter Griffin

[Work and play](#)

10 a.m. Central Thursday

Come discover some great ways to make work feel more like play every day. With ideas from all over the country, you'll see there's always some fun to be had from staff recruitment to classroom activities. We're here to help you create a consistently positive culture in your publications room.

Session giveaway:
Game of Things &
wireless phone chargers

Tina Cleavelin, Jeff Moffitt

[Photoshop, cut-out backgrounds and the popular color on color duotone from social media and Spotify](#)

11 a.m. Central Thursday

Photoshop is a powerful tool and there are dozens of ways to create every technique. See how easy it is to create quick high-quality cutouts in Photoshop using the layers mask. Once you have a great cutout background image, it can even be enhanced with the color-on color-effect seen in social media and Spotify.

Session giveaway: stylus pens

Rick Brooks

[Yearbook+](#)

2 p.m. Central Thursday

Yearbook+ is a low-effort way to increase the wow factor of your yearbook. With cutting-edge, patent-pending technology, portraits and candid photos in the printed book can now unlock additional digital content that showcases the personality and favorite memories of each student, as determined by them. And that's just the beginning. See how easy it can be to drive 10x coverage for every student.

Session giveaway:
insulated campfire mugs

Mike Wolf

[Coverage & composition with smart phone photography](#)

3 p.m. Central Thursday

If you have your phone, you have a camera. The best camera to use is the one you have with you. Gather settings information, camera use tips, and ways you can turn your entire student body (and maybe even faculty and parents) into an amazing photography staff.

Session giveaway: PopSockets
Margaret Sorrows, Casey Nichols

[It's all about the details](#)

9 a.m. Central Friday

Doing all the little things can make a big difference. From making sure your cover and spine have all the pertinent information to designing interior page elements that carry through your theme, your fine details pull together an entire book look.

Session giveaway:
foam yearbook royalty crowns

Jeff Moffitt, Lizabeth Walsh

[Pretty as a picture portrait pages](#)

10 a.m. Central Friday

You may not have the portrait section you'd normally have, but this isn't the year you'd normally have. Come check out coverage and design ideas that can help you include students, even if they don't submit a portrait this year.

Give your student body multiple reasons to buy your book.

Session giveaway: Game On bags

Lizabeth Walsh, Rick Brooks

[Leading through turmoil](#)

11 a.m. Central Friday

This session will focus on strategies for leading during difficult times. Topics covered will include coping strategies, time management, inclusion and the integral role that yearbook plays in cultivating a dynamic school culture.

Phillip Campbell

[Photography with gumption](#)

2 p.m. Central Friday

If you want to get the very best photos, you've got to show some gumption. Get ideas for the entire reporting staff to consider ways they can show initiative and resourcefulness as they cover the events in your school's community, whether they shoot with a smart phone or DSLR.

Session giveaway: photo tip cards

Margaret Sorrows, Casey Nichols

[Photoshop, Cut out backgrounds and the popular color on color duotone from social media and Spotify](#) (session replay)

3 p.m. Central Friday

Photoshop is a powerful tool and there are dozens of ways to create every technique. See how easy it is to create quick high-quality cutouts in Photoshop using the layers mask. Once you have a great cutout background image, it can even be enhanced with the color-on color-effect seen in social media and Spotify.

Session giveaway: stylus pens

Rick Brooks

It's all at nspa.studentpress.org.

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The associations

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NSPA is steadfast in its mission to serve student media, introduce new ideas and reinforce best practices, reward excellence, embrace diversity, and provide ample networking and partnership opportunities.

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Journalism Education Association

JEA is the largest scholastic journalism organization for teachers and advisers. Put simply, we educate teachers on how to educate students.

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