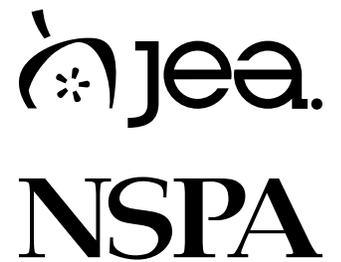


JEA / NSPA National High School Journalism Convention



Nov. 10-13, 2022 | America's Center | St. Louis

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Speaker bios are available in the convention app.
Scan the code on Page 3 to download the app to your device.



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photos

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convention OFFICIALS



Veronica Purvis
JEA executive director



Sarah Nichols, MJE,
JEA president



Mitch Eden
local committee co-chair



Aaron Manfull, MJE,
local committee co-chair



Laura Widmer
NSPA executive director



Elizabeth Smith
NSPA president

Journalism Education Association



Board of directors

President: Sarah Nichols, MJE, Whitney High School, Rocklin, California
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Director-at-large: Sergio Luis Yanes, CJE, Arvada (Colorado) High School

Headquarters staff

Veronica Purvis, MSM, CAE, executive director
Lindsay Porter, CJE, assistant director
Pam Boller, office manager
Cindy Horchem, Ph.D., CJE, business and projects coordinator

Standing committee chairs

Awards: Erinn Harris, MJE, Thomas Jefferson High School for Science and Technology, Alexandria, Virginia
Career and Technical Education: Laura Negri, MJE, Alief Kerr High School, Houston
Certification: Amy Sorrell, MJE, Antwerp (Ohio) Local School
Contests: Nancy Y. Smith, MJE, Lafayette High School, Wildwood, Missouri
Digital Media: Aaron Manfull, MJE, Francis Howell North High School, St. Charles, Missouri
Journalist of the Year: Joe Humphrey, MJE, Farnell Middle School, Tampa, Florida
Mentoring Program: Jane Blystone, Ph.D., MJE, retired, North East, Pennsylvania
Scholastic Journalism Week: P.J. Cabrera, CJE, San Antonio
Editor, Communication: **Journalism Education Today:** Bradley, Wilson, Ph.D., MJE, Midwestern State University, Wichita Falls, Texas
Global Engagement Director: Kelly Furnas, MJE, Elon (North Carolina) University

National Scholastic Press Association



Board of directors

President: Elizabeth Smith, Pepperdine University, Malibu, California
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convention APP

The convention app is sponsored by Elon University.

Download EventMobi from your app store.

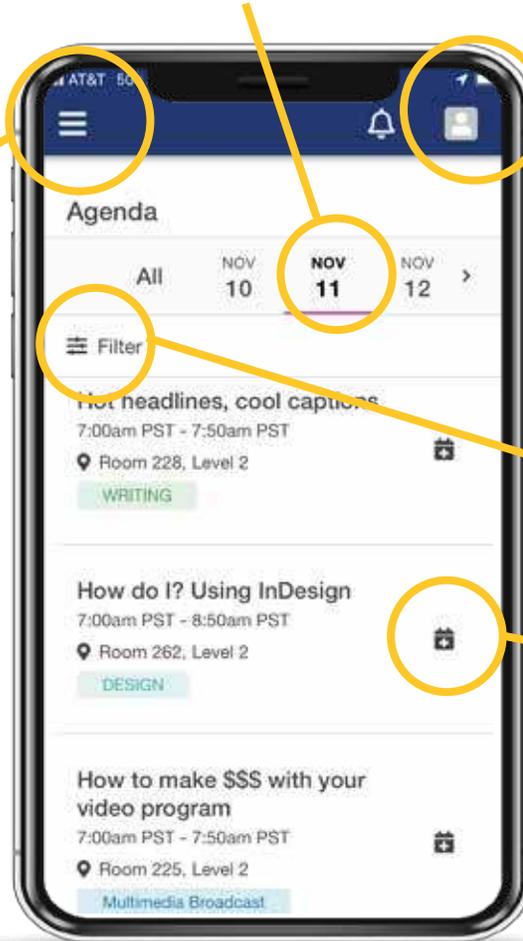
Code: NHSJCFall2022

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



- App menu**
- Search for sessions, speakers or events
 - View all sessions
 - View announcements
 - View maps
 - and more

View ALL sessions or select one day

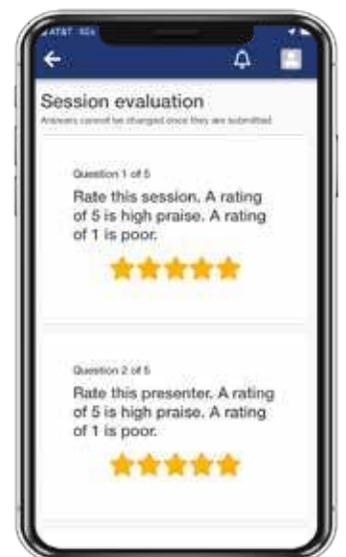
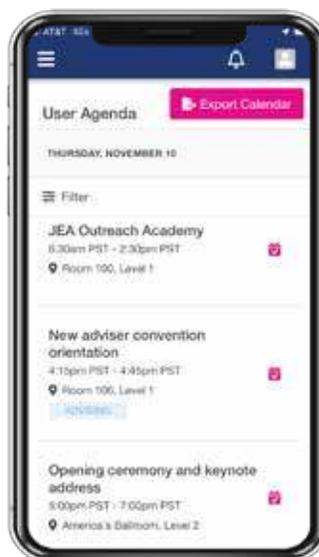
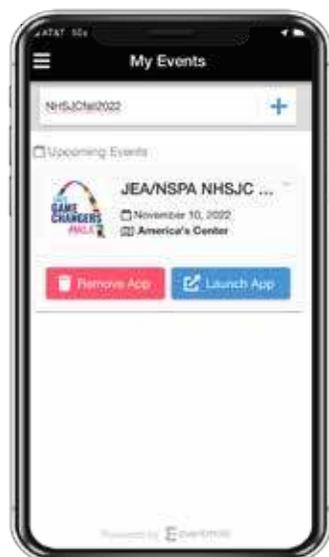


- Update your profile
- Find your personal agenda
- Take notes
- Update your preferences
- Log out

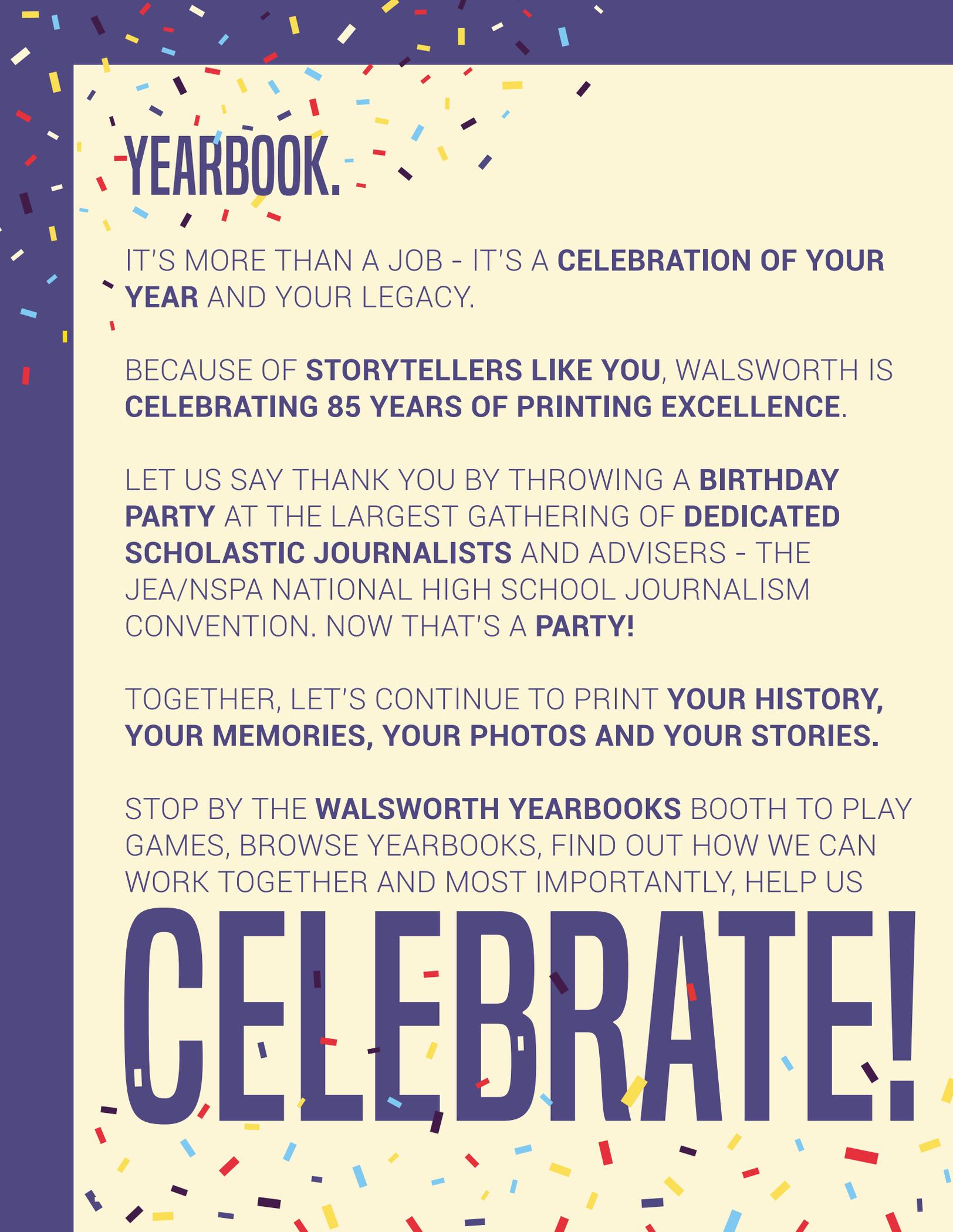
Filter sessions by track

Add a session to your personal agenda.

This does not reserve you a seat in the session. Breakout sessions are first-come, first-served seating. Convention officials recommend you select at least one backup session for each block.



Early rendering of app screens. Actual interface may vary.

A dark blue background with a light yellow rectangular area in the center. The yellow area is decorated with colorful confetti (red, blue, yellow, black) scattered throughout. The text is in a bold, dark blue, sans-serif font.

YEARBOOK.

IT'S MORE THAN A JOB - IT'S A **CELEBRATION OF YOUR YEAR** AND YOUR LEGACY.

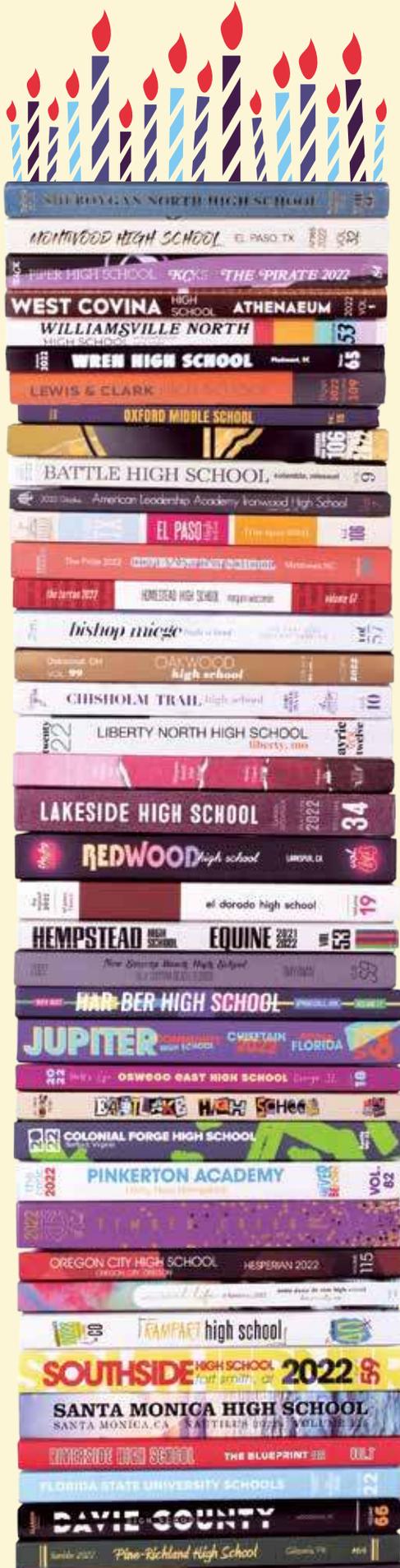
BECAUSE OF **STORYTELLERS LIKE YOU**, WALSWORTH IS **CELEBRATING 85 YEARS OF PRINTING EXCELLENCE.**

LET US SAY THANK YOU BY THROWING A **BIRTHDAY PARTY** AT THE LARGEST GATHERING OF **DEDICATED SCHOLASTIC JOURNALISTS** AND ADVISERS - THE JEA/NSPA NATIONAL HIGH SCHOOL JOURNALISM CONVENTION. NOW THAT'S A **PARTY!**

TOGETHER, LET'S CONTINUE TO PRINT **YOUR HISTORY, YOUR MEMORIES, YOUR PHOTOS AND YOUR STORIES.**

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“ I find my Walsworth rep is great about anticipating my needs. Every so often I'll receive a text from her about a design idea, reminders about deadlines (when I've conveniently forgotten them) or even just access to a Google Drive folder of ideas. Those are great for an adviser to have just as little ways to help out during a long week or suggest ideas I might not have been open to. She's challenging, yet supporting. This is the fourth yearbook company I've worked with, and **Alyssa and Walsworth are by far the best I've worked with.**”

Matt Schott, Yearbook Adviser
Francis Howell Central High School
Cottleville, Missouri

“ I have worked with three yearbook companies in my 44-year teaching career. We switched to Walsworth 32 years ago and have been with them ever since. **I stay with Walsworth because of their commitment to excellence in printing, the incredible support of my sales rep and the company's interest in providing educational opportunities and training to students and advisers throughout the year: summer, fall and spring.** I not only recommend Walsworth, I continue to sign with them year after year because I haven't found a yearbook publisher that does a better job on the print side or offers a better experience for students and advisers.”

Susan Massy, Yearbook Adviser
Shawnee Mission Northwest High School
Shawnee, Kansas

“ After having worked with multiple companies and representatives, I can confidently say that Walsworth is top notch! **My rep helped me turn around and expand our yearbook program.** She has trained me and my students on multiple platforms, has assisted us with budgeting and is always available to answer questions or troubleshoot problems. Because of her superior knowledge and customer service, I would recommend Walsworth to any yearbook adviser.”

Becky Joyce, Yearbook Adviser
Nelsonville-York High School
Nelsonville, Ohio



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and Communication



Celebrating Student Journalists

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The Newhouse School at Syracuse University offers eight undergraduate degrees that span all areas of the communications industry, including programs in broadcast and digital journalism; magazine, news and digital journalism; photojournalism; and graphic design.

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Newhouse School of
Public Communications

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#221**



convention RULES

COVID-19 Code of Conduct

All attendees, speakers and vendors must adhere to the COVID-19 Code of Conduct and Liability waiver.



A code of conduct is a collection of rules and regulations that include what is and is not acceptable or expected behavior. The Journalism Education Association and National Scholastic Press Association offer the following guidelines and outlined steps that can be implemented to provide as safe an environment as possible when meeting in person.

Responsibility is shared equally among event organizers, the event venues and the event attendees – all have a role to play.

On site during the event:

- JEA and NSPA will have designated COVID compliance officers on site, and the convention plans to follow these protocols.
- Masks will be highly encouraged on site in all shared areas. Attendees must adhere to social-distance protocols put in place by the event organizers and respect others' personal space. Refusal to follow these guidelines will result in dismissal from the convention with no reimbursement of expenses.
- Use everyday preventive actions to help limit the spread of viruses.
- Wash hands often with soap and water for at least 20 seconds or alcohol-based sanitizers with at least 60% alcohol.
- Avoid touching eyes, nose and mouth with unwashed hands.
- Cover your nose and mouth when coughing or sneezing. Throw used tissues and paper masks in the trash.
- Clean and disinfect frequently touched objects and surfaces using a regular household cleaning spray or wipe.
- Go to the convention registration desk any time if you feel unwell or are experiencing flu-like symptoms.

These guidelines are established to ensure that all convention participants have a safe and enjoyable experience in St. Louis.

- 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.
- Drinking or possessing alcoholic beverages, or possession/use of illegal drugs is absolutely prohibited.
- 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 and 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.





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WHAT WE OFFER



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MORE THAN \$250,000
IN SCHOLARSHIP AWARDS



3
UNDERGRADUATE
MAJORS

2
MINORS

SEVERAL ACTIVE STUDENT GROUPS

WHO WE ARE



ELITE PROFESSIONAL PROGRAM
IN A MAJOR METROPOLITAN
MEDIA MARKET

The University of Minnesota is located in the heart of Minneapolis-St. Paul, which is home to more than 300 advertising agencies, two daily newspapers, six television stations and 17 Fortune 500 companies.

WHAT YOU CAN STUDY



NEWSWRITING
AND REPORTING



BROADCAST
JOURNALISM



FIRST
AMENDMENT



APPS AND
GAMING



PUBLIC
RELATIONS



GLOBAL
COMMUNICATION



FEATURE
WRITING
AND EDITING



DIGITAL
ADVERTISING



MEDIA AND
POP CULTURE



SOCIAL MEDIA
MANAGEMENT



MEDIA
MANAGEMENT



HEALTH
COMMUNICATION



WHERE YOU CAN INTERN

MINNESOTA PUBLIC RADIO
MPLS. ST. PAUL MAGAZINE
DOWNTOWN AD AGENCIES
STAR TRIBUNE
MINNESOTA SPORTS TEAMS
LOCAL POLITICAL CAMPAIGNS
WCCO/KSTP/KARE 11
LOCAL NON-PROFITS/ARTS
ORGANIZATIONS

WHAT YOU CAN DO



- ACCOUNT EXECUTIVE
- BROADCAST JOURNALIST
- CAMPAIGN MANAGER
- COPYWRITER
- CREATIVE DIRECTOR
- FEATURE WRITER
- HEALTH COMMUNICATION

- MEDIA BUYER
- NEWS DIRECTOR
- PHOTOJOURNALIST
- PRODUCER
- PUBLIC RELATIONS SPECIALIST
- REPORTER
- SOCIAL MEDIA MANAGER
- SPORTS MARKETING

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trade **SHOW**

Trade show exhibits

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

1-3 p.m. Thursday, and
8 a.m. to 4 p.m. Friday
Exhibit Hall 1, Level 1

Live sessions in the trade show

Yes, we Canva

Can we take our yearbook designs to the next level? Yes, we can. Can we edit our photos for added visual impact? Yes, we can. Can we create eye-catching infographics? Yes, we can. Come see how Canva+eDesign has changed the yearbook game.

Katy Hoffstatter, CJE, Herff Jones
10 a.m., Exhibit Hall 1, Level 1

Photography visual variety

Photos dominate yearbook real estate. Learn how to shoot a photo story and use those images to tell a better story on yearbook spreads. Photo editing will also be discussed.

Margaret Sorrows, Jostens Ambassador
11 a.m., Exhibit Hall 1, Level 1

Increasing inclusion: 5 hacks for ensuring equal representation in your publication

Make sure every voice is heard. In this session, Balfour will outline some critical steps to take in order to ensure all groups of your student body have a place in your publication.

Balfour representative
1 p.m., Exhibit Hall 1, Level 1

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- 313 — Balfour
- 216 — Ball State University
- 215 — Bethel University
- 117 — Class Intercom
- 418 — Columbia College Chicago
- 324 — Drake University, School of Journalism and Mass Communications
- 321 — Eastern Illinois University, School of Communication & Journalism
- 101 — Elon University School of Communications
- 209 — Freedom Forum Institute
- 301 — Friesens Corporation
- 307 — Gloria Shields NSPA Media Workshop

- 125 + 229 — Herff Jones Yearbooks
- 316 — Indiana University, The Media School
- 319 — Jewish Scholastic Press Association
- 103 — Jostens
- 328 — Journalism Education Association
- 121 — Kansas State University
- 213 — Kent State University
- 424 — Loyola University New Orleans
- 325 — McCandlish Philipps Journalism Institute
- 305 — Missouri School of Journalism
- 322 — Murray State
- 429 — National Scholastic Press Association
- 314 — New York Film Academy
- 420 — Northwest Missouri State University
- 113 — Northwestern University, Medill
- 408 — Quill & Scroll
- 320 — Report for America
- 217 — Savannah College of Art and Design

- 332 — SNO Sites
- 402 — Southeast Missouri State University, Mass Media
- 221 — Syracuse University, Newhouse School of Public Communications
- 309 — Temple University's Klein College of Media and Communication
- 203 — The News Literacy Project
- 406 — University of Colorado Boulder
- 119 — University of Kentucky College of Communication and Information
- 404 — University of Mississippi
- 214 — University of Montana School of Journalism
- 312 — University of Southern California, Annenberg School for Communication and Journalism
- 333 — Walsworth
- 225 — Washington Journalism and Media Conference, George Mason University
- 223 — Western Kentucky University School of Media

Merchandise

Registration counter

NSMC

125

229	332
	328

333	
325	424

Live sessions	
429	528

225	324
223	322
221	320

321	420
319	418
313	

425	524
423	522
421	520

121	
119	216
117	
113	214

217	316
215	314
213	312
209	

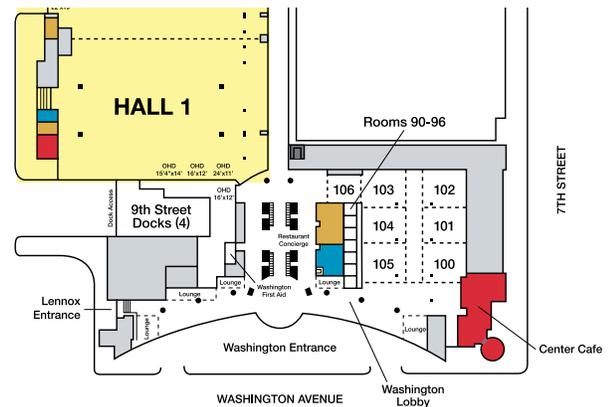
417	516
415	514
413	512
411	510
409	508

103
101

203
201

309	408
307	406
305	404
301	402

403	502
401	500



509	608
507	606
505	604
503	602
501	600

SPECIAL events

Registration and Extras

Media experience check-in

Media tour check-in is located in the hotel lobby. Please check in at the desk at least one hour before the designated media tour time listed on the website and in the registration booklet. Media tours will depart from the Plaza Entrance.

7:30 a.m. to 2 p.m. Thursday, Plaza Entrance Lounge, Level 1

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.

1-7 p.m. Thursday, and 8 a.m. to 4 p.m. Friday, Exhibit Hall 1, Level 1; and 8 a.m. to 1 p.m. Saturday, Washington Entrance Lounge, Level 1

Information desk

Learn where to go, what to see and where to eat from locals serving on the convention committee.

1-7 p.m. Thursday; 8 a.m. to 6 p.m. Friday, and 8 a.m. to 1 p.m. Saturday, Washington Entrance Lounge, Level 1

Trade show exhibits

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

1-7 p.m. Thursday, and 8 a.m. to 4 p.m. Friday, Exhibit Hall 1, Level 1

Lost and found

The convention registration check in 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. to 4 p.m. Friday, Exhibit Hall 1, Level 1; and 8 a.m. to 1 p.m. Saturday, Washington Entrance Lounge, Level 1

NSPA Best of Show check-in

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. Individual Recognition entries were due prior to the convention, and Staff Recognition entries are due by 1 p.m. Friday at the Best of Show desk. Winners will be announced at the Saturday awards ceremony. Eligibility, categories and rules are at fall.journalismconvention.org.

1-7 p.m. Thursday, and 8 a.m. to 1 p.m. Friday, Exhibit Hall 1, Level 1

Convention merchandise distribution

If your school purchased the official convention merchandise — shirts, stickers or ribbons — 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 extras to buy if you did not pre-order. Quantities are limited. Merchandise must be picked up no later than noon Friday.

1-7 p.m. Thursday, and 8 a.m. to 4 p.m. Friday, Exhibit Hall 1, Level 1; and 8 a.m. to 1 p.m. Saturday, Washington Entrance Lounge, Level 1

Publication exchange

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

1 p.m. Thursday to 11 p.m. Saturday, Second Floor Atrium, Level 2

Continuing Education Unit

Attendance certificates signed by both organizations are available at convention check-in, at the JEA booth in the trade show and at the information desk. These certificates are for advisers only and do not have an affiliation with a university. Check with your school district to learn if these certificates will be recognized for CEU credits or professional development.

1-7 p.m. Thursday, and 8 a.m. to 4 p.m. Friday, Exhibit Hall 1, Level 1

8 a.m. to 1 p.m. Saturday, Washington Entrance Lounge, Level 1

On-site critiques

Schools scheduled for critiques should bring up to three different issues of newspapers/magazines, or the most recent literary magazine or yearbook. Some staffs also choose to bring mock-ups of the current yearbook. For broadcast critiques, bring a thumb drive or upload to YouTube. Online staffs should bring a URL.

Noon to 4 p.m. Friday, and 9 a.m. to noon, Saturday, Ballroom prefunction, Level 2

Adobe certification testing: InDesign

Advisers and students will have the opportunity to take certification exam for Adobe InDesign. These exams are for intermediate- to advanced-level users. Preregistration was required.

9 a.m., Saturday, Room 102, Level 1

Adobe certification testing: Photoshop

Advisers and students will have the opportunity to take certification exam for Adobe Photoshop. These exams are for intermediate- to advanced-level users. Preregistration was required.

10 a.m., Saturday, Room 102, Level 1



Does your school value the First Amendment?

Every year JEA, NSPA and Quill and Scroll International Honorary Society recognize schools that actively support, teach and protect First Amendment rights and responsibilities of students and teachers, with an emphasis on student-run media where students make all final decisions of content.

Round One applications are due by Dec. 15, 2022

Round One questions must be completed by a student editor and an adviser or administrator filling out separate forms. Those whose responses qualify them to go further in the competition will receive information about Round Two questionnaires.



Scan the code to learn more, or go to JEA.org/FAPFA

Adviser events

JEA Outreach Academy

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

8:30 a.m. to 5 p.m. Thursday, Room 100, Level 1

New adviser convention orientation

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

6:15 p.m., Room 106, Level 1

Adviser welcome reception

After the keynote speech, all advisers are welcome to attend this reception to socialize with new colleagues, relax with longtime friends and celebrate NSPA's 100th birthday. New and first-time attendee advisers will have a chance to meet the local convention team, plus JEA and NSPA board members and staffs. Freedom Forum is sponsor for this event.

9 p.m. Thursday, Second Floor Atrium, Level 2

Adviser hospitality

Meet with your colleagues from across the country in the adviser hospitality suite, a hot spot for advisers. Local committee members will be available to recommend sightseeing, dining and entertainment options. Friday refreshments will be provided by University of Montana School of Journalism and Kent State University. Saturday refreshments will be provided by Indiana University, The Media School.

7:30 a.m. to 5 p.m. Friday, and 7:30 a.m. to noon, Saturday, Room 106, Level 1

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. Session includes a half-hour study session and a 2.5-hour test session. Please bring your laptop. Room will be open at 3 p.m. for any final review questions. Preregistration was required.

3:30-6 p.m. Friday, Room 105, Level 1

Adviser recognition luncheon

JEA and NSPA will present awards at this special event. New and renewing Certified Journalism Educators and Master Journalism Educators will be recognized as well as several NSPA Pioneers and JEA's fall award winners. Brian Knight, the 2022 Administrator of the Year; Jane Blystone, MJE, the 2022 Carl Towley winner; and Patrick Moring, CJE, the 2022 Broadcast Adviser of the Year, will speak. Preregistration was required. Please bring your ticket. Herff Jones is sponsor for this event.

Noon to 2 p.m. Saturday, 230 Complex, Level 2

Student events

National Journalism Quiz Bowl

A quiz bowl-style competition with questions related to current events, pop culture, journalism and civics will be part of the learning and fun at a JEA/NSPA convention. Registered four-person teams will take a written qualifying test at 8 a.m. Friday. The test scores will be used to seed the top teams that will compete in the live buzzer rounds Saturday morning. The list of qualifying teams will be posted by 11 a.m. Friday at the Information Desk.

Qualifying test: 8 a.m. Friday, Room 130/131, Level 1

Finals: 8-10 a.m. Saturday, Room 224, Level 2

Break with a Pro

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

9 a.m. and 10 a.m., Friday, Room 260/267, Level 2

Media Swap Shops

Swap Shops are prime opportunities for 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. Preregistration was required.

8 p.m. and 9 p.m. Friday, 230 prefunction and Ballroom prefunction, Level 2

FRIDAY ENTERTAINMENT

Student trivia night

Test your music and pop culture knowledge in a lively and entertaining team trivia competition. Prizes and refreshments provided.

8-10 p.m. Friday, Room 130/131, Level 1

Movie night: Storm Lake. A newspaper. A family. A community.

In this award-winning documentary, Pulitzer Prize-winning journalist Art Cullen and his family fight to unite and inform their Iowa farming community through their biweekly newspaper, The Storm Lake Times — come hell or pandemic. Cullen and Storm Lake's director Beth Levison will be present to kick off the movie screening with a 15-minute Q&A session. This movie screening is sponsored by the News Literacy Project. Refreshments provided.

***Check out the Storm Lake resources session at 10 a.m. Saturday in Room 132.**

8-10 p.m. Friday, Room 224, Level 2

Awards

Pacemaker 100 celebration

Attendees from schools that made the Pacemaker 100 list will gather for this invitation-only celebration. Grab and go breakfast is available for purchase outside the room.

8 a.m., Saturday, Room 222 Level 2

NSPA awards ceremony

Winners of NSPA Pacemakers, Best of Show and individual awards will be recognized.

3:30-5:30 p.m. Saturday, America's Ballroom, Level 2

JEA awards ceremony

Winners of JEA National Student Media Contests and National Journalism Quiz Bowl will be recognized during the closing ceremony. You also will see a slideshow of convention highlights. You may pick up NSMC entries after the ceremony. Entries not picked up will be mailed. If you receive entries from other schools in your envelope, contact JEA at staff@jea.org.

8:30 a.m. Sunday, America's Ballroom, Level 2

THURSDAY 7:30 a.m.

Media tour check-in

Media tour check-in is located in the hotel lobby. Please check in at the desk at least one hour before the designated media tour time listed on the website and in the registration booklet. Media tours will depart from the main entrance. Preregistration was required.
7:30 a.m. to 2 p.m., Plaza Entrance Lounge, Level 1

8:30 a.m.

MEETING

JEA board meeting

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

8:30 a.m. to 3 p.m., Room 102, Level 1

WORKSHOP

JEA Outreach Academy

Outreach Academy is a JEA initiative to promote diversity in the journalism teaching profession.

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.

Louisa Avery, MJE, The American School in London

8:30 a.m. to 5 p.m., Room 100, Level 1 (243)

WORKSHOP

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. Led by Mike Simons and Jed Palmer, CJE, participants will receive instruction and be given a photo assignment within the hotel. Following the photo shoot, the instructors will critique students' work and offer editing tips and techniques. Participants must

bring a digital camera, and they are encouraged to bring a laptop computer with the photo-editing program (Photoshop, Lightroom) they will use. An off-site permission form is required for each student attending this workshop. Preregistration was required.

Mike Simons, Corning-Painted Post H.S., Corning, New York, and Jed Palmer, CJE, Sierra M.S., Parker, Colorado
8:30 a.m. to 5 p.m., Room 120, Level 1 (192)

WORKSHOP

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



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Helping launch journalism careers

The School of Communications welcomed 18 high school students from across the country this summer to kick off the **Emerging Journalists Program's** inaugural Immersion experience. The 12-day, on-campus residential learning workshop, made possible through \$300,000 in grant funding from the Scripps Howard Foundation, supported rising seniors

interested in journalism and the media industry. "The chance to learn from college professors was something I didn't want to miss," said Michael Messele, an EJP cohort member. "I'm excited to show my peers and fellow staff members at my high school newspaper how we can enhance our storytelling and the work that we do."



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THURSDAY at a glance

Room	8:30 a.m.	Noon	1 p.m.	Evening
Exhibit Hall 1, Level 1			Convention registration check-in, trade show, merchandise distribution, Best of Show desk, NSMC desk (1-7 p.m.)	
Room 100, Level 1	JEA Outreach Academy (8:30 a.m. to 5 p.m.)			
Room 102, Level 1	JEA board meeting (8 a.m. to 3 p.m.)			
Room 106, Level 1				New adviser convention orientation (6:15 p.m.)
Room 120, Level 1	Digital photography workshop (8:30 a.m. to 5 p.m.)			<ul style="list-style-type: none"> ■ SPECIAL EVENT ■ MEETING ■ CONTEST ■ GENERAL INTEREST ■ ADVISING ■ CAREER ADVICE ■ DESIGN ■ EDITING ■ LAW AND ETHICS ■ LEADERSHIP AND TEAM BUILDING ■ MARKETING AND AUDIENCE ENGAGEMENT ■ MULTIMEDIA BROADCAST ■ NEWSGATHERING ■ NEWS LITERACY ■ ONLINE ■ PHOTOJOURNALISM ■ STAFF MANAGEMENT ■ WRITING
Room 121, Level 1	Broadcast and video boot camp (8:30 a.m. to 5 p.m.)			
Room 122, Level 1	Student press freedom 101		New Voices skills training	
Room 123, Level 1	Photoshop workflow		Advanced InDesign	
Room 124, Level 1	Leadership: Building a successful staff culture (8:30 a.m. to 5 p.m.)			
Room 125, Level 1	Online and social media workshop (8:30 a.m. to 5 p.m.)			
Room 126, Level 1	Redesign seminar (8:30 a.m. to 5 p.m.)			
Room 127, Level 1	Writers' workshop (8:30 a.m. to 5 p.m.)			
Washington Entrance Lounge, Level 1			Information desk	
Second Floor Atrium, Level 2	Publications exchange			
Second Floor Atrium, Level 2			Information desk	Adviser welcome reception (9-10:30 p.m.)
Room 280, Level 2	National Student Media Contests headquarters			
America's Ballroom, Level 2				Opening ceremony and keynote (7-9 p.m.)
Plaza Lounge Entrance, Level 1	Media tour check-in (7:30 a.m. to 2 p.m.)			

THURSDAY 8:30 a.m.

hardware/software. Preregistration was required.
Andrew Chambers, MJE, Richland Northeast High School,
Columbia, South Carolina
8:30 a.m. to 5 p.m., Room 121, Level 1 (96)

WORKSHOP

Student press freedom 101

This pre-convention workshop covers an overview of censorship, libel, invasion of privacy, copyright, access to records and meetings, and reporter's privilege presented by Student Press Law Center's resident legal experts — superheroes who have helped thousands of students across the country. Preregistration was required.
Mike Hiestand and Hadar Harris, Student Press Law Center, Washington, D.C.
8:30 a.m. to noon, Room 122, Level 1 (96)

WORKSHOP

Photoshop workflow

Taught by Mark Murray, 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 Adobe Photoshop CS6 or later installed. Two students may share one laptop. This session is open to both students and advisers. Preregistration was required.
Mark Murray, Association of Texas Photography Instructors, Wichita Falls, Texas
8:30 a.m. to noon, Room 123, Level 1 (200)

WORKSHOP

Leadership: Building a successful staff culture

Your publication is up and running. Now it's time to refine your leadership skills and put into practice the best methods for growing staffers, mediating conflict, and creating a culture of excellence. In this workshop, led by Annie Gorenstein-Falkenberg, CJE, and Carrie Faust, MJE, participants will explore leadership styles and strategies, feedback protocols, motivating staffers and managing workflow. You will leave this class with the tools you need to create communication pathways, an understanding of who you are as a leader and how that interacts with others' styles, and strategies to grow your staff with positive and productive feedback. Preregistration was required.
Carrie Faust, MJE, Smoky Hill High School, Aurora, Colorado, and Annie Gorenstein-Falkenberg, CJE, Longmont (Colorado) High School
8:30 a.m. to 5 p.m., Room 124, Level 1 (96)

WORKSHOP

Online and social media boot camp

Are you overwhelmed with the thought of managing a

website, a social media presence, multimedia posts and even live coverage online? This workshop, led by Chris Waugaman, MJE, 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. Participants may want to have login and password data available to use from their own site. All participants must bring either a laptop or tablet device. Preregistration was required.
Chris Waugaman, MJE, Prince George High School, Prince George, Virginia
8:30 a.m. to 5 p.m., Room 125, Level 1 (96)

WORKSHOP

Redesign seminar

During this intensive, hands-on, one-day design seminar, newspaper, newsmagazine and yearbook students will actually redesign elements of their publications. Led by Pete LeBlanc, students will study advanced packaging techniques, including modular design, typography, marriage of elements, negative space and photo packaging. Students need to bring some of their favorite magazines. Students also are required to bring the most current version of their publication and to have a laptop computer with a working version of InDesign. Preregistration was required.
Pete LeBlanc, CJE, Antelope (California) High School
8:30 a.m. to 5 p.m., Room 126, Level 1 (96)

WORKSHOP

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, led by Barbara Tholen, MJE, 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 leads, voice, narrative style and literary devices to tighten and strengthen your writing. Preregistration was required.
Barbara Tholen, MJE, Lawrence (Kansas) High School
8:30 a.m. to 5 p.m., Room 127, Level 1 (192)

1 p.m.

EVENT

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.
1-7 p.m., Exhibit Hall 1, Level 1

CONTEST

Check-in for National Student Media Contests

If both your National Student Media Contests registration and JEA membership fees have been paid, your school's contest packet containing student ID labels, additional instructions and contest room assignments may be picked up at the contest desk. If you have not paid, you must do so at this time. The deadline for substitutions in preregistered categories is 10:30 a.m. Friday. No new entries will be accepted at the convention. Students in broadcast or online news contests with 8 a.m. Friday start times must get their ID Thursday.
1-7 p.m., Exhibit Hall 1, Level 1

EVENT

Trade show exhibits

Dozens of national and local vendors and colleges will educate and entertain during the trade show exhibits. Find out what's new, chat with company representatives, pick up information and have some fun.
1-7 p.m., Exhibit Hall 1, Level 1

EVENT

Lost and found

The convention registration check-in 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., Exhibit Hall 1, Level 1

EVENT

NSPA Best of Show check-in

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. Individual Recognition entries were due prior to the convention, and Staff Recognition entries are due by 1 p.m. Friday at the Best of Show desk. Winners will be announced at the Saturday awards ceremony. Eligibility, categories and rules are at fall.journalismconvention.org.
1-7 p.m., Exhibit Hall 1, Level 1

SPEAKER BIOS are located in the convention app. Scan the code on Page 3 to download the app to your device.

EVENT

Information desk

Learn where to go, what to see and where to eat from locals serving on the convention committee.

1-7 p.m., Washington Entrance Lounge, Level 1

EVENT

Convention merchandise distribution

If your school purchased the official convention merchandise — shirts, stickers or ribbons — 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 extras to buy if you did not pre-order. Quantities are limited. Merchandise must be picked up no later than noon Friday.

1-7 p.m., Exhibit Hall 1, Level 1

WORKSHOP

Restoring and protecting student press freedom through New Voices laws

Sixteen states across the country have passed New Voices laws to restore and protect student press freedom; your critical voice can help your state become the 17th. Join the Student Press Law Center, New Voices student leaders and other guests for a high-level strategy session as we develop goals and plans to help your state cross the New Voices finish line. Come learn the fundamentals of organizing, communications and advocacy, and discover how you can change the legal landscape for student media for the future. Preregistration was required.

Hadar Harris and Hillary Davis, Student Press Law Center, Washington, D.C.

1-5 p.m., Room 122, Level 1 (96)

WORKSHOP

Advanced InDesign

Take your design skills to the next level with this seminar that will show you how to use the power of InDesign to streamline your publication production. Bradley Wilson, MJE, will cover libraries, styles and other InDesign tricks. Some laptops will be available for participants; however, if you bring your own laptop please have Adobe InDesign 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., Room 123, Level 1 (200)

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. Feel free to drop off a few copies of your media and take some you like.

1-11 p.m., Second Floor Atrium, Level 2

Evening

ADVISING

New adviser convention orientation

Advisers at 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.

Brenda Field, MJE, Glenbrook South High School, Glenview, Illinois, and Sergio Yanes, CJE, Arvada (Colorado) High School

6:15 p.m., Room 106, Level 1 (112)

EVENT

Opening ceremony and keynote address

JEA, NSPA and the local convention team welcome you to the fall convention in St. Louis. The Pulitzer Prize-winning photojournalism team from the St. Louis Post-Dispatch will be the keynote speakers. The Courage in Journalism Award award will be presented. The keynote presentation is sponsored by Friesens and Syracuse University, Newhouse School of Public Communications.

7-9 p.m., America's Ballroom, Level 2 (2722)

ADVISER EVENT

Adviser welcome reception

After the keynote speech, all advisers are welcome to attend this reception to socialize with new colleagues, relax with longtime friends and celebrate NSPA's 100th birthday. New and first-time attendee advisers will have a chance to meet the local convention team, plus JEA and NSPA board members and staffs. Freedom Forum is sponsor for this event.

9-10:30 p.m., Second Floor Atrium, Level 2

KEYNOTE SPEAKERS

Pulitzer Prize-winning photojournalists from the



ST. LOUIS POST-DISPATCH

7 p.m. America's Ballroom, Level 2



David Carson

David Carson has won regional Emmy Awards and has been honored three times as the National Press Photographers Association regional photographer of the year.



Robert Cohen

Robert Cohen has been recognized eight times as Regional Photographer of the Year by the National Press Photographers Association and is a member of the Scripps-Howard Editorial Hall of Fame. He was a Pulitzer Prize finalist in 2010 for his portrayal of homeless suburban families camping in motels during the recession.



Christian Gooden

Christian Gooden has more than 25 years experience as a photojournalist, possessing a wealth of logistical expertise for visual coverage of daily news, sports, business and lifestyles.



Laurie Skrivan

Laurie Skrivan has been recognized by the Pictures of the Year International and the National Press Photographers Association's Best of Photojournalism competition. She won the 2017 Robert F. Kennedy award for photography.

A stage performance scene. In the foreground, a man in a dark suit is silhouetted, holding a professional video camera on his shoulder, filming the stage. In the background, a woman with white hair is seated at a grand piano, playing. To the right, a woman in a dark blue dress stands at a microphone stand, singing with her arms outstretched. The stage is lit with various colored spotlights (blue, red, yellow) and hanging lights, creating a dramatic atmosphere.

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FEATURED speakers

Devan Coggan

is a senior writer at Entertainment Weekly, where she covers film, television and all things pop culture. In her seven years at EW, she's worked as a reporter, an editor, a film critic and a podcast host, interviewing everyone from Oscar winners to Marvel superheroes. A St. Louis native and Northwestern University alum, she now lives in Los Angeles.



GENERAL AUDIENCE

Lights, camera, action: Entertainment journalism

Want to cover pop culture? Hear from an Entertainment Weekly senior writer as she walks you through the ins and outs of covering film, TV and all things entertainment, from interviewing celebrities to reporting on red carpets.

9 a.m., Saturday, Room 127, Level 1 (192)

Lucas Farrell is a 27-year-old entrepreneur based in St. Louis. Farrell has been a leader in community building and digital marketing since he founded his companies Mango Social Marketing and STL Bucket List in July of 2019. He has since built a strong brand through Instagram and other social channels totaling over 100,000 combined followers, weekly podcast and a successful digital marketing agency. Through STL Bucket List, Farrell plans to establish the No. 1 source for media in the city.



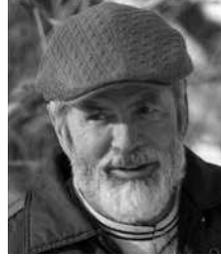
ONLINE

Building community through social media

STL Bucket List built an online journalism machine independently in the local community. Farrell will share real-life insight and examples that increase your content and your clicks. You will also learn ways to get your foot in the door and to be paid to write and photograph local businesses.

1 p.m., Saturday, Room 131, Level 1 (416)

J.B. Forbes was an award-winning photojournalist for 50 years. He worked for four papers starting in 1970 and retired in 2020. Forty-five of those years were at the St. Louis Post-Dispatch. He traveled extensively during his career to many states and 30 countries. Forbes and the rest of the staff won the Pulitzer Prize for their coverage of the Michael Brown shooting in Ferguson in 2014.



GENERAL AUDIENCE

The ever-changing news industry

After a career in photojournalism James Forbes reflects on the changes he's seen in the newspaper industry — and how photojournalists and newspapers can continue to thrive.

10 a.m., Friday, Room 222, Level 2 (283)

William H. Freivogel

is a journalism professor at Southern Illinois University and publisher of the Gateway Journalism Review. He worked for the St. Louis Post-Dispatch for 34 years in Washington and as an editorial editor. His editorials about John Ashcroft's civil liberties abuses were a finalist for the 2002 Pulitzer Prize.



NEWSGATHERING

A Zoom newsroom of college journalists

A Zoom newsroom of 20 college journalists was at the center of a project on legal roadblocks to police accountability. The students filed FOIA requests around the nation and showed records on police abuse were closed in most states.

9 a.m., Friday, Room 264, Level 2 (192)

Taylor Tiamoyo

Harris currently covers crime through the lens of accountability and justice for the St. Louis Post-Dispatch, and previously covered criminal justice in New Jersey for NJ.com/ The Star-Ledger. Harris specializes in finding the human angle in illustrating a personal, fair and transparent touch. Harris frequently covers protests and is proud to cover



the community of St. Louis, the epicenter of the new civil rights movement. Currently, she serves as the president of the Greater St. Louis Association of Black Journalists.

NEWSGATHERING

How to pinpoint the human angle in every story

As you launch your journalism career, you will cover a variety of topics before you find your niche. No matter what beat you learn to cover (business, crime, politics, sports, entertainment, etc.) one of the most important concepts to learn and incorporate in every story is the human angle.

10 a.m., Friday, Room 132, Level 1 (425)

Bobby Hawthorne

is a popular speaker, writer and writing coach. Among other awards, he's received JEA's highest honor — the Carl Towley Award — and NSPA's Pioneer Award. He writes fiction as well as literary non-fiction, and is the author of several books including "The Radical Write" and "Copy That: Writing for Yearbooks | A Guide for Beginners," released recently by Jostens, Inc.



GENERAL AUDIENCE

First, do no harm

Whether the oath should be attributed to Hippocrates is debatable, but this is not. When covering a story about death or catastrophic injury or illness, the journalist must pledge to prevent any additional pain and/or suffering due to carelessness or laziness. In this session, we'll discuss how.

2 p.m., Friday, Room 132, Level 1 (425)

WRITING

Raise your write hand

No one wants to read your essay or research paper. Besides, it probably wasn't written to be read. It was written to be assessed. That's sad. You should want people to pay to read your writing, but it won't happen so long as you're hogtied by rubrics and formulas.

11 a.m., Saturday, Room 130, Level 1 (408)

Maddie Hiatt is the current social media editor at Cosmopolitan, where she manages social strategy for Instagram, Facebook, Twitter and Pinterest. Prior to Cosmo, she worked on the social media teams at Martha Stewart Living, House Beautiful and more.

FEATURED speakers

ONLINE

How to social media for a magazine in 2022

In this session, attendees will learn how to use social media for storytelling in a world of influencers. Social media is the gateway to making a brand relevant and successful. Hiatt will share examples from the social strategy for Cosmopolitan Magazine.

1 p.m., Friday, Room 105, Level 1 (243)



Benjamin Hochman

is a sports columnist for The St. Louis Post-Dispatch. He writes about pro and college sports for his hometown paper, while also starring in a daily sports video on the website. He's also an author of four sports books.



GENERAL AUDIENCE

Sports journalism in 2022 and beyond

A look at how professional sports journalists cover events and tell stories, utilizing writing, video and social media. Columnist Benjamin Hochman has covered MLB, NFL, NBA, NHL, college sports and high school sports for 20 years.

11 a.m., Friday, Room 132, Level 1 (425)

Sarah Hutchins

is the investigations editor for Spotlight PA. She came to the newsroom from Investigative Reporters & Editors, where she spent eight years as the organization's training director and editorial director. At IRE she developed and delivered training to journalists around the world and coached reporters on using data, public records and other investigative techniques.



NEWSGATHERING

How to think like an investigative reporter

No matter your role in student media, everyone can benefit from learning the techniques of investigative reporting. Learn how you can train your brain and improve every aspect of your storytelling with these watchdog skills.

1 p.m., Saturday, Room 101, Level 1 (208)

GENERAL AUDIENCE

Supercharge your story ideas

Learn a foolproof technique for elevating your story ideas. You'll learn how some of the top newsrooms in the country evaluate story pitches and leave with a simplified version of that system that you start using right away.

2:30 p.m., Saturday, Room 101, Level 1 (208)

Cathy Kuhlmeier

was one of three students involved in the landmark 1988 U.S. Supreme Court case *Hazelwood v. Kuhlmeier*. Kuhlmeier currently resides in Warrenton, Missouri. Kuhlmeier actively travels and speaks regarding her experiences with censorship and talks with state legislatures across the country about New Voices in hopes to pass laws by state to restore rights to student journalists.



LAW & ETHICS

Hazelwood unpacked

90-minute Session: 1983 editor of The Spectrum newspaper at Hazelwood East High School, Cathy Kuhlmeier shares her perspective of the landmark U.S. Supreme Court ruling.

1 p.m., Friday, Room 275, Level 2 (416)

Tony Messenger

is the metro columnist at the St. Louis Post-Dispatch. In 2019 he won the Pulitzer Prize for Commentary for his series of columns on debtors' prisons.



GENERAL AUDIENCE

Lessons from a Pulitzer year

A Pulitzer Prize winner shares his successes and failures from a 30-year career.

11 a.m., Friday, Room 264, Level 2 (192)

Wiley Price

has worked as a photojournalist for Missouri newspapers for more than 36 years at The St. Louis American and five years at Suburban Journals of St. Louis. Price has received more than



80 awards for outstanding photojournalism. In 2009, he was named one of the NAACP's "100 Most Inspiring St. Louisans." In 2000, he received the Missouri Interscholastic Press Association's Contributing Medium Award, only the second time the award had been given to a photojournalist.

PHOTOJOURNALISM

How to "see" your job

Veteran photographer Wiley Price shares insights from a 40-plus-year career of capturing moments in photos.

Noon, Saturday, Room 131, Level 1 (416)

Chris Snider

is an associate professor in the School of Journalism and Mass Communication at Drake University. He teaches classes in digital strategy, web design, visual communication, multimedia and more to undergrad and online graduate students.

Prior to joining Drake, Snider was a visual journalist and editor at newspapers including the Baltimore Sun, St. Louis Post-Dispatch and Des Moines Register.



MARKETING & AUDIENCE ENGAGEMENT

Using TikTok and reels for your publication

High school students are addicted to short-form video, so why aren't you seeing better results with your publication's TikTok account? This session will explain how the algorithms work and how to get more people watching your videos.

10 a.m., Saturday, Room 103, Level 1 (220)

MULTIMEDIA BROADCAST

Telling stories with sound

Podcasting is more than just two people talking into microphones. Come learn some secrets to make your voice sound better, draw your listeners in with natural sound and build your brand through the use of music.

11 a.m., Saturday, Room 103, Level 1 (220)

FRIDAY at a glance

Room	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Exhibit Hall 1, Level 1	Convention registration check-in, trade show, merchandise distribution, Best of Show desk (8 a.m. to 4 p.m.) NSMC check-in desk (8 a.m. to 10:30 a.m.)			
Room 94, Level 1	NSMC 44: Broadcast Anchor judging			
Room 95, Level 1	NSMC 44: Broadcast Anchor meeting and presentation room			
Room 96, Level 1				
Room 100, Level 1	NSMC 43 & 46: Online News Package and Broadcast Package meeting (8:30 a.m.)			
Room 101, Level 1		Why facts matter	Build better stories: Mastering story structure	
Room 102, Level 1		10 ways to a more cohesive publication	5 ways to build better news habits	Story through sound: Intro to audio journalism
Room 103, Level 1	JEA general membership meeting	JEA state directors meeting		He's called Ernie Pyle
Room 104, Level 1				Pay attention to the pulse: Reporting and profiles
Room 105, Level 1		Functional first, then fabulous	Mismanaged and reimagined	Journalism: The gateway to democracy
Room 106, Level 1	Adviser hospitality (7:30 a.m. to 5 p.m.) Refreshments provided by University of Montana School of Journalism and Kent State University.			
Room 120, Level 1	NSMC 42: Video Package Editing			
Room 121, Level 1		JEA CTE Committee meeting	JEA Scholastic Press Rights Committee meeting	Want to be a mentor? Need a mentor?
Room 122, Level 1		Finding work-life balance as an adviser	JEA SJW Committee meeting	
Room 123, Level 1		Personality check: What makes you, you?	(re)Building staff culture	Branding your verbal with strong theme copy
Room 124, Level 1		Privacy law 101	Student press law 101: What you need to know	Hot mic: Podcasting and audio storytelling basics
Room 125, Level 1		Media U: Getting involved with college journalism	Advocating for New Voices laws	You've got a New Voices law: What's next?

- SPECIAL EVENT
- ★ FEATURED SPEAKER
- MEETING
- CONTEST
- GENERAL INTEREST
- ADVISING
- CAREER ADVICE
- DESIGN
- EDITING
- LAW AND ETHICS
- LEADERSHIP AND TEAM BUILDING
- MARKETING AND AUDIENCE ENGAGEMENT
- MULTIMEDIA BROADCAST
- NEWSGATHERING
- NEWS LITERACY
- ONLINE
- PHOTOJOURNALISM
- STAFF MANAGEMENT
- WRITING

FRIDAY at a glance

Noon	1 p.m.	2 p.m.	4 p.m.	Evening
Convention registration check-in, trade show, merchandise distribution, Best of Show desk (8 a.m. to 4 p.m.), On-site critiques (noon-3:30 p.m.)				
NSMC 43 & 46: Broadcast Online News Package and Broadcast Package taping room				
NSMC 43: Broadcast Online News Package work room				
NSMC 46: Broadcast Package work room				
The world in high school media		How to report on suicide and mental health	NSMC 06: Editorial Cartooning	
Why religion reporting matters		A different kind of start up	NSMC 07: Commentary Writing	
How to encourage your adviser to delegate to you	Hand lettering	Sources in all types of writing	NSMC 08: News Editing/Headline Writing/Current Events	
The F-word. No the other one: Fighting fake news	How to social media for a magazine in 2022 ★	Get Certified: Presentation of MJE projects	Certification test for CJE and MJE candidates (3:30-6 p.m.)	
Adviser hospitality (7:30 a.m. to 5 p.m.) Refreshments provided by University of Montana School of Journalism and Kent State University.				
Up your interview game	10 habits of a highly effective editor	Covering religion in high school media	NSMC 16: Yearbook Layout: Theme critique	
Overcoming the challenges	School pictures and yearbook staff cameras	JEA mentors meeting	NSMC 19: Literary Magazine Layout critique	
Get Certified: Managing student media	News staff as an extracurricular activity?	Objectivity: Rethinking a journalistic tradition	NSMC 40: Videography critique	
The magic of mods		A truly useful session on writing reviews	NSMC 09: Newspaper Layout critique	
Bold journalism	Beware of the copyright bots!	Censorship of chosen names or preferred pronouns	NSMC 45: Broadcast Newswriting	
	Advisers' roundtable			

SPEAKER BIOS are located in the convention app. Scan the code on Page 3 to download the app to your device.

FRIDAY at a glance

Room	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Room 126, Level 1		Cultivating columnists	Get Certified: Legal and ethical issues for advisers	
Room 127, Level 1		Winner, winner chicken dinner	Maximize your NSPA and Quill and Scroll memberships	Social media event coverage
Room 130/131, Level 1	National Journalism Quiz Bowl qualifying test			
Room 132, Level 1		Get their attention	How to pinpoint the human angle in every story ★	Sports journalism in 2022 and beyond ★
Washington Entrance Lounge, Level 1	Information desk			
Second Floor Atrium, Level 2				
Second Floor Atrium Lobby, Level 2	Information desk			
Room 220, Level 2		Visual storytelling	Typographical 'personalities'	You found that idea where?
Room 221, Level 2		Great expectations	Trends: A designer's guide to what works for 2023	Theme 2023: A designer's guide
Room 222, Level 2		Small school, big moves	The ever-changing news industry ★	Producing the perfect editor
Room 223, Level 2		Sell yourself!	How to score great sports stories	
Room 224, Level 2		Tips for recruiting staffers to your program	Building a journalism curriculum	Get Certified: Writing and editing
Room 225, Level 2		How to make \$\$\$ with your video program	Building professional experience in high school	What to know before college journalism starts
Room 226, Level 2		5 habits to improve your sports coverage	Tell the truth! How to fix your staff's drama	
Room 227, Level 2		Impact of a yearbook planner		
Room 228, Level 2		Hot headlines, cool captions	Live streaming: Not as difficult as you think	Multimedia design tips and tricks
Room 229, Level 2		The power of a moment	Capture the expected and the unexpected	No time to plan? Quick content ideas for websites

- SPECIAL EVENT
- ★ FEATURED SPEAKER
- MEETING
- CONTEST
- GENERAL INTEREST
- ADVISING
- CAREER ADVICE
- DESIGN
- EDITING
- LAW AND ETHICS
- LEADERSHIP AND TEAM BUILDING
- MARKETING AND AUDIENCE ENGAGEMENT
- MULTIMEDIA BROADCAST
- NEWSGATHERING
- NEWS LITERACY
- ONLINE
- PHOTOJOURNALISM
- STAFF MANAGEMENT
- WRITING

FRIDAY at a glance

Noon	1 p.m.	2 p.m.	4 p.m.	Evening
			NSMC 22: Literary Magazine Photography	
The JOY of journalism			NSMC 11: Press Law and Ethics	
			NSMC 27-35: Photography critiques	Student trivia night (8-10 p.m.)
Broadcast stories that work	Writing for broadcast	First, do no harm ★		
Information desk				
Publication exchange				
Information desk				
	Building teams one ice breaker at a time	25 ways to spice up your coverage	NSMC 36 & 41: Broadcast News Story and Short Doc critique	
It's all in the details	Stand here, use this lens, get better photos	Sports 365: A year of coverage	NSMC 37: Broadcast Sports Story critique	
Spin the wheel	Editorial leadership		NSMC 38: Broadcast Feature Story critique	
Find your photo flow	Using Design Thinking for the creative process	5 things to do to prepare for a journalism career	NSMC 18: Yearbook Cover/ End Sheets critique	
		So you wanna present? Now what.	NSMC 10: Newsmagazine Layout critique	<p>Movie night: Storm Lake. A newspaper. A family. A community. (8-10 p.m.)</p>
	People over publication		NSMC 17: Yearbook Layout: Inside Pages critique	
Fact-checking	Google Earth Suite	Data journalism	NSMC 15: Yearbook Copy/ Caption: Student Life	
			NSMC 14: Yearbook Copy/ Caption: Clubs	
What, me worry?	Sports photography 101	Want better photos? Be engaged	NSMC 13: Yearbook Copy/ Caption: Academics	
Blurred lines: Advisers working together			NSMC 12: Yearbook Copy/ Caption: Sports	

FRIDAY at a glance

Room	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Ballroom prefunction, Level 2				
230 prefunction, Level 2	NSPA and Quill & Scroll Student Advisory Board meeting		Editors: Production cycles, organization and communication	
Room 230, Level 2		How to tackle the grading beast	Keeping your staff organized, efficient and happy	Write it right, write it tight
Room 231, Level 2		Better by design	Coaching student journalists	
Room 232, Level 2		Great editor = Great leader		
Room 250, Level 2	NSMC photography contest judging			
Room 260/267, Level 2		Break with a Pro	Break with a Pro	
Room 261, Level 2			Writing reviews you can use	
Room 262, Level 2		How do I? Using InDesign		How do I?
Room 263, Level 2		I've got a feeling	Make a difference	
Room 264, Level 2		A Zoom newsroom of college journalists ★	Pick me! Pick me!	Lessons from a Pulitzer year ★
Room 265, Level 2			Empowering scholastic press advisers	
Room 266, Level 2		Making every word count	RAD: read, analyze and discuss poetry	
Room 274, Level 2		3x coverage: Including your entire school community		
Room 275, Level 2		10 must-have images of photojournalism	You should be using infographics	Do you really understand exposure?
Room 276, Level 2		Winning Photoshop hacks	Inclusive and empathic journalism	All in: Diversity audit
Room 280, Level 2	NSMC headquarters and Quiz Bowl judging. NSMC check-in 10:30 a.m. to 2:30 p.m.			

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- WRITING

FRIDAY at a glance

Noon	1 p.m.	2 p.m.	4 p.m.	Evening
On-site critiques				Media Swap Shops (8-10 p.m.)
				Media Swap Shops (8-10 p.m.)
An ethical framework for student journalism			NSMC 02: Editorial Writing	
			NSMC 05: Review Writing	
				NSMC judges' dinner and judging
			NSMC 26: Graphic Design: Photo Illustration critique	
Using Photoshop	How do I? Using Photoshop and InDesign for advisers		NSMC 25: Graphic Design: Advertising critique	
			NSMC 20 & 21: Lit Mag Poetry and Illustration	
	They won't say "yes" unless you ask them	Read all about it: How to grow an audience	NSMC 39: Broadcast Commercial/PSA critique	
Get Certified: Coverage and content		Be here now	NSMC 23: Graphic Design: Logo critique	
			NSMC 24: Graphic Design: Infographics critique	
		Cross training	NSMC 01: Newswriting	
	Hazelwood unpacked ★		NSMC 03: Feature Writing	
	Editing fun!	Journalism deadly sins	NSMC 04: Sports Writing	
NSMC headquarters, NSMC check-in 10:30 a.m. to 2:30 p.m.				

FRIDAY 7:30 a.m.

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. It is best for the advisers only to check in their delegation, paying fees if they have not already done so.

8 a.m. to 4 p.m., Friday, Exhibit Hall 1, Level 1

Check-in for NSMC

If both your National Student Media Contests registration and JEA membership fees have been paid, your school's contest packet containing student ID labels, additional instructions and contest room assignments may be picked up at the contest desk. If you have not paid, you must do so at this time. The 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.

7:30-10:30 a.m., Friday, Exhibit Hall 1, Level 1;

10:30 a.m. to 3 p.m., Friday, Room 280, Level 2

Trade show exhibits

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

8 a.m. to 4 p.m., Friday, Exhibit Hall 1, Level 1

Lost and found

The convention registration check-in 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.

8 a.m. to 4 p.m., Friday, Exhibit Hall 1, Level 1

NSPA Best of Show check-in

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. Individual Recognition entries were due prior to the convention, and Staff Recognition entries are due by 1 p.m. Friday at the Best of Show desk.

8 a.m. to 4 p.m., Friday, Exhibit Hall 1, Level 1

Convention merchandise distribution

If your school purchased the official convention merchandise — shirts, stickers or ribbons — 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 extras to buy if you did not pre-order. Quantities are limited. Merchandise must be picked up no later than noon Friday.

8 a.m. to 4 p.m., Friday, Exhibit Hall 1, Level 1

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. Refreshments will be provided by University of Montana School of Journalism and Kent State University.

7:30 a.m. to 5 p.m., Room 106, Level 1 (112)

8 a.m.

CONTEST

NSMC 44: Broadcast Anchor meeting and presentation room

Those entered in this contest will meet to get their writing and taping assignment. Contest ID label must be shown to enter. Room 94 will be the judging room.

8 a.m., Room 95, Level 1

MEETING

JEA general membership meeting

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

Sarah Nichols, MJE, Whitney H.S., Rocklin, California

8 a.m., Room 103, Level 1 (220)

CONTEST

NSMC 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., Room 120, Level 1 (192)

EVENT

National Journalism Quiz Bowl qualifying test

A quiz bowl-style competition with questions related to current events, pop culture, journalism and civics will be part of the learning and fun at a JEA/NSPA convention. Registered four-person teams will take a written qualifying test at 8 a.m. Friday. The test scores will be used to seed the top teams that will compete in the live buzzer rounds Saturday morning. The list of qualifying teams will be posted by 11 a.m. Friday at the Information Desk.

Allie Staub, CJE, Westfield M.S., Westfield, Indiana

8 a.m., Room 130/131, Level 1 (824)

MEETING

NSPA and Quill & Scroll Student Advisory Board meeting

NSPA Student Advisory Board and Quill and Scroll

Advisory Board meeting. Only NSPA and Quill and Scroll Student Advisory Board members should attend.

Mitch Eden, MJE, Kirkwood (Missouri) High School; Lori Keekley, MJE, Quill and Scroll and National Scholastic Press Association, Minneapolis; and Laura Widmer, National Scholastic Press Association, Minneapolis

8 a.m., 230 prefunction, Level 2

CONTEST

NSMC photography contest judging

Those who agreed to judge photography entries for the JEA National Student Media Contests will meet.

8 a.m. to noon, Room 250, Level 2

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. Feel free to drop off a few copies of your media and take some you like.

8 a.m. to 11 p.m., Second Floor Atrium, Level 2

8:30 a.m.

CONTEST

NSMC 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 Room 101 at noon to work on their entries. Final entries must be completed by 3 p.m.

8:30 a.m., Room 100, Level 1 (243)

CONTEST

NSMC 43: Online News Package meeting

Those entered in the online news package contest will gather here for a short meeting. Contest ID label must be shown. Students leave to do their reporting then return to Room 100 at noon to work on their entry due by 4 p.m.

8:30 a.m., Room 100, Level 1 (243)

9 a.m.

EDITING

Why facts matter

A look at the history and principles of fact-checking practices in magazines and how to use these skills and values across mediums.

Patti Wolter, Northwestern University, Evanston, Illinois

9 a.m., Room 101, Level 1 (208)

DESIGN

10 ways to a more cohesive publication

You've pulled inspiration and discussed what you want

Our numbers tell the story

Media and communication careers are changing more rapidly than ever – and you need to prepare for the future.

The School of Media and Journalism at Kent State University can prepare you. We're one of just over 100 programs in the world accredited by the Accrediting Council on Journalism and Mass Communication (ACEJMC). And our public relations program is certified by the Public Relations Society of America (PRSA) — one of fewer than 40 in the country.

4 Majors

- Advertising
- Digital Media Production
- Journalism
- Public Relations

10 Student Media Partners

Our students can get hands-on experience on day one in our

- 5 Magazines
- 1 Radio Station
- 1 TV Station
- 1 Newspaper/Website
- 1 Film Production
- 1 Advertising/Marketing Team

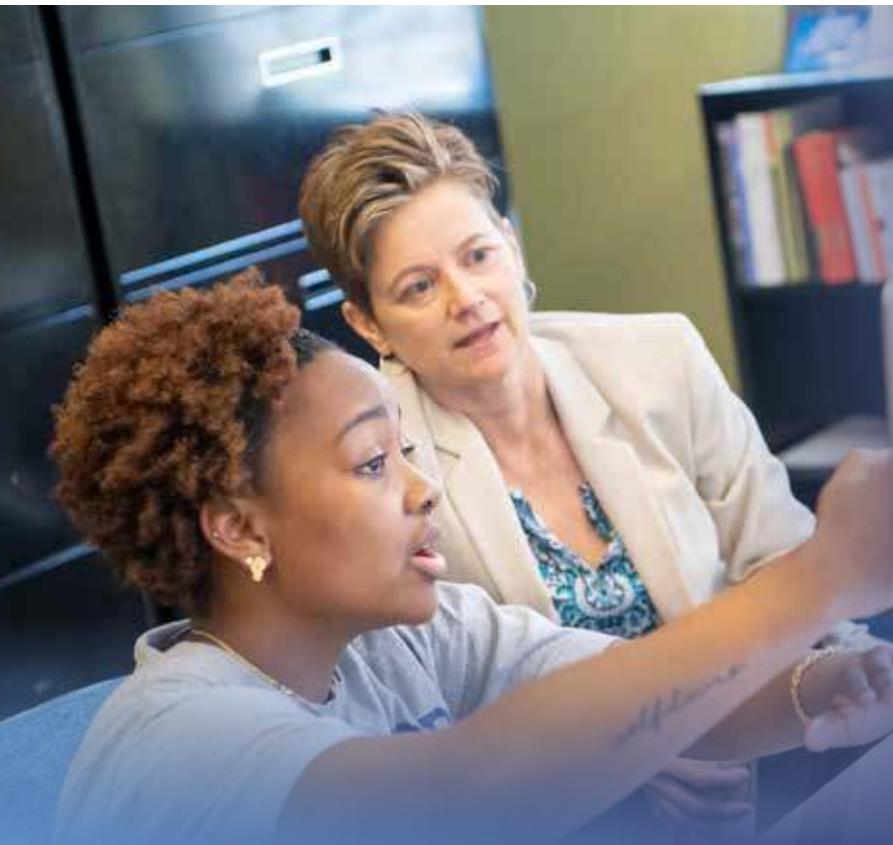


23 alumni have won or contributed to **Pulitzer Prize-winning work**

100%

of our juniors & seniors complete a professional internship

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Are you looking for a way to kickstart your journalism classes, to improve your work with student publications and to take your photo editing, reporting and digital media lessons to the next level?

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this publication to be, but maybe something just isn't quite clicking. In this session, we will dive into 10 solutions for making each page in your publication look like it belongs while still maintaining inspired, high quality design. Tips applicable to any publication. Sarah Kirksey, CJE, Ladue Horton Watkins H.S., St. Louis
9 a.m., Room 102, Level 1 (220)

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.

Val Kibler, MJE, Harrisonburg (Virginia) High School
9 a.m., Room 103, Level 1 (220)

ADVISING

Functional first, then fabulous

Need to get your students ready in a hurry or make sure your design team can cover an event? This session will turn anyone into a functional yearbook photographer. Learn seven tips that will make you feel confident that even your newest staffers will submit yearbook-worthy content on their first assignments. Leave the session with a ready-made lesson, in-class practice ideas, a game-based assessment and a printable tip sheet for students. Get ready to have a room full of photographers! Jason Davis, CJE, Cactus Canyon Junior High School, Apache Junction, Arizona
9 a.m., Room 105, Level 1 (243)

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.

Laura Negri, MJE, Alief Kerr High School, Houston
9 a.m., Room 121, Level 1 (96)

ADVISING

Finding work-life balance as an adviser

There's nothing quite like a journalism conference to call attention to all the amazing things you could be doing as an adviser – if you gave up sleep. Feeling overwhelmed? Come brainstorm ways we can make space for ourselves by making space for our students to take the lead.

Margaret Robertson, CJE, St. Mary's Episcopal School, Memphis, Tennessee
9 a.m., Room 122, Level 1 (96)

LEADERSHIP & TEAM BUILDING

Personality check: What makes you, you?

It takes all kinds of kinds to create a publication. Beyond just designers, photographers and writers, our personalities and the way we tick as humans is a huge

part of building a team. In this session, we will explore different personality traits and learn strategies for building great teams. This is an interactive session. Brittany Freda, Cady Studios, Dallas
9 a.m., Room 123, Level 1 (200)

NEWSGATHERING

Privacy law 101

The law recognizes that every person sometimes has the right to be left alone — even by journalists. This session will help student media understand where the legal lines have been drawn. What stories, photos, practices should you avoid? What is fair game? These lessons are especially good for staff photographers.

Mike Hiestand, Student Press Law Center, Washington, D.C.
9 a.m., Room 124, Level 1 (200)

CAREER ADVICE

Media U: Getting involved with college journalism

A glimpse of the college media space and how to succeed as a collegiate journalist. Topics will include jumping from high school to college reporting, joining a staff, and daily and biweekly printing schedules and digital news flow, along with a look at today's leading college media outlets.

Zev Hurwitz, Jewish Scholastic Press Association, Los Angeles
9 a.m., Room 125, Level 1 (96)

WRITING

Cultivating columnists

If your newspaper doesn't already include regular columns, this session will put you on the path to do so. We will start with a presentation on the difference between columns and other opinion journalism and then explain the system we've successfully implemented at the Oracle where a trained editor oversees out-of-class columnists.

Kristin Taylor, MJE, The Archer School for Girls, Los Angeles
9 a.m., Room 126, Level 1 (96)

GENERAL AUDIENCE

Winner, winner chicken dinner

This fast-paced session will highlight some of the winners in the online news, newspaper and yearbook contests from NSPA and Quill and Scroll. This show-and-tell session will help you learn from these entries and apply this knowledge to your own staff.

Gary Lundgren, National Scholastic Press Association, Minneapolis; and Lori Keekley, MJE, Quill and Scroll and National Scholastic Press Association, Minneapolis
9 a.m., Room 127, Level 1 (192)

GENERAL AUDIENCE

Get their attention

Draw readers into your yearbook layouts by crafting meaningful copy, creating eye-catching design and writing headlines that facilitate a verbal-visual connection. The end result captures reader interest with a cohesive and compelling yearbook spread.

Kristen Scott, Jostens, Austin, Texas
9 a.m., Room 132, Level 1 (425)

GENERAL AUDIENCE

Visual storytelling

How do you entice your reader or viewer into spending time with your story? Whether writing for print media or packaging stories for broadcast, it's important to find a strong emotional appeal and partner it with visual representations of your story. That practice will pull the audience into the medium and keep people engaged through the entire presentation.

Laura Schaub, CJE, University of Oklahoma, Claremore
9 a.m., Room 220, Level 2 (291)

LEADERSHIP & TEAM BUILDING

Great expectations

Sometimes it is tough to run a publication. But with clear expectations, everyone wins. This session will focus on how to set and follow through on job descriptions, the grading monster and communication with staff.

Sara-Beth Badalamente, CJE, Huron High School, Ann Arbor, Michigan
9 a.m., Room 221, Level 2 (283)

GENERAL AUDIENCE

Small school, big moves

Learn how to build a yearbook in a small school. We will share all the tricks we've used to build our program from three staff to more than 20. Learn how we increased coverage, structure our staff, assign duties and recruit. Leave with ideas on how to raise money, spend money and stay in the black.

Sue Flaming and Kennedy Virden, Caney Valley High School, Ramona, Oklahoma
9 a.m., Room 222, Level 2 (283)

MARKETING & AUDIENCE ENGAGEMENT

Sell yourself!

Our publications need money to survive and thrive. This interactive session will share best practices for raising funds and selling ads for both newspaper and yearbook programs.

Steve Hanf, First Flight H.S., Kill Devil Hills, North Carolina
9 a.m., Room 223, Level 2 (283)

STAFF MANAGEMENT

Tips for recruiting staffers to your program

Looking for some different ways to recruit and add members to your journalism program? This session has

you covered with more than 30 ideas to kickstart your recruiting for next semester or next year.

Aaron Manfull, MJE, Francis Howell North High School, Saint Charles, Missouri

9 a.m., Room 224, Level 2 (221)

MULTIMEDIA BROADCAST

How to make \$\$\$ with your video program

Do you want to increase the funds in your program? Would you like some extra dollars in your pocket or a scholarship check? Come to this session to learn about the 2022 Innovation Pacemaker-winning Seamless Productions, a video creative agency that operates like a real media business for clients in their community.

Spencer O'Daniel, CJE, Maize (Kansas) South HS and Maize Career Academy

9 a.m., Room 225, Level 2 (221)

GENERAL AUDIENCE

5 habits to improve your sports coverage

We will cover five habits that will improve your program's sports coverage, increase student engagement and build a positive culture with your sports

department. Sports editors and writers are encouraged to attend.

Ben Langevin, CJE, Oviedo (Florida) High School

9 a.m., Room 226, Level 2 (283)

STAFF MANAGEMENT

Impact of a yearbook planner

The three yearbook editors in chief of Blue Valley West wanted the organization, cohesiveness and technical reminders all in one place. Hear how their vision is affecting their 70+ member staff.

Deborah Glenn, CJE, Blue Valley West High School, Overland Park, Kansas

9 a.m., Room 227, Level 2 (283)

WRITING

Hot headlines, cool captions

Need some help with your headline writing, or feel like your caption game needs some work? This session is for yearbook and newspaper staffers who are either just starting out or want to refine their skills.

Sarah-Anne Lanman, CJE, Munster (Indiana) High School

9 a.m., Room 228, Level 2 (283)



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AL NEUHARTH FREE SPIRIT AND JOURNALISM CONFERENCE

June 24-29, 2023

Each summer, rising high school seniors experience an extraordinary five day all-expenses-paid trip to Washington, D.C., as participants in the Al Neuharth Free Spirit and Journalism Conference, a program of the Freedom Forum. The program is named for the founder of USA TODAY.

The conference inspires students to pursue journalism careers and celebrates what makes them a free spirit. Students from across the United States participate in a variety of learning experiences in the nation's capital, and are awarded a \$1,000 scholarship to the college of their choice.

High School Juniors:

Apply now for next year's conference!

Deadline is March 1, 2023.

Visit [Freespirit.org](https://freespirit.org) for more information and to apply online.



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PHOTOJOURNALISM

The power of a moment

How do you capture the power of a moment? Why do some photos rise to greatness while others fade into obscurity? Suited for all levels of photographers and the photo curious, this session focuses on what makes a photograph great, offering tips, tricks and strategies for scholastic photojournalists.

Kally Malcom-Bjorklund, University of North Florida, Jacksonville

9 a.m., Room 229, Level 2 (291)

ADVISING

How to tackle the grading beast

Grading is often something advisers dread. How do you grade such an untraditional class? How do you assess everyone equally when everyone has different jobs and responsibilities? How can you make grades reflect student work without overcomplicating things? This session will provide grading strategies that help motivate kids and make your life as an adviser easier.

Julia Walker, Olathe (Kansas) West High School

9 a.m., Room 230, Level 2 (216)

DESIGN

Better by design

By applying design principles and understanding some basic rules, your work will look more professional, organized, unified and interesting. We'll look at tons of examples and give you a chance to comment and share.

Linda Barrington, MJE, retired journalism adviser, Brookfield, Wisconsin; and Danielle Vorkapich, Oak Creek (Wisconsin) High School

9 a.m., Room 231, Level 2 (198)

LEADERSHIP & 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

9 a.m., Room 232, Level 2 (216)

STUDENT EVENT

Break with a Pro

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

9 a.m., Room 260/267, Level 2 (384)

[2-HOUR SESSION]

DESIGN

How do I? Using InDesign

Learn tips and tricks of this industry standard design program. This two-hour session will go from beginner to advanced. Questions are encouraged and bring examples to try and stump the chumps.

Hal Schmidt, Jostens, Fredericksburg, Texas; and John Horvath, Hill Country Christian School, Austin, Texas

9-10-50 a.m., Room 262, Level 2 (96)

WRITING

I've got a feeling

Feature writing is no easy task. You have to understand lead writing, quotes, transitions, descriptive writing, flow and conclusions. Come explore ways to craft feature stories that will get your readers feeling. For beginners and intermediate.

Jeanne Acton, retired journalism adviser, Austin, Texas

9 a.m., Room 263, Level 2 (192)

[FEATURED SPEAKER]

NEWSGATHERING

A Zoom newsroom of college journalists

A Zoom newsroom of 20 college journalists was at the center of a project on legal roadblocks to police accountability. The students filed FOIA requests around the nation and showed records on police abuse were closed in most states.

William Freivogel, Southern Illinois University Carbondale, Kirkwood, Missouri

9 a.m., Room 264, Level 2 (192)

WRITING

Making every word count

There is power in a word. In poetry, choosing the right word to express the thought, theme or emotion makes all the difference. In this session, we will discuss the importance of making each word count through the creation of Blackout Poetry.

Renee Quaife, Sparkman High School, Harvest, Alabama

9 a.m., Room 266, Level 2 (96)

NEWSGATHERING

3x coverage: Including your entire school community

Making your publication feel more inclusive begins with a solid coverage plan. Gather ideas for setting up systems that help staffers cover everyone, increasing that community feeling.

Lizabeth Walsh, MJE, Jostens, Las Vegas; and Shanon Woolf, CJE, McIntosh H.S., Peachtree City, Georgia

9 a.m., Room 274, Level 2 (408)

PHOTOJOURNALISM

10 must-have images of photojournalism

Need some variety in the photos for your publication? This session, using decades of examples, will help you and your photo staff re-invent photos. Come find out how to give your photos some new life.

Eric Thomas, MJE, Kansas Scholastic Press Association, Lawrence, Kansas

9 a.m., Room 275, Level 2 (416)

GENERAL AUDIENCE

Winning Photoshop hacks

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

Brynda Everman, CJE, Balfour Publishing, Dallas

9 a.m., Room 276, Level 2 (391)

10 a.m.

[2-HOUR SESSION]

WRITING

Build better stories: Mastering story structure

Learn how to see the world through the lens of story. We will deconstruct basic storytelling components and sample classic narrative structures in order to make the story creation process easier — and to create compelling narratives your audiences will clamor to read, watch and listen.

Patti Wolter, Northwestern University, Evanston, Illinois

10-11-50 a.m., Room 101, Level 1 (208)

NEWS LITERACY

5 fun ways to build better news habits

Becoming a strong news writer means becoming a strong news reader. Get five fun ways (with live practice time) to make regular news reading and analysis part of your staff's daily "news DNA" through fun and community-building techniques like "news tag" and news journals.

Ellen Austin, MJE, Birch Avenue Creative, Rockford, Illinois; and Whitney Huang, The Harker School, San Jose, California

10 a.m., Room 102, Level 2 (220)

ADVISING

Mismanaged and reimagined

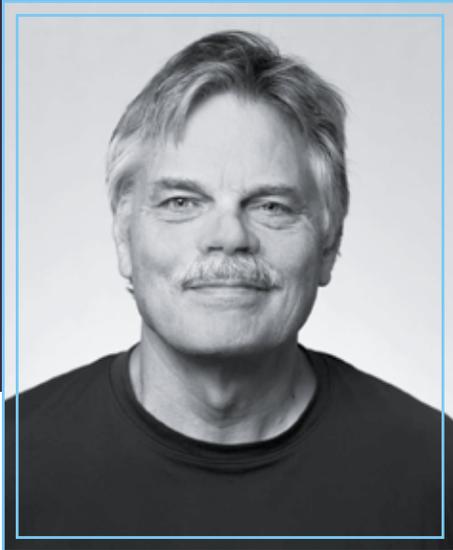
Raise your yearbook game by learning from the mistakes one adviser made while taking a program from picture book to Pacemaker. From planning and producing to recruiting and promoting, there's lots of room for error

SPEAKER BIOS are located in the convention app. Scan the code on Page 3 to download the app to your device.



MEET BOBBY HAWTHORNE

ADVISERS RECEIVE A FREE, SIGNED COPY OF HIS NEWEST BOOK, *COPY THAT*, PUBLISHED BY JOSTENS.



Bobby will be at the Jostens booth on Thursday, November 10 from 2:00 pm – 4:00 pm and Friday, November 11 from 10:00 am – 12:00 pm.

Stop by and receive a signed copy of *Copy That*.

“COPY THAT”

Jostens partnered with author and educator Bobby Hawthorne to release the new book, *Copy That*. This yearbook workbook is a robust collection of copywriting guidelines and inspiration curated to improve the storytelling capabilities of yearbook student staff. From defining journalism terminology to sharing brainstorming techniques, Bobby explains complex concepts through simplistic language paired with candid storytelling.



SCAN HERE TO HEAR BOBBY EXPLAIN THE NEW BOOK



BOBBY SHOWED MY STUDENTS HOW TO THINK INTENTIONALLY ABOUT THEIR WORK, TO NOT JUST ‘DO WRITING’ BUT TO BECOME ACTUAL WRITERS”

BEN REED
LANGUAGE ARTS TEACHER

(and growth). Turbo-charge your program and be ready to hit the ground running with these helpful tips and tricks from someone who's done everything wrong, but then gotten a lot right.

Jason Davis, CJE, Cactus Canyon Junior High School, Apache Junction, Arizona

10 a.m., Room 105, Level 1 (243)

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.

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

10 a.m., Room 121, Level 1 (96)

MEETING

JEA Scholastic Journalism Week Committee meeting

Committee members will meet to discuss SJW plans.

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

10 a.m., Room 122, Level 1 (96)

LEADERSHIP & TEAM BUILDING

(re)Building staff culture

Creating a team from scratch? Recalibrating after a big graduating class? Rebooting after a full-on staff meltdown? Whether you're starting over or just starting out, come get ideas (and share your own!) for finding connections, forging bonds and building bridges between staff members.

Margaret Robertson, CJE, St. Mary's Episcopal School, Memphis, Tennessee

10 a.m., Room 123, Level 1 (200)

LAW & ETHICS

Student press law 101: What you need to know

What are your rights as a public high school student journalist? This presentation discusses the major court cases that have helped define the First Amendment protections that apply in school and provides practical guidance for maintaining a free and responsible press.

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

10 a.m., Room 124, Level 1 (200)

LAW & ETHICS

Advocating for New Voices laws

What's the story you'd tell if nobody stopped you? Sixteen states have laws against the censorship of student journalists — and it's all because student journalists and advisers spoke up. Is your state next? Join SPLC and student advocates to learn about New Voices, the campaign for student press freedom, and take steps to restore and protect the freedom of your student press.

Hillary Davis, Student Press Law Center, Washington, D.C.

10 a.m., Room 125, Level 1 (96)

ADVISING

Get Certified: Legal and ethical issues

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., Room 126, Level 1 (96)

Ψ THE MEDIA SCHOOL
INDIANA UNIVERSITY

THE FUTURE OF MEDIA IS *you*

Media mirror society. And just like we can't see our future, we don't know what form media will take in 20 — even 10 — years. But we know who will shape it: **you.**

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TOP 3 THINGS TO KNOW!



2. SUPERCHARGED FUNDRAISING WITH BONUS BOOKS

Create supplemental bonus books to celebrate meaningful moments for sports, special occasions, classes and clubs, or for individual students, easily and quickly, even after your final yearbook has been submitted.

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BALFOUR VIVID PRINT™ also features facial recognition software to reduce time spent organizing photos. Our Tool scans your photo library (Adobe InDesign® or Balfour's Encore™ Software), auto-tags individual students, and builds a curated gallery. This is the future of easy yearbook making.

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- ✓ More Students Included = More Fundraising



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SCAN ME

FRIDAY 10 a.m.

INFORMATION DESK

Washington Entrance Lounge, Level 1
or Second Floor Atrium Lobby, Level 2

ADVISING

Maximize your NSPA and Quill and Scroll memberships

This session will take you through the benefits of membership for both NSPA and Quill and Scroll as well as the different levels, timelines and opportunities for you and your staff members. We will reserve the last 10 minutes for a question and answer session.

Gary Lundgren, National Scholastic Press Association, Minneapolis; and Lori Keekley, MJE, Quill and Scroll and National Scholastic Press Association, Minneapolis

10 a.m., Room 127, Level 1 (192)

[FEATURED SPEAKER]

NEWSGATHERING

How to pinpoint the human angle in every story

As you launch your journalism career, you will cover a variety of topics before you find your niche. No matter what beat you learn to cover (business, crime, politics, sports, entertainment, etc.) one of the most important

concepts to learn and incorporate in every story is the human angle.

Taylor Tiamoyo Harris, Greater St. Louis Association of Black Journalists, St. Louis

10 a.m., Room 132, Level 1 (425)

STAFF MANAGEMENT

Editors: Production cycles, organization and communication

Calling all editors. In this session you will break into small groups and “talk shop” with other editors from across the country. At the core will be discussions about organization, production cycles, communication and deadlines. Come and share how you do it at your school and learn from other editors how they do it at theirs.

Mitch Eden, MJE, Kirkwood (Missouri) High School

10 a.m., 230 prefunction, Level 2

DESIGN

Typographical personalities

Letters are a lot like the people we know. Some are sophisticated. Others are gregarious. A few are a bit awkward. And, yes, some are weird. Typography helps us

express ideas and feelings. We also use type to convey messages through stories, captions and headlines.

Although we typically follow the rules of typography when designing spreads, there are a few occasions that we might choose to break those rules.

Laura Schaub, CJE, University of Oklahoma, Claremore

10 a.m., Room 220, Level 2 (291)

DESIGN

Trends: A designer's guide to what works for 2023

An up to date look at design trends from all forms of mass media and yearbook publications. The best design is all around you every day. Be inspired by what works.

Rick Brooks, CJE, Jostens, Port Matilda, Pennsylvania

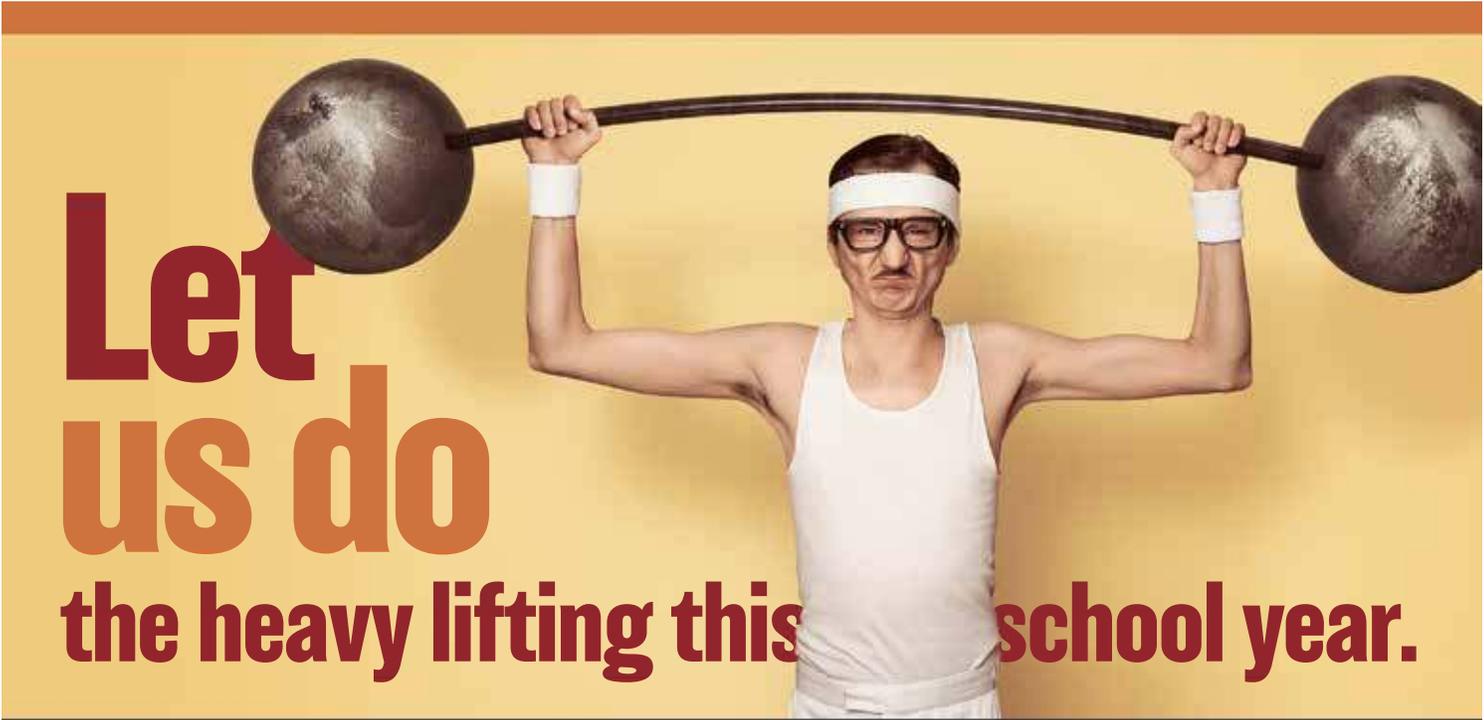
10 a.m., Room 221, Level 2 (283)

[FEATURED SPEAKER]

GENERAL AUDIENCE

The ever-changing news industry

After a career in photojournalism, Forbes reflects on the changes he's seen in the newspaper industry — and how photojournalists and newspapers can continue to thrive.



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James Forbes, Retired from St. Louis Post-Dispatch
10 a.m., Room 222, Level 2 (283)

WRITING

How to score great sports stories

Come join a sportswriter-turned-teacher to talk about ways to improve your sports coverage in print, online and yearbook. We'll share best practices in this interactive session that will get your sports pages on the podium.

Steve Hanf, First Flight High School, Kill Devil Hills, North Carolina

10 a.m., Room 223, Level 2 (283)

ADVISING

Building a journalism curriculum

This session will help advisers think through everything from how introductory courses are structured and could be mapped for a semester to rethinking what production staffs look like and how they could be organized. We will also talk about honors credit and dual credit for journalism courses and samples will be shared with all who attend.

Aaron Manfull, MJE, Francis Howell North High School, Saint Charles, Missouri

10 a.m., Room 224, Level 2 (221)

CAREER ADVICE

Building professional experience in high school

You probably hear about internships, but they are most often available to college students. But what if you could complete an internship before starting college? Hear from a college student who did just that and a marketing executive who will help you craft a plan to build your portfolio and find the professional experience you want.

Vicky Wolfe Bender, CJE, Institute for Study Abroad, Indianapolis; and David Wolfe Bender, Park Tudor School, Indianapolis

10 a.m., Room 225, Level 2 (221)

STAFF MANAGEMENT

Tell the truth! How to fix your staff's drama

We will be covering the concepts of Kim Scott's concept of "Radical Candor" that forever changed entertainment leadership and examining ways that we can apply those same concepts in a student media staff.

Ben Langevin, CJE, Oviedo (Florida) High School

10 a.m., Room 226, Level 2 (283)

MULTIMEDIA BROADCAST

Live streaming: Not as difficult as you think

In this session, learn how to use software and hardware to produce live streaming video online. Discussion will include how to get started, production basics, tips and tricks.

Derrick Docket, The Donovan Group, St. Louis

10 a.m., Room 228, Level 2 (283)

PHOTOJOURNALISM

Capture the expected and the unexpected

This session will explore photography from the logistical perspective. Discussion will include proper location for photographers at events — where to stand, what to look for and what to be ready for. Special emphasis will be placed on finding a great "non-traditional" photo and showing your reader what they don't usually get to see.

Amanda English, Cady Studios, Saint Petersburg, Florida

10 a.m., Room 229, Level 2 (291)

STAFF MANAGEMENT

Keeping your staff organized, efficient and happy

With so many moving pieces and personalities, things can get a little hectic midway through the year. In this session, we will discuss tips and strategies for how to organize your staff, create a smooth workflow and keep everyone motivated, even through the toughest of deadlines.

Julia Walker, Olathe (Kansas) West High School

10 a.m., Room 230, Level 2 (216)

ADVISING

Coaching student journalists

We'll cover content, coverage, news elements, assignments, angles, time frames ... and more. There will be time for you to ask questions and share ideas of your own.

Linda Barrington, MJE, retired journalism adviser, Brookfield, Wisconsin; and Danielle Vorkapich, Oak Creek (Wisconsin) High School

10 a.m., Room 231, Level 2 (198)

STUDENT EVENT

Break with a Pro

Kick off your morning with tailored, small-group discussion sessions with journalism professionals in traditional and specialized areas. Media professionals will share information about their work and backgrounds.

Preregistration was required. Please check your ticket for your assigned time.

10 a.m., Room 260/267, Level 2 (384)

WRITING

Writing reviews you can use

This presentation will focus on pop culture reviews (film, TV, music, video games), school reviews (theater, dance, music) and local options (restaurants and attractions). We will examine what a school should (and shouldn't) review and how to write interesting, useful critiques for print and online publications.

David Nathan, St. John's School, Houston

10 a.m., Room 261, Level 2 (96)

GENERAL AUDIENCE

Make a difference

Journalism matters. You matter. And what you do in your newspaper matters. Do journalism that makes a difference, that gives a voice, that shows a story. Let's talk about how you use your journalism powers for good to make a difference at your school.

Jeanne Acton, retired journalism adviser, Austin, Texas

10 a.m., Room 263, Level 2 (192)

LEADERSHIP & TEAM BUILDING

Pick me! Pick me!

Journalism students possess a skill set that is highly valued. Motivation, organization, project management, finances and communication make a publication leader a prized addition to any college or business. Share ideas and skills that make you a top draft pick. No advisers please.

Bonnie Blackman, CJE, Jostens, Ocean, New Jersey

10 a.m., Room 264, Level 2 (192)

ADVISING

Empowering scholastic press advisers

From grading to fundraising to helping students navigate sensitive issues and stories, scholastic press advisers are expected to do it all and to keep themselves sane while doing it. In this roundtable discussion, veteran advisers offer their insight and experiences. Share ideas and gain a network of support.

David Ragsdale, CJE, Clarke Central High School, Athens, Georgia; Chris Waugaman, MJE, Virginia State University, Petersburg; and Debra Klevens, CJE, Parkway West High School, Ballwin, Missouri

10 a.m., Room 265, Level 2 (96)

WRITING

RAD: read, analyze and discuss poetry

This is a hands-on workshop where students will read, analyze and discuss various styles and genres of poetry. Students also will be prompted to write and share their poetry.

Renee Quaife, Sparkman High School, Harvest, Alabama

10 a.m., Room 266, Level 2 (96)

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FRIDAY 10 a.m.

DESIGN

You should be using infographics

Just like news stories have structure, infographics can be reliably made for storytelling using a few basic elements. Come find out how to make the visuals that your readers want: an infographic with focus and appeal.

Eric Thomas, MJE, Kansas Scholastic Press Association, Lawrence, Kansas
10 a.m., Room 275, Level 2 (416)

GENERAL AUDIENCE

Inclusive and empathic journalism

In this session, adviser Juliana Crespo will discuss possible ways to make high school publications more inclusive of diverse and minority student groups at the school. Attendees will also be encouraged to consider how student journalists can regard empathy as a journalistic skill.

Juliana Crespo, Bloomington (Indiana) High School South
10 a.m., Room 276, Level 2 (391)

11 a.m.

MULTIMEDIA BROADCAST

Story through sound: Intro to audio journalism

Students will get an introduction to the medium of audio journalism. They will also get hands-on experience working with audio reporting equipment, gathering natural sounds, and interviewing for audio.

Mary Auld, University of Montana School of Journalism, Missoula
11 a.m., Room 102, Level 1 (220)

WRITING

He's called Ernie Pyle

This session will introduce students to World War II correspondent Ernie Pyle. Attendees will review Pyle's writing and see how emulating his writing style can better their feature and opinion writing.

Erin Coggins, MJE, Sparkman H.S., Harvest, Alabama
11 a.m., Room 103, Level 1 (220)

WRITING

Pay attention to the pulse: Reporting and profiles

Profiles, stories about the people at your school, should be the heart of all publications. This session will provide tips on how to ask the right questions to listen for the best answers to write great stories about the people who walk your halls.

Evelyn Lauer, MJE, Niles West H.S., Skokie, Illinois
11 a.m., Room 104, Level 1 (208)

NEWS LITERACY

Journalism: The gateway to democracy

Journalism provides community members with vital information about what is going on in their world. When

people are informed, they can effectively participate in democracy. Community media accomplishes this, and student journalism is community media. From the public journalism movement of the '90s to engagement journalism of today, students can use these concepts to support democracy in their communities, filling potential information gaps and combating the spread of news deserts.

Todd Vogts, MJE, Sterling (Kansas) College
11 a.m., Room 105, Level 1 (243)

ADVISING

Want to be a mentor? Need a mentor?

If you answered yes to either question, this session is for you. Participants in this session will learn about the mentoring program, how to become a mentor and how to get a mentor. Participants will also hear from current mentors and mentees about their experiences in the program.

Jane Blystone, MJE, retired journalism adviser, North East, Pennsylvania
11 a.m., Room 121, Level 1 (96)

WRITING

Branding your verbal with strong theme copy

Your theme copy establishes two things: the voice of your book and the story you will tell. Study strong examples and learn key methods that will help you on your way to powerful theme copy.

Justin Daigle, MJE, Brighton (Colorado) H.S.; and Debra Kleven, CJE, Parkway West H.S., Ballwin, Missouri
11 a.m., Room 123, Level 1 (200)

MULTIMEDIA BROADCAST

Hot mic: Podcasting and audio storytelling basics

Ever thought of a career in podcasting — or just hosting one on the side? Learn how to write scripts for the ear, develop your voice, and explore careers in podcasting, radio and audio storytelling.

Roddy Nikpour, Arizona State University, Tempe
11 a.m., Room 124, Level 1 (200)

LAW & ETHICS

You've got a New Voices law: What's next?

If you live in one of the 16 states that have student press freedom laws (AR, CA, CO, HI, IL, IA, KS, MD, MA, NV, NJ, ND, OR, RI, VT and WA), find out what that means and how you can make the protections work for you in practice.

Hillary Davis and Jonathan Gaston-Falk, Student Press Law Center, Washington, D.C.
11 a.m., Room 125, Level 1 (96)

ONLINE

Social media event coverage

Social media platforms are a great way to reach your

audience with live storytelling of sporting events, meetings and other activities. In this session, we'll look at ways to both inform and engage followers.

Joe Humphrey, MJE, Journalist of the Year coordinator, Tampa, Florida
11 a.m., Room 127, Level 1 (192)

[FEATURED SPEAKER]

GENERAL AUDIENCE

Sports journalism in 2022 and beyond

A look at how professional sports journalists cover events and tell stories, utilizing writing, video and social media. Columnist Benjamin Hochman has covered MLB, NFL, NBA, NHL, college sports and high school sports for 20 years.

Benjamin Hochman, The St. Louis Post-Dispatch
11 a.m., Room 132, Level 1 (425)

DESIGN

You found that idea where?

They're at the mall, on the Web, on billboards and even in some well-designed junk mail. From Pinterest to magazines, ideas for stories, designs and theme concepts are everywhere. Membership on a student publications staff changes the way you look at everything. Adapting ideas from professional resources will give your publication a cutting edge look and help you create a memorable publication for your student audience.

Laura Schaub, CJE, University of Oklahoma, Claremore
11 a.m., Room 220, Level 2 (291)

DESIGN

Theme 2023: A designer's guide

The very best from the world of theme. See materials from all forms of mass media and yearbook publications from around the country that use theme in outstanding and creative ways.

Bonnie Blackman, CJE, Jostens, Ocean, New Jersey
Rick Brooks, CJE, Jostens, Port Matilda, Pennsylvania
11 a.m., Room 221, Level 2 (283)

LEADERSHIP & TEAM BUILDING

Producing the perfect editor

There are fundamental elements that go into producing the perfect story, photo, design, etc. But what pieces are necessary to create the ideal editor? Here are a few lessons from previous editors (some successful, others not so much) you can use to lead your staff.

Ryan Gunterman, MJE, Columbus (Indiana) North H.S.
11 a.m., Room 222, Level 2 (283)

ADVISING

Get Certified: Writing and editing

This is a study session for advisers who are either taking the Certified Journalism Educator exam or are considering doing so. This session will focus on

journalistic writing and editing.

Larry Steinmetz, MJE, Bullitt East High School, Mount Washington, Kentucky

R.J. Morgan, MJE, University of Mississippi, Oxford
11 a.m., Room 224, Level 2 (221)

CAREER ADVICE

What to know before college journalism starts

Are you thinking of working for your college paper or studying journalism in college? You should absolutely do it, but don't go in blind! Take these life lessons from a former college newspaper editor. You'll learn everything he wishes he knew before starting his journalism major and working for his college paper.

David Wolfe Bender, Park Tudor School, Indianapolis
11 a.m., Room 225, Level 2 (221)

MULTIMEDIA BROADCAST

Multimedia design tips and tricks

This session will touch on tips and tricks of designing for the digital media space including websites, social media and other digital platforms.

Derrick Docket, The Donovan Group St. Louis
11 a.m., Room 228, Level 2 (283)

ONLINE

No time to plan? Quick content ideas for websites

It can be challenging to create fresh content for your website daily. Find some ideas for regular, easily produced content that you can implement right away.

Kathleen Mills, CJE, Bloomington (Indiana) H.S. South
11 a.m., Room 229, Level 2 (291)

WRITING

Write it right, write it tight

Six tips to improve the quality of writing in your student publications. Warning: This session is going to be a geek-out for word people.

Karl Grubaugh, CJE, retired journalism adviser, Cameron Park, California
11 a.m., Room 230, Level 2 (216)

[2-HOUR SESSION]

PHOTOJOURNALISM

How do I? Using Photoshop

Learn tips and tricks of this powerful photo editing program from beginning to advanced in this two-hour session. Bring questions and examples, and try to stump the chumps.

Hal Schmidt, Jostens, Fredericksburg, Texas; and John Horvath, Hill Country Christian School, Austin, Texas
11 a.m. to 12:50 p.m., Room 262, Level 2 (96)

[FEATURED SPEAKER]

GENERAL AUDIENCE

Lessons from a Pulitzer year

A Pulitzer Prize winner shares his successes and failures from a 30-year career.

Tony Messenger, St. Louis Post-Dispatch
11 a.m., Room 264, Level 2 (192)

PHOTOJOURNALISM

Do you really understand exposure?

I was wrong about so many things – so many things – until I started preparing this presentation on photo



Join us at the global crossroads of media, technology and culture.

Meet Valerie Jones, director of USC
Annenberg Admissions, at the tradeshow.



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exposure. Even if you consider yourself a photo expert (like I did), you likely have something to learn on this tour of shutter speed, ISO and aperture. (Bring your cameras.)

Eric Thomas, MJE, Kansas Scholastic Press Association, Lawrence, Kansas

11 a.m., Room 275, Level 2 (416)

GENERAL AUDIENCE

All in: Diversity audit

Does the coverage in your scholastic media reflect the diversity of your student body? How do the students at your school feel about the work you do? And does the composition of our staff match the population you serve? Join us to be part of JEA's 2022-23 diversity audit. This session will expose attendees to the key questions, process and timeline in order for student media programs to evaluate and report the status of diversity in your publications. We'll show you how and facilitate dialogue toward your staff's next steps. If possible, the student(s) and adviser should attend together, as attendees will be the official pilot group to launch this national initiative.

Sarah Nichols, MJE, Whitney H.S., Rocklin, California; David Ragsdale, CJE, Clarke Central H.S., Athens, Georgia; and Sergio Yanes, CJE, Arvada (Colorado)

11 a.m., Room 276, Level 2 (391)

Noon

NEWS LITERACY

The world in high school media

With crises from pandemics to war to climate change affecting so many, it's especially useful to have things explained in stories written specifically for high school students. Learn how to expand your definition of "local" so you can report these stories without repeating what others have said, and make "outside news" some of your most important and widely read journalism.

Joelle Keene, MJE, Shalhevet High School, Los Angeles

Noon, Room 102, Level 1 (220)

GENERAL AUDIENCE

Why religion reporting matters

The importance of religion on an individual and society varies greatly from country to country. As a result, the religion beat remains vital to understanding our world. This session will delve into the challenges and joys that comes with reporting on matters of faith.

Clemente Lisi, The King's College, New York City

Noon, Room 103, Level 1 (220)

LEADERSHIP & TEAM BUILDING

How to encourage your adviser to delegate to you

Formerly called "Advisers: Never do what an editor can do for you." Let's talk about strategies to get advisers to delegate, delegate, delegate to students. Maybe you already run staff meetings, train your peers, manage deadlines or complete final reviews. Is it possible for you to take on more in the name of leadership training for you and workload balance for them?

Jen Bladen, MJE, jenbladen.com, Tulsa, Oklahoma

Noon, Room 104, Level 1 (208)

NEWS LITERACY

The F-word. No the other one: Fighting fake news

Anytime a news outlet provides coverage that is unfavorable or contrary to the beliefs of a person or group, journalists are accused of creating "fake news." Dis/misinformation swirls throughout social media. Student media outlets can help their audiences cut through the noise by providing straightforward and reliable reporting. In this session, ideas for how to spot and counter "fake news" and dis/misinformation will be discussed by looking at the core of the concepts.

Todd Vogts, MJE, Sterling (Kansas) College

Noon, Room 105, Level 1 (243)

NEWSGATHERING

Up your interview game

If you're on your publications staff, chances are you're going to have to talk to people. This session will show you how to go beyond your comfort zone to prepare and execute interviews like a pro.

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

Noon, Room 120, Level 1 (192)

ADVISING

Overcoming the challenges

A conversation on the financial, administrative and practical challenges that make it increasingly difficult to keep journalism programs healthy and effective. We'll list solutions that are helping other programs, invite you to share yours and then brainstorm new ideas. The conversation will inform a new initiative that hopes to identify new sources of financial and logistical support.

Neil Chase, CalMatters, Sacramento, California

Noon, Room 121, Level 1 (96)

STAFF MANAGEMENT

Get Certified: Managing student media

This session prepares the attendee to learn about managing student media and to participate in discussions

regarding this topic on JEA Certification exams. This session includes dealing with staff, administrative and day-to-day issues in student publications.

Jane Blystone, MJE, retired journalism adviser, North East, Pennsylvania

Noon, Room 122, Level 1 (96)

DESIGN

The magic of mods

Is your staff ready for a MODern storytelling makeover? Do you ever feel like you struggle to engage with new and innovative designs? How do you take events that happen every year and tell them in a fresh way? We will show you how to incorporate more facts, figures and feelings onto your page with this MOD bootcamp.

Justin Daigle, MJE, Brighton (Colorado) H.S.; and Debra Klevens, CJE, Parkway West H.S. Ballwin, Missouri

Noon, Room 123, Level 1 (200)

LAW & ETHICS

Bold journalism

Censorship of student media due to controversial content, while illegal, has happened for many years. Talk with SPLC legal and advocacy experts about how to counteract the chilling effect that the current climate could have on student journalism. Know your rights and how to ensure that your bold journalism is respected and published in the age of "prohibited concepts" and "divisive content."

Jonathan Gaston-Falk, Student Press Law Center, Washington, D.C.

Noon, Room 124, Level 1 (200)

GENERAL AUDIENCE

The JOY of journalism

Though entries for state and national journalist of the year competitions are months away, it is never too early to get started on gathering artifacts, crafting reflections and building portfolios. In this session, learn about the requirements of the JEA Journalist of the Year competition and qualifying state contests.

Joe Humphrey, MJE, Journalist of the Year coordinator, Tampa, Florida

Noon, Room 127, Level 1 (192)

MULTIMEDIA BROADCAST

Broadcast stories that work

It's getting more difficult to reach and grow your broadcast audience in a high school community. This session uses real student samples to examine the ingredients that reach a high school audience and bring your community together.

Patrick Moring, CJE, Rampart H.S., Colorado Springs

Noon, Room 132, Level 1 (425)

SPEAKER BIOS are located in the convention app. Scan the code on Page 3 to download the app to your device.

ADVISER SUPPORT EVERY STEP OF THE WAY

Every adviser can be a confident leader of the yearbook staff — regardless of previous experience — thanks to Jostens support and resources.

NEW ADVISER PROGRAM

When an adviser joins the Jostens family, they are welcomed with a suite of helpful items. Shortly after receiving a welcome email, a package will arrive at their school. This useful bundle includes:

- *Grow Your Know Adviser Guidebook*, filled with practical information, printable lesson plans and handouts
- Information on what to expect as a yearbook adviser
- A welcome gift



WEEKLY GROW YOUR KNOW EMAILS

These comprehensive emails arrive in customer inboxes on Friday mornings, and contain links to lesson plans and resources to help advisers guide students during the following week. Thanks to *Grow Your Know* emails, advisers don't need to worry about the steps to take — from Day One to Yearbook Distribution.

YEARBOOK AVENUE CLASSROOM RESOURCES

From the hero banner to individual lesson plans, the Yearbook Avenue website guides advisers toward tips and resources specific to teaching yearbook. Popular tools include J-classes, flipped lessons with supplemental resources, and the new Achievements Leaderboard that recognizes staff by awarding 13 different digital badges during the school year as they progress toward earning the National Program of Excellence Award.



JOSTENS ADVISER UNIVERSITY & WORKSHOPS

This conference is for advisers at any level and offers a comprehensive training opportunity with a wide range of classes that will prepare you to teach yearbook.

Learn more at: www.jostensevents.com/yearbook

A PERSONAL SUPPORT TEAM

Between school reps, tech support and consultants, advisers have a small army of people working on their behalf to provide the ultimate yearbook experience.



To learn more about Jostens Adviser support, stop by our booth in the exhibit hall or scan this QR code and request additional information.

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JEA members — \$170. Tuesday Adviser Inspiration Luncheon — \$40
Register by June 19 for best hotel pricing and a T-shirt.

www.JEA.org/ai

EVENT

On-site critiques

Schools scheduled for critiques should bring up to three different issues of newspapers/magazines, or the most recent literary magazine or yearbook. Some staffs also choose to bring mock-ups of the current yearbook. For broadcast critiques, bring a thumb drive or upload to YouTube. Online staffs should bring a URL.

Noon to 4 p.m., Ballroom prefunction, Level 2

DESIGN

It's all in the details

Busy typography and complicated graphics confuse your readers and send the wrong message. Attention to details can help set the visual tone and turn your yearbook design from just OK to great as you open up your creative thinking.

Nancy Hastings, MJE, retired journalism adviser, Highland, Indiana

Noon, Room 221, Level 2 (283)

DESIGN

Spin the wheel

Around and around it goes, where it stops 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 palette.

Michael Malcom-Bjorklund, CJE, Columbia High School, Lake City, Florida

Noon, Room 222, Level 2 (283)

PHOTOJOURNALISM

Find your photo flow

Organizing the thousands of photos can be a beast! In this session, we will explore strategies for organizing the photo schedule, organization and equipment. You will leave with Google Forms and resources to help your photo flow be the best it can be.

Samantha Berry, CJE, Cady Studios, Cypress, Texas

Noon, Room 223, Level 2 (283)

ONLINE

Fact-checking

How to use Google and other tools to fact-check photos

and videos online. We'll also play Spot the Troll to test our ability to flag troll Twitter accounts.

Mike Reilley, Society of Professional Journalists, Chicago
Noon, Room 226, Level 2 (283)

PHOTOJOURNALISM

What, me worry?

Let's explore why ethics in photojournalism is more important today than ever before, and why we should be worried, very worried that more thought is not being given to it.

Jim McCrossen, Blue Valley Northwest High School, Overland Park, Kansas

Noon, Room 228, Level 2 (283)

GENERAL AUDIENCE

Blurred lines: Advisers working together

Find out how schools with separate newspaper, yearbook and broadcast teachers can work smarter, not harder by combining forces. Presented by a newspaper adviser and a yearbook adviser.

Kathleen Mills, CJE, and Juliana Crespo, Bloomington (Indiana) High School South

Noon, Room 229, Level 2 (291)

LEARNING AT THE SPEED OF NOW.

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

Majors available:

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

 **Temple University**

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FRIDAY Noon

LAW & ETHICS

An ethical framework for student journalism

What's the right thing to do? Using the SPJ's Code of Ethics, we'll consider several real-world student journalism case studies and try to develop a framework for responding to journalistic ethical dilemmas.

Karl Grubaugh, CJE, retired journalism adviser, Cameron Park, California

Noon, Room 230, Level 2 (216)

ADVISING

Get Certified: Coverage and content

Get your CJE and MJE certification. This session will cover news values, news gathering, interviewing and sources.

Mark Hilburn, MJE, Millard West H.S., Omaha, Nebraska
Noon, Room 265, Level 2 (96)

1 p.m.

DESIGN

Hand lettering

One of the best ways to study typography is to get your hands dirty hand lettering your own creations. We'll look at examples, do some quick and easy exercises — and then we'll just play. Bring your favorite pens, pencils or markers.

Jen Bladen, MJE, jenbladen.com, Tulsa, Oklahoma
1 p.m., Room 104, Level 1 (208)

[FEATURED SPEAKER]

ONLINE

How to social media for a magazine in 2022

In this session, attendees will learn how to use social media for storytelling in a world of influencers. Social

media is the gateway to making a brand relevant and successful. Hiatt will share examples from the social strategy for Cosmopolitan Magazine.

Maddie Hiatt, Cosmopolitan, New York City
1 p.m., Room 105, Level 1 (243)

LEADERSHIP & TEAM BUILDING

10 habits of a highly effective editor

Whether you already have a leadership role or you have your eye on a future position, come to this session for tips and tricks about how to lead a staff effectively.

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

1 p.m., Room 120, Level 1 (192)

ADVISING

School pictures and yearbook staff cameras

In this session, the national trade association for school photography and yearbooks will be providing the attendees with best practices, updates on the school picture industry and sharing how to register your school with the new SPOA/SONY student and school training and camera opportunities. Learn about the Sony and SPOA camera buyback program to advance your staff with brand new cameras and lenses.

David Crandall, School Photographers of America, Greensboro, North Carolina

1 p.m., Room 121, Level 1 (96)

ADVISING

News staff as an extracurricular activity?

Discussion on how to run a news staff as an extracurricular activity. The challenges include: a yearlong commitment, competition with other sports and activities, and internal motivation.

Sean Berleman, Palatine (Illinois) High School

1 p.m., Room 122, Level 1 (96)

NEWSGATHERING

Beware of the copyright bots!

It's never been easier — and potentially more risky — to help yourself to photos, videos and music. Join us for a quick copyright primer and tips (and warnings) about finding truly free material that's safe to re-publish.

Jonathan Gaston-Falk, Student Press Law Center, Washington, D.C.

1 p.m., Room 124, Level 1 (200)

ADVISING

Advisers' roundtable

Come chat about surviving (and thriving) in what may be the toughest job in school. Part legal workshop and part therapy session, we'll talk about important strategies for supporting your students while flying above the fray.

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

1 p.m., Room 125, Level 1 (96)

MULTIMEDIA BROADCAST

Writing for broadcast

Frequently the key to a good broadcast is the writing, but this is not like your average English class. We'll use professional and real student samples to discuss how good writing can improve your production value and what it looks like in the broadcast setting.

Patrick Moring, CJE, Rampart H.S., Colorado Springs

1 p.m., Room 132, Level 1 (425)

LEADERSHIP & TEAM BUILDING

Building teams one ice breaker at a time

This session will give you a variety of icebreaker and get-to-know-you activities to build your team. All media programs welcome, but producers, editors and student

more to the



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leaders encouraged.

Rachel Chrest and Jessica Favre, Spectrum High School, Elk River, Minnesota

1 p.m., Room 220, Level 2 (291)

PHOTOJOURNALISM

Stand here, use this lens, get better photos

Understanding how to capture great photos is a balance between three concepts: knowing where to position yourself, knowing your equipment and knowing how to anticipate the moment. This session will give you a few simple rules to get closer to your subject and shoot better photos for your publication.

Chris Waugaman, MJE, Virginia State University, Petersburg

1 p.m., Room 221, Level 2 (283)

[2-HOUR SESSION]

LEADERSHIP & TEAM BUILDING

Editorial leadership

Leader is a loaded word in the newsroom. Is it based on tenure, skill set, personality traits or some combination of each? The purpose of this session is to enable you to fulfill your job description on staff. We'll discuss leadership styles, help you troubleshoot your problem areas, work on role-play scenarios commonly seen in the newsroom and seek a collaborative approach to empower you as coach/mentor/editor on staff. Leaders of all levels and programs are welcome.

David Ragsdale, CJE, Clarke Central H.S., Athens, Georgia

1 p.m., Room 222, Level 2 (283)

GENERAL AUDIENCE

Using Design Thinking for the creative process

Companies like Google and Apple have found great success using the Design Thinking process. Learn how to develop a great yearbook theme, explore coverage and overall amp up your creative process using Design Thinking.

Samantha Berry, CJE, Cady Studios, Cypress, Texas

1 p.m., Room 223, Level 2 (283)

LEADERSHIP & TEAM BUILDING

People over publication

Channel your energy and empathy to cultivate a culture that celebrates everyone. Make a difference in the lives of those on your staff, on your campus and in your community. Sounds great, but what can we do to ensure we put our people first when we are faced with deadlines and the pressure to produce publications? In this session we'll talk about staff motivation, team building and having courage to honor others through thoughtful photography and reporting.

Emily Pyeatt Arnold, CJE, Aledo (Texas) H.S.; and Erica Brockmoller, Lexington (Nebraska) H.S.

1 p.m., Room 225, Level 2 (221)

ONLINE

Google Earth Suite

Learn how to use Google Earth Studio, Google Earth Pro, Google Earth Timelapse and Earth Measure Tool to enhance your coverage. Prior to the session, participants should create a free account at <https://flourish.studio/> and <https://www.google.com/earth/studio/> and download Google Earth Pro.

Mike Reilley, Society of Professional Journalists, Chicago

1 p.m., Room 226, Level 2 (283)

PHOTOJOURNALISM

Sports photography 101

Looking to up your sports photojournalism game? Capturing great sports moments doesn't have to be expensive or burdensome. Learn techniques and tricks to help make quality photographs that are meaningful.

Greg Cooper, Santa Barbara (California) City College

1 p.m., Room 228, Level 2 (283)

[2-HOUR SESSION]

ADVISING

How do I? Using Photoshop and InDesign for advisers

This two-hour session is for advisers wanting to improve their skills in using Photoshop and InDesign or just interested in how these programs work. Bring questions and try to stump the chumps.

Hal Schmidt, Jostens, Fredericksburg, Texas; and John Horvath, Hill Country Christian School, Austin, Texas

1 p.m., Room 262, Level 2 (96)

NEWSGATHERING

They won't say "yes" unless you ask them

If journalists really want access, interviews, and fresh and fabulous content, they have to go get them. Here are some tips, tricks and strategies in order to reach the people you want to reach and get what you want to get.

John Vitti, Boston Globe, Boston

1 p.m., Room 264, Level 2 (192)

[FEATURED SPEAKER] [90-MINUTE SESSION]

LAW & ETHICS

Hazelwood unpacked

90-minute Session: 1983 editor of The Spectrum newspaper at Hazelwood East High School, Cathy Kuhlmeier shares her perspective of the landmark U.S. Supreme Court ruling.

Cathy Kuhlmeier, press rights activist, Warrenton, Missouri; and Kristin Taylor, MJE, The Archer School for Girls, Los Angeles

1-2:30 p.m., Room 275, Level 2 (416)



EDITING

Editing fun!

Editing, schmediting. This session has tips and tricks that make the editing process (gasp! clutches pearls!) fun and productive.

Kathy Habiger, MJE, Mill Valley H.S., Shawnee, Kansas

1 p.m., Room 276, Level 2 (391)

CONTEST

NSMC lead judges check-in

Lead judges for JEA's National Student Media Contests afternoon events must check in between 1 and 3:30 p.m. to get instructions and supplies.

1 p.m., Room 280, Level 2 (84)

2 p.m.

GENERAL AUDIENCE

How to report on suicide and mental health

Reporting on suicide and mental health is crucial — but it has to be done carefully. Studies show certain types of coverage can contribute to more suicides, while others can encourage people to seek help. This session will cover the do's and don'ts of reporting on suicide and mental health, and provide resources to practice your skills and incorporate into class.

Aneri Pattani, Kaiser Health News, Raleigh, North Carolina

2 p.m., Room 102, Level 1 (220)

ADVISING

A different kind of start up

Startups are all the rage in tech, but what about a start up publication? Thinking about starting a new publication, but aren't sure where to begin or what you need? Come learn tips and tricks to starting a new publication!

Katie Fernandez, Phoenix Military Academy, Chicago
2 p.m., Room 103, Level 1 (220)

NEWSGATHERING

Sources in all types of writing

Journalists build credibility by writing great stories — but it's about the people, not the events. This session guides writers to build their own empathy and curiosity, then work to honor subjects by asking key questions about motivation as well as seeking secondary sources to frame character and provide perspective.

Shari Adwers, MJE, Loudoun Valley High School, Purcellville, Virginia
2 p.m., Room 104, Level 1 (208)

ADVISING

Get Certified: Presentation of MJE projects

Teachers who recently earned JEA's Master Journalism Educator status will formally present their MJE projects, followed by a Q&A time. They will give hints on how to finish the project and join the ranks of an elite group of teachers who have completed the highest level of journalism teaching certification in the nation. Mentoring will be available for those ready to begin an MJE project. Julieanne McClain, MJE, Rutherford B Hayes High School, Delaware, Ohio; Laura Negri, MJE, Alief Kerr High School, Houston; Amy Sorrell, MJE, Antwerp (Ohio) Local School, Antwerp; and Todd Vogts, MJE, Sterling (Kansas) College
2 p.m., Room 105, Level 1 (243)

GENERAL AUDIENCE

Covering religion in high school media

As our communities become ever more diverse, school news media have the opportunity and responsibility to bridge cultural gaps with information that can promote tolerance and civic understanding. Learn where to start, how to move from basic news to deeper features and have sources you trust — and who trust you — if conflict should arise.

Joelle Keene, MJE, Shalhevet High School, Los Angeles
2 p.m., Room 120, Level 1 (192)

MEETING

JEA mentors meeting

This session is for JEA Mentors only. We will discuss upcoming changes and share information regarding mentoring strategies and issues.

Jane Blystone, MJE, retired journalism adviser, North East, Pennsylvania
2 p.m., Room 121, Level 1 (96)

ADVISING

Objectivity: Rethinking a journalistic tradition

Objectivity has long dominated journalism practice, but societal and political forces are pushing us to reconsider how we prepare students to handle it. This session looks at how objectivity has been defined, taught and employed, why it's changing and what students can do to cover their communities with integrity and empathy.

Marina Hendricks, CJE, South Dakota State University, Brookings
2 p.m., Room 122, Level 1 (96)

WRITING

A truly useful session on writing reviews

Learn — or review — the traditional forms reviewers use. Discover tools you can use to give your audience helpful and interesting information as you review almost anything.

Janet Ewell, MJE, retired journalism adviser, Huntington Beach, California
2 p.m., Room 123, Level 1 (200)

LAW & ETHICS

Censorship of chosen names or preferred pronouns

Have you been told that you can only publish legal names? Have bylines been changed to reflect that? Are you restricted from using preferred pronouns? Join SPLC experts to talk about what can be done to ensure that student media accurately reflects the reality of student life.

Jonathan Gaston-Falk, Student Press Law Center, Washington, D.C.
2 p.m., Room 124, Level 1 (200)

[FEATURED SPEAKER]

GENERAL AUDIENCE

First, do no harm

Whether the oath should be attributed to Hippocrates is debatable, but this is not. When covering a story about death or catastrophic injury or illness, the journalist must pledge to prevent any additional pain and/or suffering due to carelessness or laziness. In this session, we'll discuss how.

Bobby Hawthorne, speaker, writer and writing coach, Austin, Texas
2 p.m., Room 132, Level 1 (425)

DESIGN

25 ways to spice up your coverage

Learn about sidebars, mods and tips for reader-friendly

tidbits to add zip throughout your publication.

Brooke Renna Pang, CJE, Walsworth, Cotati, California
2 p.m., Room 220, Level 2 (291)

ONLINE

Sports 365: A year of coverage

Are you having a difficult time covering the teams at your school? This session will showcase how one media group covered a team for 365 days. In the process, they find a way to tell better stories.

Chris Waugaman, MJE, Virginia State University, Petersburg
2 p.m., Room 221, Level 2 (283)

CAREER ADVICE

5 things to do to prepare for a journalism career

Brought to you by the S.I. Newhouse School at Syracuse University, come learn tips you can utilize to prepare for a successful career in journalism from the executive editor of the St. Louis Post Dispatch.

Alan Achkar, St. Louis Post Dispatch
2 p.m., Room 223, Level 2 (283)

ADVISING

So you wanna present? Now what.

An adviser-only session for those who've attended a few NHSJCs and are ready to present a topic but aren't sure how or where to start. We will walk you through choosing a topic, planning your session and keeping your audience engaged.

Sergio Yanes, CJE, Arvada (Colorado) High School; and Katie Merritt, MJE, Design Optimism Group, Rome, Georgia
2 p.m., Room 224, Level 2 (221)

NEWSGATHERING

Data journalism

Data scraping web pages with Google Sheets, scraping PDFs with Tabula and PDFtoExcel.com. Building graphics with Flourish.studio. Prior to the session, set up a free account at <https://flourish.studio/> and download free Tabula software <https://tabula.technology/>.

Mike Reilley, Society of Professional Journalists, Chicago
2 p.m., Room 226, Level 2 (283)

PHOTOJOURNALISM

Want better photos? Be engaged

Being a photojournalist is more than just getting quotes, making photos or writing stories. If you don't have subjects to talk to, you do not have a story. This



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NHSJCFall2022



presentation showcases meaningful ways to engage in the community you are covering; the better the connections, the better the stories.
 Greg Cooper, Santa Barbara (California) City College
2 p.m., Room 228, Level 2 (283)

MARKETING & AUDIENCE ENGAGEMENT

Read all about it: How to grow an audience

All the hard work done by reporters, photographers and editors will go for naught unless the world hears about your stories. This session will share tips, tricks and advice for building a following using every means available.

John Vitti, Boston Globe, Boston
2 p.m., Room 264, Level 2 (192)

GENERAL AUDIENCE

Be here now

We all need great new students for our staffs, and right now, it's tougher than ever. We'll share some fun ideas for attracting new talent to your program.

Brian Martinez, CJE, Jostens, Houston
2 p.m., Room 265, Level 2 (96)

MULTIMEDIA BROADCAST

Cross training

Photojournalists, you know more about videography than you realize. This session will connect photography concepts to videography to strengthen your visual storytelling skills.

Margie Raper, Rock Hill High School, Frisco, Texas
2 p.m., Room 274, Level 2 (408)

GENERAL AUDIENCE

Journalism deadly sins

Consider this session similar to Frank Costanza's Festivus Airing of Grievances, but journalism-related. You're doing things that drive your advisers mad and prevent your publication from reaching its full potential. But it won't just be complaints. We'll also include an Airing of Solutions so you can improve and impress your adviser and your readers.

Kathy Habiger, MJE, Mill Valley H.S., Shawnee, Kansas
2 p.m., Room 276, Level 2 (391)

ADVISER EVENT

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. Session includes a half-hour study session and a 2 1/2-hour test session. Please bring your laptop.

Amy Sorrell, MJE, Antwerp (Ohio) Local School
3:30-6 p.m., Room 105, Level 1 (243)

4 p.m.

CONTEST

National Student Media Contests critique sessions and on-site critiques

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., see Page 51 for room assignments

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Can your students sort fact from fiction?

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The Checkology[®] difference

Young people are navigating the most complex information landscape in human history.

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About the News Literacy Project (NLP)

NLP, a nonpartisan national education nonprofit, provides programs and resources for educators and the public to teach, learn and share the abilities needed to be smart, active consumers of news and information as well as equal and engaged participants in a democracy.



STORM LAKE
 A NEWSPAPER. A FAMILY. A COMMUNITY.

FRIDAY, Nov. 11

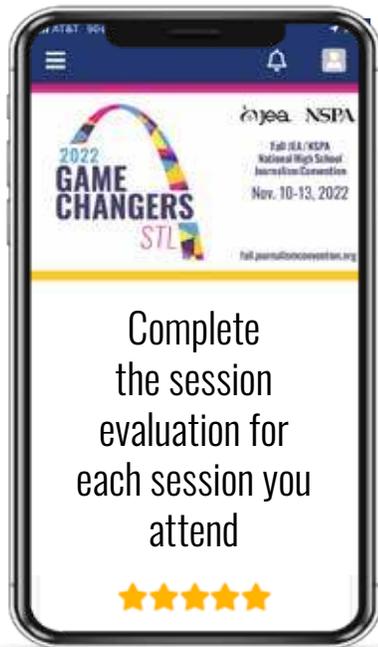
8 PM

Film Screening
 Q&A with Journalist Art Cullen and Director Beth Levison
NLP-created curriculum guides provided

FRIDAY Evening

INFORMATION DESK

Washington Entrance Lounge, Level 1
or Second Floor Atrium Lobby, Level 2



Evening

CONTEST

National Student Media Contests judges' dinner and judging

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

6-9 p.m., Room 260/267, Level 2 (384)

STUDENT EVENT

Student trivia night

Test your music and pop culture knowledge in a lively and entertaining team trivia competition. Prizes and refreshments provided.

8 p.m., Room 130/131, Level 1 (824)

STUDENT EVENT

Media Swap Shops

Swap Shops are prime opportunities for 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. Preregistration was required. Individual tickets will have exact room and time assignments.

8 and 9 p.m., 230 prefunction and Ballroom prefunction, Level 2

EVENT

Movie night: Storm Lake. A newspaper. A family. A community.

In this award-winning documentary, Pulitzer Prize-winning journalist Art Cullen and his family fight to unite and inform their Iowa farming community through their biweekly newspaper, The Storm Lake Times — come hell or pandemic. Cullen and Storm Lake's director Beth Levison will be present to kick off the movie screening with a 15-minute Q&A session. This movie screening is sponsored by the News Literacy Project.

*Check out the Storm Lake resources session at 10 a.m. Saturday in Room 132.

Beth Levison, director and producer, New York City, New York; Art Cullen, Storm Lake Times, Storm Lake, Iowa; and Shaelynn Farnsworth, News Literacy Project, Washington, D.C.

8 p.m., Room 224, Level 2 (884)

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NSMC contest supplies
T-shirts
Posters

First Amendment gear
AP Stylebooks
and more

1-7 p.m. Thursday and 8 a.m. to 4 p.m. Friday, Exhibit Hall 1, Level 1
7:30 a.m. to noon Saturday, Room 106, Level 1

JEA lifetime members save 15%

FREE GIFT FOR JEA MEMBERS

JEA members receive one Sharpie marker (4 designs to choose from).

Additional markers available for \$2 each for anyone.



nsmc

national student media contests



Advisers: Check in at the National Student Media Contests desk in Exhibit Hall 1, Level 1, 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 NSMC 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 Room 280, Level 2. 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/contests, and contest ID label to the assigned room. Most contests/critiques will last two hours. Check the convention app in case there is a room change.

All NSMC activities take place Friday

8 a.m.

- 42 Video Package Editing, Room 226, Level 2
- 44 Broadcast Anchor work room, Room 95, Level 1
- 44 Broadcast Anchor judging, Room 94, Level 1

8:30 a.m.

- 43 Broadcast Online News Package meeting, Room 100, Level 1
- 46 Broadcast Package meeting, Room 100, Level 1

Noon

- 43 Broadcast Online News Package work room, Room 100, Level 1
- 46 Broadcast Package work room, Room 101, Level 1

4 p.m.

- 01 Newswriting, Room 274, Level 2
- 02 Editorial Writing, Room 230, Level 2
- 03 Feature Writing, Room 275, Level 2
- 04 Sports Writing, Room 276, Level 2
- 05 Review Writing, Room 232, Level 2
- 06 Editorial Cartooning, Room 102, Level 1
- 07 Commentary Writing, Room 103, Level 1
- 08 News Editing/Headline Writing/Current Events, Room 104, Level 1
- 09 Newspaper Layout critique, Room 123, Level 1
- 10 Newsmagazine Layout critique, Room 224, Level 2
- 11 Press Law and Ethics, Room 127, Level 1
- 12 Yearbook Copy/Caption: Sports, Room 229, Level 2
- 13 Yearbook Copy/Caption: Academics, Room 228, Level 2
- 14 Yearbook Copy/Caption: Clubs, Room 227, Level 2

- 15 Yearbook Copy/Caption: Student Life, Room 226, Level 2
- 16 Yearbook Layout: Theme critique, Room 120, Level 1
- 17 Yearbook Layout: Inside Pages critique, Room 225, Level 2
- 18 Yearbook Cover/End Sheets critique, Room 223, Level 2
- 19 Literary Magazine Layout critique, Room 121, Level 1
- 20 Literary Magazine Poetry, Room 263, Level 2
- 21 Literary Magazine Illustration, Room 263, Level 2
- 22 Literary Magazine Photography, Room 126, Level 1
- 23 Graphic Design: Logo critique, Room 265, Level 2
- 24 Graphic Design: Infographics critique, Room 266, Level 2
- 25 Graphic Design: Advertising critique, Room 262, Level 2
- 26 Graphic Design: Photo Illustration critique, Room 261, Level 2
- 27 Themed Photography critique, Room 130/131, Level 1
- 28 Sports Action Photography critique, Room 130/131, Level 1
- 29 Sports Feature Photography critique, Room 130/131, Level 1
- 30 Feature Photography critique, Room 130/131, Level 1
- 31 General or Spot News Photography critique, Room 130/131, Level 1
- 32 Photo Story critique, Room 130/131, Level 1
- 33 Portfolio critique, Room 130/131, Level 1
- 34 Photo Portrait critique, Room 130/131, Level 1
- 35 First-year Photo critique, Room 130/131, Level 1
- 36 Broadcast News Story critique, Room 220, Level 2
- 37 Broadcast Sports Story critique, Room 221, Level 2
- 38 Broadcast Feature Story critique, Room 222, Level 2
- 39 Broadcast Commercial/PSA critique, Room 264, Level 2
- 40 Videography critique, Room 122, Level 1
- 41 Short Documentary critique, Room 220, Level 2
- 45 Broadcast Newswriting, Room 124, Level 1

Judges

Lead judges: Pick up material for contests between 1-3:30 p.m. in Room 280, Level 2.

Photography judges: 8 a.m. to noon, Room 250, Level 2.

Broadcast judges: Check schedule for assigned time and location.

NSMC judges' dinner and judging: 6 p.m., Room 260/267, Level 2.

Congratulations to our Pacemaker finalists and award winners

2022 Broadcast Pacemaker finalists

Finalists will be recognized and winners announced at the NSPA awards ceremony, 3:30 p.m. Saturday, Nov. 12.

CHSTV Worldwide

Carlsbad High School
Carlsbad, California

CCNN Live

Christopher Columbus High School
Miami, Florida

The Voyage

Christopher Columbus High School
Miami, Florida

Monthly Mane

Oviedo High School
Oviedo, Florida

WHIS News

Holy Innocents'
Episcopal School
Atlanta, Georgia

DTV News

Davison High School
Davison, Michigan

Tiger Broadcast

Lee's Summit High School
Lee's Summit, Missouri

HTV Magazine

Hillcrest High School
Springfield, Missouri

FHNtoday TV

Francis Howell North High School
St. Charles, Missouri

MWHS Wildcat News

Millard West High School
Omaha, Nebraska

Lincoln Live

Gahanna Lincoln High School
Gahanna, Ohio

The Lincoln Sports Zone

Gahanna Lincoln High School
Gahanna, Ohio

Penn Trafford TV

Penn Trafford High School
Harrison City, Pennsylvania

RNE-TV Live

Richland Northeast High School
Columbia, South Carolina

Hawk TV

Hebron High School
Carrollton, Texas

KCBY Weekly

Coppell High School
Coppell, Texas

Coyote Nation TV

Heritage High School
Frisco, Texas

WTV Daily Update

Liberty High School
Frisco, Texas

Hill Top News

Rock Hill High School
Frisco, Texas

Eagle Nation News

Prosper High School
Prosper, Texas

WMHS News

McLean High School
McLean, Virginia

2022 Newspaper/ Newsmagazine Pacemaker finalists

Finalists will be recognized and winners announced at the NSPA awards ceremony, 3:30 p.m. Saturday, Nov. 12.

CS Press

Cactus Shadows High School
Cave Creek, Arizona

Berkeley High Jacket

Berkeley High School
Berkeley, California

El Estoque

Monta Vista High School
Cupertino, California

The Campanile

Palo Alto High School
Palo Alto, California

Verde

Palo Alto High School
Palo Alto, California

High Tide

Redondo Union High School
Redondo Beach, California

Bear Witness

Branham High School
San Jose, California

Winged Post

The Harker School
San Jose, California

The Nueva Current

The Nueva School
San Mateo, California

The Mirror

Van Nuys High School
Van Nuys, California

The Eagle Eye

Marjory Stoneman Douglas
High School
Parkland, Florida

Muse

A.W. Dreyfoos School of the Arts
West Palm Beach, Florida

Odyssey

Clarke Central High School
Athens, Georgia

U-High Midway

University of Chicago
Laboratory High School
Chicago, Illinois

HiLite

Carmel High School
Carmel, Indiana

The Harbinger

Shawnee Mission East High School
Prairie Village, Kansas

The Northwest Passage

Shawnee Mission Northwest
High School
Shawnee, Kansas

The Communicator Magazine

Community High School
Ann Arbor, Michigan

Echo

St. Louis Park High School
St Louis Park, Minnesota

Globe

Clayton High School
Clayton, Missouri

The Kirkwood Call

Kirkwood High School
Kirkwood, Missouri

Spark

Lakota East High School
Liberty Township, Ohio

The Dispatch

James Bowie High School
Austin, Texas

The Shield

McCallum High School
Austin, Texas

Eagle Edition

Episcopal School of Dallas
Dallas, Texas

The Fourcast

The Hockaday School
Dallas, Texas

The ReMarker

St. Mark's School of Texas
Dallas, Texas

Kingwood Park Times

Kingwood Park High School
Kingwood, Texas

The Edge

Pleasant Grove High School
Texarkana, Texas

Tiger Times

Texas High School
Texarkana, Texas

The Highlander

McLean High School
McLean, Virginia

The Standard

The American School in London
(High School)
London, United Kingdom

The Scroll

The American School in
London (Middle School)
London, United Kingdom

2022 Specialty Magazine Pacemakers finalists

Finalists will be recognized and winners announced at the NSPA awards ceremony, 3:30 p.m. Saturday, Nov. 12.

C Magazine

Palo Alto High School
Palo Alto, California

Viking Magazine

Palo Alto High School
Palo Alto, California

Gxrls in STEM

Georgetown Day School
Washington, District of Columbia

Backcountry Review

Springfield High School
Springfield, Oregon

Focus Magazine

St. Mark's School of Texas
Dallas, Texas

2021-22 Clips & Clicks

NSPA's open competition offers fall- and spring-semester competitions that compete for an annual Sweepstakes trophy.

The 2021-22 Sweepstakes winner —

The Shield

McCallum High School
Austin, Texas



NSPA Clips & Clicks

Pioneer Awards

NSPA's top honor for journalism educators will be presented at the advisers luncheon Saturday, Nov. 12.

2022 inductees

Frank LoMonte

CNN media-law counsel
Former director of the Student Press Law Center and the Brechner Center for Freedom of Information, at the University of Florida

Tamra McCarthy

James C. Enochs High School,
Modesto, California

April van Buren

Madison East High School
Madison, Wisconsin

2022 Hall of Fame Inductees

The NSPA Hall of Fame represents sustained excellence by scholastic media.

Publications qualify for the NSPA Hall of Fame by earning 10 All-American ratings from the NSPA Critique Service within an 11-year span.

Inklings

newspaper
Crown Point High School
Crown Point, Indiana

Legend

yearbook
Lafayette High School
Wildwood, Missouri

The Pacemaker 100

For its 100th birthday, in 2021, NSPA announces the top winners of its top publications prize, the Pacemaker.

The Pacemaker 100 will be recognized at the Pacemaker 100 ceremony, from 8-8:50 a.m. Saturday (by invitation), and at the NSPA awards ceremony, 3:30 p.m. Saturday, Nov. 12.

The Pacemaker 100 Top 10

First

23 Pacemakers &
3 Pacemaker finalists

Lair

Yearbook
Shawnee Mission Northwest
High School
Shawnee, Kansas

Second

20 Pacemakers &
7 Pacemaker finalists

Decamhian

Yearbook
Del Campo High School
Fair Oaks, California

Third

22 Pacemakers &
2 Pacemaker finalists

Wings

Yearbook
Arrowhead Christian Academy
Redlands, California

Fourth

18 Pacemakers &
4 Pacemaker finalists

Indian

Yearbook
Shawnee Mission North
High School
Overland Park, Kansas

Fifth (tie)

16 Pacemakers &
7 Pacemaker finalists

Rampages

Yearbook
Casa Roble High School
Orangevale, California

Fifth (tie)

16 Pacemakers &
7 Pacemaker finalists

Pioneer

Yearbook
Kirkwood High School
Kirkwood, Missouri

Seventh

15 Pacemakers &
8 Pacemaker finalists
Paragon
Yearbook
Munster High School
Munster, Indiana

Eighth

15 Pacemakers &
6 Pacemaker finalists

The Little Hawk

Newspaper/News magazine
Iowa City High School
Iowa City, Iowa

Ninth (tie)

15 Pacemakers &
5 Pacemaker finalists

HauberK

Yearbook
Shawnee Mission East High School
Prairie Village, Kansas

Ninth (tie)

15 Pacemakers &
5 Pacemaker finalists

HTV Magazine

Broadcast
Hillcrest High School
Springfield, Missouri

Ninth (tie)

15 Pacemakers &
5 Pacemaker finalists

Spark

Newspaper/News magazine
Lakota East High School
Liberty Township, Ohio

The Pacemaker 100

Alphabetical order by state —

CS Press

Newspaper/News magazine
Cactus Shadows High School
Cave Creek, Arizona

Crusader

Newspaper/News magazine
Salpointe Catholic High School
Tucson, Arizona

Hornet

Yearbook
Bryant High School
Bryant, Arkansas

Connnotations

Literary Arts Magazine
Fayetteville High School
Fayetteville, Arkansas

Titanium

Yearbook
Antelope High School
Antelope, California

Epic

Yearbook
Center High School
Antelope, California

The Epitaph

Newspaper/News magazine
Homestead High School
Cupertino, California

El Estoque

Newspaper/News magazine
Monta Vista High School
Cupertino, California

El Estoque Online

Online
Monta Vista High School
Cupertino, California

- Decamhian**
Yearbook
Del Campo High School
Fair Oaks, California
- The Feather Online**
Online
Fresno Christian High School
Fresno, California
- The Gazette**
Newspaper/News magazine
Granite Bay High School
Granite Bay, California
- Wingspan**
Yearbook
James C. Enochs High School
Modesto, California
- Rampages**
Yearbook
Casa Roble High School
Orangevale, California
- Campanile**
Newspaper/News magazine
Palo Alto High School
Palo Alto, California
- The Paly Voice**
Online
Palo Alto High School
Palo Alto, California
- Verde**
Newspaper/News magazine
Palo Alto High School
Palo Alto, California
- Wings**
Yearbook
Arrowhead Christian Academy
Redlands, California
- Pilot**
Yearbook
Redondo Union High School
Redondo Beach, California
- Tonitrus**
Yearbook
Rocklin High School
Rocklin, California
- Details**
Yearbook
Whitney High School
Rocklin, California
- Lowell**
Newspaper/News magazine
Lowell High School
San Francisco, California
- The American**
Yearbook
Independence High School
San Jose, California
- Stagg Line**
Newspaper/News magazine
Amos Alonzo Stagg High School
Stockton, California
- The Chronicle**
Newspaper/News magazine
Harvard-Westlake School
Studio City, California
- Cub Trax**
Yearbook
Cupertino Middle School
Sunnyvale, California
- Cayuse**
Yearbook
Walnut High School
Walnut, California
- Union Street Journal**
Newspaper/News magazine
Cherry Creek High School
Englewood, Colorado
- The Prowl**
Yearbook
Powell Middle School
Littleton, Colorado
- Eagle Eye View**
Yearbook
Sierra Middle School
Parker, Colorado
- Literary and Visual Arts**
Literary Arts Magazine
Maret School
Washington, D.C.
- The Southerner**
Newspaper/News magazine
Henry W. Grady High School
Atlanta, Georgia
- U-High Midway**
Newspaper/News magazine
University of Chicago
Laboratory High School
Chicago, Illinois
- Renaissance**
Literary Arts Magazine
University of Chicago
Laboratory High School
Chicago, Illinois
- New Pennies**
Literary Arts Magazine
DeKalb High School
DeKalb, Illinois
- Etruscan**
Yearbook
Glenbrook South High School
Glenview, Illinois
- Lion**
Newspaper/News magazine
Lyons Township High School
La Grange, Illinois
- The Central Times**
Newspaper/News magazine
Naperville Central High School
Naperville, Illinois
- HiLite**
Newspaper/News magazine
Carmel High School
Carmel, Indiana
- HiLite Online**
Online
Carmel High School
Carmel, Indiana
- Log**
Yearbook
Columbus North High School
Columbus, Indiana
- Paragon**
Yearbook
Munster High School
Munster, Indiana
- The Little Hawk**
Newspaper/News magazine
Iowa City High School
Iowa City, Iowa
- Eagle/Stampede**
Yearbook
Maize Intermediate School/
Maize South Middle School
Maize, Kansas
- Indian**
Yearbook
Shawnee Mission North
High School
Overland Park, Kansas
- HauberK**
Yearbook
Shawnee Mission East High School
Prairie Village, Kansas
- The Harbinger**
Newspaper/News magazine
Shawnee Mission East High School
Prairie Village, Kansas
- The Harbinger Online**
Online
Shawnee Mission East High School
Prairie Village, Kansas
- Lair**
Yearbook
Shawnee Mission Northwest
High School
Shawnee, Kansas
- The Northwest Passage**
Newspaper/News magazine
Shawnee Mission Northwest
High School
Shawnee, Kansas
- Erehwon**
Literary Arts Magazine
Winston Churchill High School
Potomac, Maryland
- Silver Chips**
Newspaper/News magazine
Montgomery Blair High School
Silver Spring, Maryland
- Colophon**
Literary Arts Magazine
Towson High School
Towson, Maryland
- Wayland Student Press** Network
Online
Wayland High School
Wayland, Massachusetts
- Cenid**
Yearbook
East Lansing High School
East Lansing, Michigan
- Fentonian**
Yearbook
Fenton High School
Fenton, Michigan
- The Tower**
Newspaper/News magazine
Grosse Pointe South High School
Grosse Pointe Farms, Michigan
- The Update**
Newspaper/News magazine
H.H. Dow High School
Midland, Michigan
- Images on the Wind**
Literary Arts Magazine
Edina High School
Edina, Minnesota
- Central High News**
Newspaper/News magazine
Central High School
Minneapolis, Minnesota
- West High Weekly/**
West High Times
Newspaper/News magazine
West High School
Minneapolis, Minnesota
- Knight Errant**
Online
Benilde-St. Margaret's School
St. Louis Park, Minnesota
- Echo**
Newspaper/News magazine
St. Louis Park High School
St. Louis Park, Minnesota
- Cogwheel**
Newspaper/News magazine
Mechanic Arts High School
St. Paul, Minnesota
- Globe**
Newspaper/News magazine
Clayton High School
Clayton, Missouri
- Pioneer**
Yearbook
Kirkwood High School
Kirkwood, Missouri
- The Kirkwood Call**
Newspaper/News magazine
Kirkwood High School
Kirkwood, Missouri
- North Star**
Newspaper/News magazine
Francis Howell North High School
St. Charles, Missouri
- FHNtoday**
Online
Francis Howell North High School
St. Charles, Missouri
- Courier**
Newspaper/News magazine
Normandy High School
St. Louis, Missouri
- HTV Magazine**
Broadcast
Hillcrest High School
Springfield, Missouri
- Westwind**
Yearbook
West Henderson High School
Hendersonville, North Carolina
- Yearbook**
Yearbook
Bay High School
Bay Village, Ohio
- John Adams Journal**
Newspaper/News magazine
John Adams High School
Cleveland, Ohio
- Spark**
Newspaper/News magazine
Lakota East High School
Liberty Township, Ohio
- The Axe**
Newspaper/News magazine
South Eugene High School
Eugene, Oregon
- El Paisano**
Yearbook
Westlake High School
Austin, Texas
- Featherduster**
Newspaper/News magazine
Westlake High School
Austin, Texas
- Hillcrest Hurricane**
Newspaper/News magazine
Hillcrest High School
Dallas, Texas

Marksmen

Yearbook
St. Mark's School of Texas
Dallas, Texas

The ReMarker

Newspaper/Newsmagazine
St. Mark's School of Texas
Dallas, Texas

Vibrato

Literary Arts Magazine
The Hockaday School
Dallas, Texas

Hoofbeats

Yearbook
Burgess High School
El Paso, Texas

Stampede

Newspaper/Newsmagazine
Burgess High School
El Paso, Texas

The Rider Online

Online
Legacy High School
Mansfield, Texas

The Lion

Yearbook
McKinney High School
McKinney, Texas

The Hawk

Yearbook
Pleasant Grove High School
Texarkana, Texas

The Tiger

Yearbook
Texas High School
Texarkana, Texas

Runes

Literary Arts Magazine
Brighton High School
Salt Lake City, Utah

tjToday

Newspaper/Newsmagazine
Thomas Jefferson High School
for Science and Technology
Alexandria, Virginia

Odyssey

Yearbook
Chantilly High School
Chantilly, Virginia

Chatterbox

Newspaper/Newsmagazine
George Washington High School
Danville, Virginia

Sentry

Yearbook
Robinson Middle School
Fairfax, Virginia

TRNWIRE

Online
Prince George High School
Prince George, Virginia

Saga

Yearbook
Loudoun Valley High School
Purcellville, Virginia

Peninsula Outlook

Newspaper/Newsmagazine
Peninsula High School
Gig Harbor, Washington

Lincoln News

Newspaper/Newsmagazine
Lincoln High School
Tacoma, Washington

Shorewood Ripples

Newspaper/Newsmagazine
Shorewood High School
Milwaukee, Wisconsin

Washington Scroll

Newspaper/Newsmagazine
Washington High School
Milwaukee, Wisconsin

The Scroll

Newspaper/Newsmagazine
The American School in London
Middle School
London, England



**GLORIA SHIELDS
NSPA MEDIA
WORKSHOP**

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Join us in Dallas this summer

We'll sharpen your skills
in photography, graphic
design, advertising,
writing, leadership
and more.

June 26-29, 2023

with bonus classes June 25

Advisers • Design
Digital • Newspaper
Photography • Yearbook

SATURDAY at a glance

Room	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Room 100, Level 1	Elevating staff culture from good to great	Analyzing information for bias is all around you	Keeping up with the design trends	Yes, yes, you should cover news beyond your school
Room 101, Level 1		Power up your staff	Little things, big results	Dynamic duos
Room 102, Level 1		Adobe certification testing: InDesign	Adobe certification testing: Photoshop	
Room 103, Level 1	Perfecting your broadcast script		Using TikTok and reels for your publication ★	Telling stories with sound ★
Room 104, Level 1	Warning: Graphic content	How to make high-res graphics and logos	Staff organization 101: Manuals and design books	Personality check: What makes you, you?
Room 105, Level 1	Improving publication photography	The power of light	Interviewing: Let's skip to the good part	Lifeboats for new advisers
Room 106, Level 1	Adviser hospitality & JEA Store (8 a.m. to noon) Refreshments provided by Indiana University, The Media School.			
Room 120, Level 1	Editor-in-chief roundtable	Independent school adviser roundtable	Top advisers discuss broadcast trends	
Room 121, Level 1		JEA Certification Committee meeting	JEA Digital Media Committee meeting	JEA Awards Committee meeting
Room 122, Level 1		Scholastic press association roundtable		
Room 123, Level 1	10 InDesign tips for a better workflow	Covering the unimaginable	Better, faster, stronger storytelling	Walking the line: Ethics in student journalism
Room 124, Level 1	Putting first things first: Effective leadership	Censorship of chosen names or preferred pronouns	F-Cheer! Off-campus speech and student media	Covering #MeToo
Room 125, Level 1		Marketing and branding your program	Lit mag A-Z	Chronological coverage: Modernizing your yearbook
Room 126, Level 1		Humor with a purpose	Power revision	In or out? Quick editing tips to improve consistency
Room 127, Level 1	Covering issues of disability	Lights, camera, action: ★ Entertainment journalism	Trending design and coverage	It takes a village: Beyond typical sports features
Room 130, Level 1	How to create a student social media team	Best practices for a more authentic social story	Details matter	Raise your write hand ★
Room 131, Level 1	Deadlines decoded	5Rs will build the best team	Photo storytelling	
Room 132, Level 1	Systems of success	10 ways to improve your writing	Local newsrooms and democracy	

SATURDAY at a glance

Noon	1 p.m.	2:30 p.m.	3:30 p.m.
	Bold journalism		
Express your power: Empowering EDI	How to think like an investigative reporter ★	Supercharge your story ideas ★	
Essentials of health reporting	Crime and portrait photography	Making clubs count	
Making social media work for you			
		JEA board wrap up	
		JEA Outreach Academy wrap-up	
Success	What's the story? Rethinking theme	Adjectives not nouns: A new approach to photos	
The ABCs of L-I-B-E-L			
Speaking out: Student press freedom			
The superpowers of visual storytelling			
How to "see" your job ★	Building community through social media ★		

- SPECIAL EVENT
- ★ FEATURED SPEAKER
- MEETING
- CONTEST
- GENERAL INTEREST
- ADVISING
- CAREER ADVICE
- DESIGN
- EDITING
- LAW AND ETHICS
- LEADERSHIP AND TEAM BUILDING
- MARKETING AND AUDIENCE ENGAGEMENT
- MULTIMEDIA BROADCAST
- NEWSGATHERING
- NEWS LITERACY
- ONLINE
- PHOTOJOURNALISM
- STAFF MANAGEMENT
- WRITING

SATURDAY at a glance

Room	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Washington Entrance Lounge, Level 1	Convention registration check-in, merchandise distribution, information desk (8 a.m. to 1p .m.)			
Second Floor Atrium, Level 2	Publications exchange			
Second Floor Atrium Lobby, Level 2	Information desk			
Room 220, Level 2	Pacemaker 100 celebration			
Room 224, Level 2	National Journalism Quiz Bowl			
Ballroom prefunction, Level 2	On-site critiques			
230 prefunction, Level 2			Editors: Motivation and culture building	
230 Complex, Level 2				
Room 240, Level 2	Phone powered production	What do I do with my hands?		
Room 241, Level 2				
Room 242, Level 2		Modes of coverage	The writing lab	Essential storytelling skills
Room 250, Level 2				
Room 260, Level 2	The art of interviewing	Supersize your staff and make them productive	Bestie: It's time to break up	All access: How to get media credentials for that big event
Room 261, Level 2		Build me up buttercup	Open forum: Discussion of legal and ethical issues	Obtaining press freedom in private schools
Room 262, Level 2		Spreadsheet magic	Cover breaking news free of breakdowns	Optic analysis: Visual analysis of design
Room 263, Level 2	Stepping up your sports photography game	Photography you can control	Understanding iGen	Real news
Room 264, Level 2	Read all about it: How to grow an audience	Let's play the "yes or no" game		
Room 265, Level 2		Mastering the maestro	Dominating the deadline	

SATURDAY at a glance

Noon	1 p.m.	2:30 p.m.	3:30 p.m.
Publications exchange			
		America's Ballroom, Level 2	NSPA awards ceremony
Adviser recognition luncheon			
	Write like you talk, not like the officials	What a career in broadcast journalism looks like	
	Telling an excellent story: Short-form narrative	Tell me more	

- SPECIAL EVENT
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- NEWSGATHERING
- NEWS LITERACY
- ONLINE
- PHOTOJOURNALISM
- STAFF MANAGEMENT
- WRITING

SATURDAY at a glance

Room	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Room 266, Level 2	Purposeful partnerships	Hindsight is 20/20	Trust: Students, advisers and a great principal	A spoonful of connection
Room 267, Level 2		Inspiration with intention		Fair and objective
Room 274, Level 2		No more mad mommas	Less is more! Seriously, we mean that!	
Room 275, Level 2		Data journalism	Fact-checking	
Room 276, Level 2		The shapes of stories		Producing video news on the fly with your phone
Room 280, Level 2	National Student Media			

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. Refreshments will be provided by Indiana University, The Media School.

7:30 a.m. to noon, Room 106, Level 1 (112)

8 a.m.

STAFF MANAGEMENT

Elevating staff culture from good to great

Students don't need to be editors-in-chief or section editors to take ownership of a publication. Students will learn what characteristics define a staff culture, how to build a language of greatness within a publication, how to practice exclusive inclusivity and reflect on past experiences.

Joseph Maffey, Lyons Township H.S., La Grange, Illinois
8 a.m., Room 100, Level 1 (243)

MULTIMEDIA BROADCAST

Perfecting your broadcast script

Strong writing is essential in putting together an engaging broadcast story. But how do you captivate the interest of your viewer? In this session, we will cover important writing techniques for broadcast storytelling while also looking at some great examples.

Rachel Chrest, Spectrum H.S., Elk River, Minnesota
8 a.m., Room 103, Level 1 (220)

DESIGN

Warning: Graphic content

Understanding how audiences consume information is essential to the success of all media outlets. In this session, we'll look at ways to improve the visual communication of your work that will keep your audience engaged.

Brian Hayes, MJE, Ball State University, Muncie, Indiana
8 a.m., Room 104, Level 1 (208)

PHOTOJOURNALISM

Improving publication photography

Readers want to see great photos. That's what creates award-winning publications. But it isn't just up to the photographers. The entire staff needs to be "focused" on this goal. Here is how to do that.

Mark Murray, Association of Texas Photography Instructors, Wichita Falls, Texas
8 a.m., Room 105, Level 1 (243)

LEADERSHIP & TEAM BUILDING

Editor-in-chief roundtable

A group of editors from award-winning publications will discuss leadership, staff management and content creation. Attendees will also have the opportunity to ask questions.

David Nathan, St. John's School, Houston
8 a.m., Room 120, Level 1 (192)

DESIGN

10 InDesign tips for a better workflow

Your time is precious. Learn some tips and tricks to improve your InDesign workflow that will help save you time while you design and create the yearbook, newspaper and lit mag.

Tucker Love, Shawnee Mission South High School,

Overland Park, Kansas

8 a.m., Room 123, Level 1 (200)

LEADERSHIP & TEAM BUILDING

Putting first things first: Effective leadership

Often newsrooms are bee hives focusing on urgent things instead of the important things. It is vital to distinguish between the two. Come, reflect on your newsroom. As in life, how significant it is to ask: "Am I doing this because it is important or because it is simply urgent?"

Julie Lewis, University of Central Missouri, Warrensburg
8 a.m., Room 124, Level 1 (200)

GENERAL AUDIENCE

Covering issues of disability

Twenty-five percent of us live with some level of disability. That 25% is part of the news we cover, and its voices are part of the stories we write. At times disabilities are part of the news. How do we treat all our sources and audience with dignity and respect?

Janet Ewell, MJE, Retired, Huntington Beach, California
8 a.m., Room 127, Level 1 (192)

ONLINE

How to create a student social media team

Do you want to empower your students to tell your school's story? This session will help you to do this by creating and sustaining a social media team. From recruitment to retainment, learn how to select, train and inspire the students and adults in your school to take ownership of telling their school's story. Walk away with some great tips for using social media to drive readers to your long-form content and for motivating students to create content for your brand!

Jill Johnson, Class Intercom, Seward, Nebraska
8 a.m., Room 130, Level 1 (408)

SATURDAY at a glance

Noon	1 p.m.	2:30 p.m.	3:30 p.m.
		Meet Missouri's "hacker"	
Contests headquarters			

- SPECIAL EVENT
- ★ FEATURED SPEAKER
- MEETING
- CONTEST
- GENERAL INTEREST
- ADVISING
- CAREER ADVICE
- DESIGN
- EDITING
- LAW AND ETHICS
- LEADERSHIP AND TEAM BUILDING
- MARKETING AND AUDIENCE ENGAGEMENT
- MULTIMEDIA BROADCAST
- NEWSGATHERING
- NEWS LITERACY
- ONLINE
- PHOTOJOURNALISM
- STAFF MANAGEMENT
- WRITING

SPEAKER BIOS are located in the convention app. Scan the code on Page 3 to download the app to your device.



Aspiring Young Journalist Award

FOR JUNIOR HIGH AND MIDDLE SCHOOL STUDENTS ENTERING HIGH SCHOOL IN FALL 2022 WITH AT LEAST ONE YEAR OF JOURNALISM EXPERIENCE.

Application and portfolio feature:

- Skilled and creative use of media
- Inquiring mind and investigative persistence
- Courageous and responsible handling of issues
- Variety of journalistic experiences
- Sustained and commendable work with school media

Student Journalist Impact Award

FOR SECONDARY SCHOOL STUDENTS WHO, THROUGH THE PRACTICE OF JOURNALISM, HAVE MADE A SIGNIFICANT DIFFERENCE IN THE LIVES OF OTHERS.

Application materials include:

- Application form
- URL or PDF upload of article(s) of impact
- Narrative explaining planning of article(s) and subsequent community impact
- Three letters from community members attesting to article impact

Broadcast Adviser of the Year

FOR OUTSTANDING HIGH SCHOOL BROADCAST ADVISERS WITH AT LEAST THREE YEARS EXPERIENCE.

DISTINGUISHED ADVISER AND SPECIAL RECOGNITION ADVISER HONORS AWARDED TO RUNNERS-UP.

Application materials include:

- Application form
- Up to five letters of support
- Links to up to five segments or shows students have produced during the 2022-23 academic year

Application deadline May 15

STUDENT AWARDS DEADLINE
is March 15

Apply at www.JEA.org

SATURDAY 8 a.m.

INFORMATION DESK

Washington Entrance Lounge, Level 1
or Second Floor Atrium Lobby, Level 2

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. It is best for the advisers only to check in their delegation, paying fees if they have not already done so.

8 a.m. to 1 p.m., Saturday, Washington Entrance Lounge, Level 1

Convention merchandise distribution

There may be extras to buy if you did not pre-order.

8 a.m. to 1 p.m., Saturday, Washington Entrance Lounge, Level 1

Lost and found

The convention registration check in 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.

8 a.m. to 1 p.m., Saturday, Washington Entrance Lounge, Level 1

Information desk

Learn where to go, what to see and where to eat from locals serving on the convention committee.

8 a.m. to 3 p.m., Saturday, Washington Entrance Lounge, Level 1 or Second Floor Atrium Lobby, Level 2

Publication exchange

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

8 a.m. to 11 p.m., Saturday, Second Floor Atrium, Level 2

STAFF MANAGEMENT

Deadlines decoded

Getting your staff to hit deadline is as easy as potty training a puppy. We'll cover everything from clearing institutional roadblocks to tapping into your staff's inner motivation. Learn what it takes to train, motivate and follow through with your staff — and avoid messy accidents you have to clean up.

Michael Giusti, Loyola University New Orleans
8 a.m., Room 131, Level 1 (416)

GENERAL AUDIENCE

Systems of success

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

Jim Jordan, Walsworth Yearbooks, Fair Oaks, California
8 a.m., Room 132, Level 1 (425)

EVENT

Pacemaker 100 celebration

Attendees from schools that made the Pacemaker 100 list will gather for this invitation-only celebration. Grab and go breakfast is available for purchase outside the room.

8 a.m., Room 220 Level 2 (1714)

[2-HOUR SESSION]

SPECIAL EVENT

National Journalism Quiz Bowl

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 (Indiana) Middle School
8-9:50 a.m., Room 224, Level 2 (884)

MULTIMEDIA BROADCAST

Phone powered production

The power of your smartphone puts a broadcast newsroom in your pocket. Produce videos from start to finish using just your mobile device.

Margie Raper, Rock Hill High School, Frisco, Texas
8 a.m., Room 240, Level 2 (216)

NEWSGATHERING

The art of interviewing

If a story was an iceberg, the writing would be the tip and the interviews would be everything else: Unseen to readers, but the basis to any good piece. In this session, we will be talking about the art of interviews

and how to master them.

Sara-Beth Badalamente, CJE, and Allison Mi, Huron High School, Ann Arbor, Michigan
8 a.m., Room 260, Level 2 (192)

PHOTOJOURNALISM

Stepping up your sports photography game

We will discuss where and how to photograph sports to give the photographer the best opportunity for peak action and exciting sports shots.

Kyle Carter, CJE, Richland R-1 School, Essex, Missouri
8 a.m., Room 263, Level 2 (192)

MARKETING & AUDIENCE ENGAGEMENT

Read all about it: How to grow an audience

All the hard work done by reporters, photographers and editors will go for naught unless the world hears about your stories. This session will share tips, tricks and advice for building a following using every means available.

John Vitti, Boston Globe, Boston
8 a.m., Room 264, Level 2 (192)

ADVISING

Purposeful partnerships

Hear from one adviser's experience building cross-level, interdisciplinary partnerships with her introductory journalism students, including a current partnership pairing introductory digital journalism students with first-year composition students at a local university.

Shelby Schmidt, CJE, Omaha (Nebraska) Westview H.S.
8 a.m., Room 266, Level 2 (96)

9 a.m.

NEWS LITERACY

Analyzing information for bias is all around you

Safeguard your mental health and promote civil discourse in these turbulent times. Information can outsmart anyone regardless of their education and status. Learn about seven sources of potential biases and how to spot them. Gain critical thinking skills you can apply daily when you are presented with false narratives, algorithms and click bait in today's turbulent media environment. Leave the workshop invigorated and motivated to safeguard your mental health and that of those around you.

Erik Bean, Healthy Mind Express Imprint of Ethan Bean Mental Wellness, Farmington Hills, Michigan
9 a.m., Room 100, Level 1 (243)

SPEAKER BIOS are located in the convention app. Scan the code on Page 3 to download the app to your device.

9 a.m. SATURDAY

STAFF MANAGEMENT

Power up your staff

Empower your staff. Sharing responsibility produces better yearbooks and happier people. We will discuss proven ways to delegate work, organize the classroom and develop confidence in staff members, empowering them to lead.

Heather Nagel, CJE; Avery Parker and Corinee Price, Christ Presbyterian Academy, Nashville, Tennessee

9 a.m., Room 101, Level 1 (208)

EVENT

Adobe certification testing: InDesign

Advisers and students will have the opportunity to take certification exam for Adobe InDesign. These exams are for intermediate- to advanced-level users. Preregistration was required.

Laura Negri, MJE, Alief Kerr High School, Houston

9 a.m., Room 102, Level 1 (220)

DESIGN

How to make high-res graphics and logos

Taking images from the Internet is not how you should illustrate stories or create graphics. Come to this session to learn a few simple techniques to create your own high-res logos and graphics using Adobe Illustrator and InDesign.

Brian Hayes, MJE, Ball State University, Muncie, Indiana

9 a.m., Room 104, Level 1 (208)

PHOTOJOURNALISM

The power of light

Light is the medium of photography. Photography means to “write with light.” So being a better photographer means seeing light, understanding light and using light to enhance a photograph. Here’s how.

Mark Murray, Association of Texas Photography Instructors, Wichita Falls, Texas

9 a.m., Room 105, Level 1 (243)

ADVISING

Independent school adviser roundtable

Advisers from several award-winning private school publications will answer questions about the issues facing independent and parochial schools across the country and will discuss any topics that attendees may have.

David Nathan, St. John’s School, Houston

9 a.m., Room 120, Level 1 (192)

MEETING

JEA Certification Committee meeting

Committee members will meet to discuss JEA certification procedures.

Amy Sorrell, MJE, Antwerp (Ohio) Local School

9 a.m., Room 121, Level 1 (96)

[2-HOUR SESSION]

MEETING

Scholastic press association roundtable

Join the discussion of scholastic press association directors and those involved in scholastic press organizations in their states.

Val Kibler, MJE, Harrisonburg (Virginia) High School

9-10:50 a.m., Room 122, Level 1 (96)

GENERAL AUDIENCE

Covering the unimaginable

In the 15 years since the Virginia Tech shootings, student journalists have covered unimaginable tragedies at their schools, often with depth and staying power far beyond their professional counterparts. Learn about the ethical and practical considerations behind preparing to cover a story you hope you never have to.

Kelly Furnas, MJE, Elon (North Carolina) University

9 a.m., Room 123, Level 1 (200)

LAW & ETHICS

Censorship of chosen names or preferred pronouns

Have you been told that you can only publish legal names? Have bylines been changed to reflect that? Are you restricted from using preferred pronouns? Join SPLC experts to talk about what can be done to ensure that student media accurately reflect the reality of student life.

Jonathan Gaston-Falk, Student Press Law Center, Washington, D.C.

9 a.m., Room 124, Level 1 (200)

MARKETING & AUDIENCE ENGAGEMENT

Marketing and branding your program

Are the numbers in your program down? Are you looking to make your program one that kids want to be part of? In this session, a veteran adviser will explain how he took his program from 19 students in 2018 to over 70 now. We’ll discuss the importance of marketing, branding and recruiting to getting quality students on your staff.

Dennis Brown, CJE, Huntley (Illinois) High School

9 a.m., Room 125, Level 1 (96)

GENERAL AUDIENCE

Humor with a purpose

Satire should be based on the real, but not made unreal, and awaken us to the wickedness and folly of life. Find ways to incorporate satire into your media.

Lori Oglesbee, retired journalism adviser, McKinney, Texas

9 a.m., Room 126, Level 1 (96)

[FEATURED SPEAKER]

GENERAL AUDIENCE

Lights, camera, action: Entertainment journalism

Want to cover pop culture? Hear from an Entertainment



Weekly senior writer as she walks you through the ins and outs of covering film, TV and all things entertainment, from interviewing celebrities to reporting on red carpets.

Devan Coggan, Entertainment Weekly, Los Angeles

9 a.m., Room 127, Level 1 (192)

ONLINE

Best practices for a more authentic social story

Social media is a powerful tool in your storytelling box, but you can’t build it alone. In this session, you will learn practical ways to tell a more authentic story by empowering others, sharing responsibility and extending control without losing control.

Jill Johnson, Class Intercom, Seward, Nebraska

9 a.m., Room 130, Level 1 (408)

LEADERSHIP & TEAM BUILDING

5Rs will build the best team

Establishing a positive culture in your pub room can make an enormous difference in productivity as well as your happiness quotient. Come gather some great ideas for how to become a stronger leader of your publications staff (as well as all areas of your life).

Margaret Sorrows, CJE, Jostens, Sherwood, Arkansas; Jeff Moffitt, Jostens, Dallas; Lizabeth Walsh, MJE, Jostens, Las Vegas; Tina Cleavelin, CJE, Jostens, Parker, Colorado; and Marci Pieper, retired journalism adviser, Clayton, Missouri

9 a.m., Room 131, Level 1 (416)

WRITING

10 ways to improve your writing

You really want to improve the writing in your publication,

SATURDAY 9 a.m.

don't you? This session will give practical tips for finding great stories, going deep, not wide, doing better interviews and revision that will make a big difference in improving how you tell the story of your in 2023.

Jim Jordan, Walsworth Yearbooks, Fair Oaks, California
9 a.m., Room 132, Level 1 (425)

EVENT

On-site critiques

Schools scheduled for critiques should bring up to three different issues of newspapers/magazines, or the most recent literary magazine or yearbook. Some staffs also choose to bring mock-ups of the current yearbook. For broadcast critiques, bring a thumb drive or upload to YouTube. Online staffs should bring a URL.

9 a.m. to noon, Ballroom prefunction, Level 2

MULTIMEDIA BROADCAST

What do I do with my hands?

Learn how to keep your viewers engaged by creating innovative stand ups for your broadcast and digital stories. Stand ups can be a great tool for talent to demonstrate a part of their story and in this session you

will hear tips and tricks to writing, shooting and editing creative stand ups.

Margie Raper, Rock Hill High School, Frisco, Texas

9 a.m., Room 240, Level 2 (216)

GENERAL AUDIENCE

Modes of coverage

In today's contemporary publications, it's more important than ever to avoid redundant design. Well, that process starts when planning your coverage. During the planning process, you need to map out various modes of coverage to help avoid redundancy, not only in your design, but storytelling as well. Mainly yearbook examples, but this session is applicable to newspaper and magazine staffs as well.

Pete LeBlanc, CJE, Antelope (California) High School,

9 a.m., Room 242, Level 2 (216)

STAFF MANAGEMENT

Supersize your staff and make them productive

Recruit! Recruit! Recruit! In this class, you'll first learn tips on how to help grow the number of students in your program. Then we will look at how to put structures in

place to make sure each staffer has ownership and is equipped to succeed.

Loran Marquez, Fort Zumwalt West High School, O'Fallon, Missouri

9 a.m., Room 260, Level 2 (192)

ADVISING

Build me up buttercup

Recruiting and retaining a staff that cares about the integrity of journalism and values community is an increasing challenge, especially after COVID-19 separated us from each other and our sustaining traditions. This session is loaded with ideas to grow a diverse and invested staff, create new traditions and contribute to a supportive and productive team.

Shari Adwers, MJE, Loudoun Valley High School, Purcellville, Virginia

9 a.m., Room 261, Level 2 (96)

ADVISING

Spreadsheet magic

Spreadsheets are the power-packed tool that can make life easier. Learn how you can use spreadsheets to help

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10 a.m. SATURDAY

students find their classmates, target fliers, organize mass emails and analyze data. Plus, I'll share some Google Add Ons that make working with your data easier. Barbara Tholen, MJE, Lawrence (Kansas) High School
9 a.m., Room 262, Level 2 (192)

PHOTOJOURNALISM

Photography you can control

This is a beginner level photography class covering the three things we can control (f/stop, shutter speed, and ISO). We will also cover four extra items to watch for to make your photography extra special.

Kyle Carter, CJE, Richland R-1 School, Essex, Missouri
9 a.m., Room 263, Level 2 (192)

GENERAL AUDIENCE

Let's play the "yes or no" game

This fun and engaging session — in a game-show format, complete with prizes — will exemplify how asking good questions will lead to great stories.

John Vitti, Boston Globe, Boston
9 a.m., Room 264, Level 2 (192)

STAFF MANAGEMENT

Mastering the maestro

We've used a Modified Maestro process for the past two decades to increase teamwork, handle deadlines and increase in-depth coverage. While every year is different, the Maestro process has taken our publications beyond what we ever imagined.

Ronna Sparks Woodward, MJE, Liberty (Missouri) North H.S.; and Karen Johnson, Lawson (Missouri) H.S.
9 a.m., Room 265, Level 2 (96)

ADVISING

Hindsight is 20/20

New to advising? Join this session to learn tips from seasoned advisers about how to run a smooth publications operation. Don't reinvent the wheel; uncover some ideas that will make your daily life easier.

Brian Martinez, CJE, Jostens, Houston
9 a.m., Room 266, Level 2 (96)

GENERAL AUDIENCE

Inspiration with intention

Ideas are everywhere, it just takes specific, intentional steps to transfer that inspiration into content for your publication. Attendees will leave this session with ideas for storytelling, design and writing. Come see cool

content from both pros and peers.

Kristi Rathbun, MJE, Rock Canyon High School, Highlands Ranch, Colorado
9 a.m., Room 267, Level 2 (192)

GENERAL AUDIENCE

No more mad mommas

Two yearbook adviser dads discuss ways to make sure students are featured in the publication. Trust us, we've been there.

Mike Taylor, Walsworth Yearbooks, Kansas City, Missouri
Leland Mallett, CJE, Legacy H.S., Mansfield, Texas
9 a.m., Room 274, Level 2 (408)

NEWSGATHERING

Data journalism

Data scraping web pages with Google Sheets, scraping PDFs with Tabula and PDFtoExcel.com. Building graphics with Flourish.studio. Prior to the session, set up a free account at <https://flourish.studio/> and download free Tabula software <https://tabula.technology/>.

Mike Reilley, Society of Professional Journalists, Chicago
9 a.m., Room 275, Level 2 (416)

WRITING

The shapes of stories

Overcoming the monster. From rags to riches. The hero's quest. Story arcs are beautiful and elegant, and they help us understand why stories resonate with an audience.

Using a series of commercials, we'll explore how to incorporate these arcs into your nonfiction writing.

Colin Donohue, Elon (North Carolina) University
9 a.m., Room 276, Level 2 (391)

10 a.m.

DESIGN

Keeping up with the design trends

See a ton of great design examples from yearbooks and magazines across the country.

Danielle Corgan, Herff Jones Yearbooks, St. Louis
10 a.m., Room 100, Level 1 (243)

GENERAL AUDIENCE

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, and Meghan Milligan, Christ Presbyterian Academy, Nashville, Tennessee
10 a.m., Room 101, Level 1 (208)

EVENT

Adobe certification testing: Photoshop

Advisers and students will have the opportunity to take certification exam for Adobe Photoshop. These exams are for intermediate- to advanced-level users. Preregistration was required.

Laura Negri, MJE, Alief Kerr High School, Houston
10 a.m., Room 102, Level 1 (220)

[FEATURED SPEAKER]

MARKETING & AUDIENCE ENGAGEMENT

Using TikTok and reels for your publication

High school students are addicted to short-form video, so why aren't you seeing better results with your publication's TikTok account? This session will explain how the algorithms work and how to get more people watching your videos.

Chris Snider, Drake University, Des Moines, Iowa
10 a.m., Room 103, Level 1 (220)

STAFF MANAGEMENT

Staff organization 101: Manuals and design books

Take your staff organization to the next level. Organize your staff manual including contracts, manuals and copy editing. Then get your staff all on the same page by creating a design book.

Jennifer Bass, Timberview M.S., Fort Worth, Texas
10 a.m., Room 104, Level 1 (208)

WRITING

Interviewing: Let's skip to the good part

Attention spans are shorter than ever. But we crave great content. How can you conduct great interviews that quickly move past the soundbite and get into the good information. We'll focus on short-form writing and captions, and you'll leave with a list of great ideas.

Betsy Brittingham, CJE, Herff Jones, Indianapolis
10 a.m., Room 105, Level 1 (243)

MULTIMEDIA BROADCAST

Top advisers discuss broadcast trends

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

Erinn Harris, MJE, Thomas Jefferson High School for Science and Technology, Alexandria, Virginia; Spencer O'Daniel, CJE, Maize (Kansas) South H.S. and Maize Career Academy; Patrick Moring, CJE, Rampart High School, Colorado Springs; and Andrew Chambers, MJE, Richland Northeast H.S., Columbia, South Carolina
10 a.m., Room 120, Level 1 (192)



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SATURDAY 10 a.m.

INFORMATION DESK

Washington Entrance Lounge, Level 1
or Second Floor Atrium Lobby, Level 2

MEETING

JEA Digital Media Committee meeting

Committee members will meet to discuss digital media. Aaron Manfull, MJE, Francis Howell North High School, Saint Charles, Missouri
10 a.m., Room 121, Level 1 (96)

MULTIMEDIA BROADCAST

Better, faster, stronger storytelling

Learn how to become a more efficient and creative storyteller by examining every step of story development — from pitching and planning to sourcing and writing. This session will cover how you can captivate your broadcast, online and print audiences. Kelly Furnas, MJE, Elon (North Carolina) University
10 a.m., Room 123, Level 1 (200)

LAW & ETHICS

F-Cheer! Off-campus speech and student media

Can school officials retaliate for what you say outside of school on social media? What does the Supreme Court's decision in Mahanoy Area School District v. B.L. mean for off-campus student speech, and what impact might it

have for student journalists? (Hint: There are some new opportunities which may help to protect your student media!) Mike Hiestand, Student Press Law Center, Washington, D.C.
10 a.m., Room 124, Level 1 (200)

GENERAL AUDIENCE

Lit mag A-Z

Lit mag A-Z covers the basics of running a literary art magazine and provides an overview of staff structure, soliciting artwork and writing, design and ethics. The presentation includes valuable information for experienced literary art magazine staffers as well as students who intend on participating in literary art magazine production in the future. David Ragsdale, CJE, Clarke Central H.S., Athens, Georgia
10 a.m., Room 125, Level 1 (96)

EDITING

Power revision

Use objective strategies to edit and revise writing. These

tools work every time. I promise this session will change your life.

Lori Oglesbee, retired journalism adviser, McKinney, Texas
10 a.m., Room 126, Level 1 (96)

GENERAL AUDIENCE

Trending design and coverage

What's trending in coverage? How can you engage your audience in that coverage with trendy designs? In this session, we'll explore trends in scholastic and professional publications and develop strategies for developing your own content. Participants will leave with a list of action items to create trendy designs and coverage in the coming year's publications. Jessica Hunziker, MJE, Castle View High School, Castle Rock, Colorado
10 a.m., Room 127, Level 1 (192)

GENERAL AUDIENCE

Details matter

If you're an aspiring editor or adviser who is working toward competitive excellence, it's important to know

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10 a.m. SATURDAY

what judges look for. This session's guidelines will remind you of some of the details that help the great yearbooks rise above others. Examples from top yearbooks and solid solutions will provide a strong foundation and help you avoid that moment when you learn or notice something after the yearbook is printed. Ann Akers, MJE, Herff Jones, Charlotte, North Carolina; and Kelly Matteson, CJE, Bishop McGuinness Catholic High School, Oklahoma City
10 a.m., Room 130, Level 1 (408)

PHOTOJOURNALISM

Photo storytelling

Great photos are a universal language. Learn the elements of photo storytelling to round out your coverage and tell the photo story of who you are as a school. This session will feature winners in the NSPA Photos of the Year.

Margaret Sorrows, CJE, Jostens, Sherwood, Arkansas; and Marci Pieper, retired journalism adviser, Clayton, Missouri
10 a.m., Room 131, Level 1 (416)

NEWS LITERACY

Local newsrooms and democracy

In a follow-up session to Friday's movie screening, the News Literacy Project shares the "Storm Lake" curriculum guide made for high school classrooms as well as additional NLP resources focusing on the importance of local news. The story of Storm Lake Times brings the struggles of sustaining local journalism to life and shows what these newsrooms mean to communities and American democracy overall. Attendees did not have to attend the movie screening to attend this session. Beth Levison, director and producer, New York City, New York; Art Cullen, Storm Lake Times, Storm Lake, Iowa; and Shaelynn Farnsworth, News Literacy Project, Washington, D.C.

10 a.m., Room 132, Level 1 (425)

LEADERSHIP & TEAM BUILDING

Editors: Motivation and culture building

Calling all editors. In this session you will break into small groups and "talk shop" with other editors from across the country. At the core will be discussions about staff motivation and building a program culture. Come and share how you do it at your school and learn from other editors how they do it at theirs.

Mitch Eden, MJE, Kirkwood (Missouri) High School
10 a.m., 230 prefunction, Level 2

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 (California) High School
10 a.m., Room 242, Level 2 (216)

STAFF MANAGEMENT

Bestie: It's time to break up

Feeling stuck in a bad relationship with your yearbook? Scared to move on? A former Pacemaker finalist high school and collegiate editor shares an honest discussion of what she wished she broke up with in her programs and how she can help you find the love in your yearbook again.

Caroline Mattox, Herff Jones, Richmond, Virginia
10 a.m., Room 260, Level 2 (192)

LAW & ETHICS

Open forum: Discussion of legal and ethical 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.

Kristin Taylor, MJE, The Archer School for Girls, Los Angeles
10 a.m., Room 261, Level 2 (96)

NEWSGATHERING

Cover breaking news free of breakdowns

In a time when news seems to break every day, discover how you can put your entire staff to work producing high-quality work on deadline.

Barbara Tholen, MJE, Lawrence (Kansas) High School
10 a.m., Room 262, Level 2 (96)

ADVISING

Understanding iGen

iGen (those born after 1995) has come to adolescence in a time when their main social activity is staring at a small rectangular screen. These devices have both extended their childhoods and isolated them from true human interaction. iGen is both the physically safest generation and the most mentally fragile. Using the work of Dr. Jean Twenge, we will aim to better understand iGen and consider the best tools to help them navigate their futures.

Erin Sucher-O'Grady, MJE, Clayton (Missouri) H.S.
10 a.m., Room 263, Level 2 (192)

STAFF MANAGEMENT

Dominating the deadline

Just like you'd never (or shouldn't ever try to) eat a Chipotle burrito in one bite, deadlines shouldn't be handled in one day. We break up our deadlines into manageable bites to help everyone on staff succeed. See how we do it, and modify our idea to fit your unique situation.

Ronna Sparks Woodward, MJE, Liberty (Missouri) North H.S.; and Karen Johnson, Lawson (Missouri) H.S.
10 a.m., Room 265, Level 2 (96)

ADVISING

Trust: Students, advisers and a great principal

Stories are the heart of a school, but telling great stories requires trust ... and support from your school's principal. A great relationship between publications staffs and school administration can happen with communication and a bit of hard work. Join the 2022 JEA Administrator of the year along with advisers and students in this roundtable setting to hear how one school has built such a relationship and get practical ideas on how to work better together.

Sam Hanley, Mike Klopfenstein and Brian Knight, Southport High School, Indianapolis
10 a.m., Room 266, Level 2 (96)

GENERAL AUDIENCE

Less is more! Seriously, we mean that!

A student designer's first thoughts are to pack the page or even the cover with a lot of stuff. Sometimes the stuff becomes overwhelming to a reader. Presenters will showcase small and large yearbooks that use less to help tell a compelling story.

Mike Taylor, Walsworth Yearbooks, Kansas City, Missouri; and Sabrina Schmitz, Walsworth Yearbooks, Tampa, Florida
10 a.m., Room 274, Level 2 (408)

ONLINE

Fact-checking

How to use Google and other tools to fact-check photos and videos online. We'll also play Spot the Troll to test our ability to flag troll Twitter accounts.

Mike Reilley, Society of Professional Journalists, Chicago
10 a.m., Room 275, Level 2 (416)

SPEAKER BIOS are located in the convention app. Scan the code on Page 3 to download the app to your device.

SATURDAY 11 a.m.



11 a.m.

NEWSGATHERING

Yes, yes, you should cover news beyond your school

That doesn't mean just interviewing the first five clueless kids in the hall, asking what they think about the war in Ukraine or Roe v. Wade. How do you cover national and international news and why? Learn how to report information and find sources to put their world in context.

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

11 a.m., Room 100, Level 1 (243)

DESIGN

Dynamic duos

From font pairs to duotone colors, using pairing in your design is doubly hot.

Tina Cleavelin, CJE, Jostens, Parker, Colorado
Michelle Coro, CJE, Grand Canyon University Phoenix

11 a.m., Room 101, Level 1 (208)

[FEATURED SPEAKER]

MULTIMEDIA BROADCAST

Telling stories with sound

Podcasting is more than just two people talking into microphones. Come learn some secrets to make your voice sound better, draw your listeners in with natural sound and build your brand through the use of music.

Chris Snider, Drake University, Des Moines, Iowa

11 a.m., Room 103, Level 1 (220)

LEADERSHIP & TEAM BUILDING

Personality check: What makes you, you?

It takes all kinds of kinds to create a publication. Beyond just designers, photographers and writers, our personalities and the way we tick as humans is a huge part of building a team. In this session, we will explore different personality traits and learn strategies for building great teams. This is an interactive session.

Brittany Freda, Cady Studios, Dallas

11 a.m., Room 104, Level 1 (208)

ADVISING

Lifeboats for new advisers

Advising will drive you crazy if you let it. Stop the madness and get some practical solutions to perennial problems. Share and learn. This is a no judgment zone.

Betsy Brittingham, CJE, Herff Jones, Indianapolis

11 a.m., Room 105, Level 1 (243)

MEETING

JEA Awards Committee meeting

Committee members will meet to discuss award procedures.

Erinn Harris, MJE, Thomas Jefferson High School for Science and Technology, Alexandria, Virginia

11 a.m., Room 121, Level 1 (96)

LAW & ETHICS

Walking the line: Ethics in student journalism

How do you balance journalistic integrity with administrative and community expectations?

This session will offer attendees four real scenarios of ethical issues when reporting and writing stories. These case studies will help you consider multiple sides and ways to handle difficult conversations while being pragmatic about holding to journalistic standards.

Carlo Trovato, New Trier High School, Winnetka, Illinois

11 a.m., Room 123, Level 1 (200)

LAW & ETHICS

Covering #MeToo

Inquiries to the SPLC's legal hotline have spiked with questions about the legal, ethical and practical aspects of covering reports of sexual assault on campus since the New York Times exposed Harvey Weinstein. We'll discuss story approaches and strategies to gain access to information and the need to report carefully to avoid accusations of libel.

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

11 a.m., Room 124, Level 1 (200)

GENERAL AUDIENCE

Chronological coverage: Modernizing your yearbook

Organizing your yearbook in the effective and engaging chronological way. Looking at how your staff can establish routine, work in small groups and learn how to

use each other's strengths to accomplish the spread. We will also take a look at working efficiently as a staff to meet the strict deadlines that this process entails.

Rhett Cunningham, Liberty High School, St. Louis

11 a.m., Room 125, Level 1 (96)

EDITING

In or out? Quick editing tips to improve consistency

Some things always need to be included in writing. Others always need a second look to determine if they should be taken out. Get easy-to-use tips that can help you recognize whether certain words and punctuation need to be in or out to improve the consistency of your publications.

Cindy Horchem, CJE, retired journalism adviser, Manhattan, Kansas

11 a.m., Room 126, Level 1 (96)

GENERAL AUDIENCE

It takes a village: Beyond typical sports features

There's more to a sports team than the star player or the head coach. Groundskeepers, student managers, statisticians and more help keep a program going.

In this session, ideas for entertaining and engaging sports feature stories will be discussed, paying special attention to the off-beat and unique pieces of coverage that otherwise might go unnoticed.

Todd Vogts, MJE, Sterling (Kansas) College

11 a.m., Room 127, Level 1 (192)

[FEATURED SPEAKER]

WRITING

Raise your write hand

No one wants to read your essay or research paper. Besides, it probably wasn't written to be read. It was written to be assessed. That's sad. You should want people to pay to read your writing, but it won't happen so long as you're hogtied by rubrics and formulas.

Bobby Hawthorne, speaker, writer and writing coach, Austin, Texas

11 a.m., Room 130, Level 1 (408)

MULTIMEDIA BROADCAST

Finding the words

After all the daunting technical issues students can face in broadcast journalism, often we overlook the actual words of the story, the most important part of storytelling in any form. In this session for broadcast journalists, students can pick up a few tangible ideas to help organize their storytelling into some teachable and knowable steps.

Pete LeBlanc, CJE, Antelope (California) High School,

11 a.m., Room 242, Level 2 (216)

NEWSGATHERING

All access: How to get media credentials for that big event

You've seen the event advertised on social media and your media team is desperate to cover it with a top-tier story. But the big question remains: How do I get media credentials? This session will explain how one high school media team found a way to cover four presidential races, events at the largest arenas around and much more through five key strategies in obtaining press credentials.

Chris Waugaman, MJE, Virginia State University, Petersburg
11 a.m., Room 260, Level 2 (192)

ADVISING

Obtaining press freedom in private 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, MJE, The Archer School for Girls, Los Angeles
11 a.m., Room 261, Level 2 (96)

ADVISING

Optic analysis: Visual analysis of design

Using the OPTIC analysis strategy, advisers will learn ways to analyze yearbook and newspaper designs with their students.

Sara-Beth Badalamente, CJE, and Sara Neevel, Huron High School, Ann Arbor, Michigan
11 a.m., Room 262, Level 2 (96)

GENERAL AUDIENCE

Real news

In an age of growing misinformation, how does the human animal pursue truth? Sucher-O'Grady will argue that if we draw our ideas from the fields of psychology and biology, we can utilize the mental habits that will provide us with the ability to fight our internal bias, produce high quality journalism and, maybe, even give us the tools to save American democracy.

Erin Sucher-O'Grady, MJE, Clayton (Missouri) H.S.
11 a.m., Room 263, Level 2 (192)

LEADERSHIP & TEAM BUILDING

A spoonful of connection

It's easy to lose sight of fun and connection between covering events and meeting deadlines for your publications. This session explores quick yet meaningful ways to build connections as a staff and why it needs to be a priority in your publication classroom.

Tina Barber, CJE, Cherokee Trail H.S., Aurora, Colorado
11 a.m., Room 266, Level 2 (96)

NEWSGATHERING

Fair and objective

After 20 years of working with presidents, entertainers and athletes, Housewright shares interview tips to be fair and objective and what not to do.

Jeremy Housewright, Reviewstl, reviewkc, The Wrestling Independent, Kansas City, Missouri
11 a.m., Room 267, Level 2 (192)

MULTIMEDIA BROADCAST

Producing video news on the fly with your phone

For those who want speed: Good news! It's 2022. You

Explore your *PASSION*. Find your *PURPOSE*.

School of Journalism and Strategic Communication

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Looking for more opportunities to grow your journalism, media and communications skills? Ball State's Outreach office has got you covered!

Middle & High School Contests

Annual news, yearbook, broadcast, short film, and speech competition

CONTEST OPENS: February 1, 2023

JDay+ / CCIM+

A daylong journalism, media and communications conference

EVENT DATE: April 28, 2023

CCIM+ Summer Workshops

Journalism, media, speech, technology and leadership workshops

DATES: June 25-27 & 25-29, 2023



Scan the QR code to learn more about our outreach programs!



Fall award winners



Broadcast Adviser of the Year
Patrick Moring, CJE
RAMPART HIGH SCHOOL
COLORADO SPRINGS
COLORADO



Carl Towley Award
Jane Blystone, MJE
NORTH EAST, PENNSYLVANIA

Medal of Merit

Emily Pyeatt Arnold, CJE

ALEDO (TEXAS) HIGH SCHOOL

Justin Daigle, MJE

BRIGHTON (COLORADO) HIGH SCHOOL

Debra Klevens, CJE

PARKWAY WEST HIGH SCHOOL
BALLWIN, MISSOURI

Tamra McCarthy, CJE

JAMES C. ENOCHS HIGH SCHOOL
MODESTO, CALIFORNIA

Heather Nagel, CJE

CHRIST PRESBYTERIAN ACADEMY
NASHVILLE, TENNESSEE

Distinguished Broadcast Adviser

Terry Cassreino, CJE

ST. JOSEPH CATHOLIC SCHOOL
MADISON, MISSISSIPPI

Spencer O'Daniel, MJE

MAIZE (KANSAS) CAREER ACADEMY

Special Recognition Broadcast Adviser

Zack Gorman

HOLBROOK (MASSACHUSETTS) MIDDLE
HIGH SCHOOL

Future Teacher Scholarship

Alexis Berkey

KENT (OHIO) STATE UNIVERSITY

Rising Star Award

Amber Chester

BEEBE (ARKANSAS) HIGH SCHOOL

Stephen Green, CJE

CANEY CREEK HIGH SCHOOL CONROE, TEXAS

Kelley Lange, CJE

RALSTON (NEBRASKA) HIGH SCHOOL

Benjamin Langevin, CJE

OVIEDO (FLORIDA) HIGH SCHOOL

Jenny Zimmerman

NORTH BUNCOMBE HIGH SCHOOL
WEAVERSVILLE, NORTH CAROLINA

Administrator of the Year

Brian Knight

SOUTHPORT HIGH SCHOOL, INDIANAPOLIS

Friend of Scholastic Journalism

Jeanne Acton

UNIVERSITY INTERSCHOLASTIC LEAGUE
AUSTIN, TEXAS

Carlos Armenta

FOLGER GRAPHICS, HAYWARD, CALIFORNIA

Jim Dumont

JOSTENS INC., GLEN CARBON, ILLINOIS

Mike Taylor, CJE

WALSORTH YEARBOOKS
KANSAS CITY, MISSOURI

Recent certification and renewal recipients

Certified Journalism Educator

Julie Lynnette Barker, Augusta (Kansas) High School

Phoebe Chao, West Covina (California) High School

Michelle R Corbett, Indian Trail High School & Academy,
Kenosha, Wisconsin

Matthew Cross, Short Pump M.S., Glen Allen, Virginia

Lauren Cross, El Dorado (Arkansas) High School

Michelle Fowler, Hillcrest M.S., Simpsonville, South Carolina

Laura Hayden, retired, Rose Hill, Kansas

Whitney Huang, The Harker School, San Jose, California

Jodi Hwang, Los Altos (California) High School, Los Altos

Susanna S Jakubik, Ronald Thornton M.S., Missouri City, Texas

Shawna Kugler, Herff Jones Yearbooks, Vail, Arizona

Ben Langevin, Oviedo (Florida) High School

Rebecca McGrath, Herff Jones Yearbooks, Indianapolis

Matthew Misuraca, Castle View H.S., Castle Rock, Colorado

Alecia Peacock, Leonard's Studios, Saint Augustine, Florida

Lindsay Porter, JEA, Manhattan, Kansas

Erin Sledge, Sherman (Texas) High School

Brian Smith, Delaware Valley Regional High School,
Frenchtown, New Jersey

Julie Tiedens, Black River Falls (Wisconsin) High School

Amy Tolbert, Granville (Ohio) High School

Master Journalism Educator

Josh Clements, San Marcos (California) High School

Justin Daigle, Brighton (Colorado) High School

Aaron Fitzpatrick, Freedom (Pennsylvania) Area Senior H.S.

Christina Manolis, Oakville High School, St. Louis

Laura Negri, Alief Kerr High School, Houston

Todd Vogts, Sterling (Kansas) College

CJE renewals

Kathleen Abdul, Mortone West High School, Berwyn, Illinois

Lauren Brooke Allen, Independence High School, Frisco, Texas

Keith R. Carlson, Naperville (Illinois) Central High School

Shetye Cypher, Tompkins High School, Katy, Texas

Josh Davis, Beachwood (Ohio) High School, Beachwood

Amanda Dolinger, North Kansas City (Missouri) High School

Gaby Doyle, Beverly Hills (California) High School

Lisa Setrini Espinosa, Westland Hialeah (Florida) Senior High

Samantha Gerwe-Perkins, Walnut Hills H.S., Cincinnati, Ohio

Samantha Goetting, Herrin (Illinois) High School,

Cindy Hallam, Abundant Life Christian School, La Marque, Texas

Ida Marie Hoffmann, Timberland H.S., Wentzville, Missouri

Heather Hooper, Topeka (Kansas) High School

Sheila Jones, Retired adviser, Castle Rock, Colorado

Glenn Krake, West Linn (Oregon) High School, West Linn

Roth Lovins, Columbus (Indiana) North High School

Tom McHale, Hunterdon Central Regional High School,
Flemington, New Jersey

Susan McNulty, J.W. Mitchell High School, Trinity, Florida

Alicia B Merrifield, The Village School, Houston

Kimberly Messadieh, Retired, Canoga Park, California

Paul Niwa, Emerson College, Boston

David A. Ragsdale, Clarke Central High School, Athens, Georgia

Carrie Rapp, Lindbergh High School, St. Louis



CERTIFIED
JOURNALISM
EDUCATOR



MASTER
JOURNALISM
EDUCATOR

Allison Brooke Staub, Westfield (Indiana) Middle School

Michael Taylor, Walsworth Yearbooks, Overland Park, Kansas

David Weikert, Northeastern H.S., Manchester, Pennsylvania

MJE renewals

Mary Kay Downes, Retired, Centerville, North Carolina

Kelly Furnas, Elon (North Carolina) University

Laurie M. Hansen, Stillwater (Minnesota) Area High School

Jack Kennedy, Retired, Highlands Ranch, Colorado

Valerie P. Kibler, Harrisonburg (Virginia) High School

Kate Klonowski, Kent (Ohio) State University

Evelyn Lauer, Niles Township High Schools, Skokie, Illinois

Joseph A. Miranda, Southeastern Louisiana University,
Hammond

Meghan Percival, McLean (Virginia) High School

Rod Satterthwaite, Palo Alto (California) High School

Nancy Y Smith, Lafayette High School, Wildwood, Missouri

Ronna Sparks-Woodward, Liberty (Missouri) North High
School

Carmen Wendt, Retired, Scottsdale, Arizona

Bradley Wilson, Midwestern State University, Wichita Falls,
Texas

INFORMATION DESK

Washington Entrance Lounge, Level 1
or Second Floor Atrium Lobby, Level 2

1 p.m. SATURDAY

can edit a news video — with smooth transitions and text graphics — all from your phone! Learn how to get compelling shots with great quotes to edit creatively and quickly. Recommended for activity: Download the “In-Shot” app on your phone ahead of time. Michael Lozano, CalMatters (Youth Journalism Initiative), Downey, California
11 a.m., Room 276, Level 2 (391)

Noon

GENERAL AUDIENCE

Express your power: Empowering EDI

The award-winning “Express Your Power” video series explores the relationship between empowerment, media and storytelling. It introduces the First Amendment as the foundation of respect for others and a central human right in America. Emphasizing the significance of personal truth-telling, educating storytellers on the many media formats and library resources they can use to tell their stories – educators and students can foster community building through better social inclusion.

Linda Saint Marc, The New School University, School of Media Studies, New York City
Noon, Room 101, Level 1 (208)

NEWSGATHERING

Essentials of health reporting

Covering health has never been more important, and this session will teach you how to approach your stories with sensitivity and data-focused reporting. Whether your future involves journalism or medicine, come learn how to equitably tell stories about the health issues affecting your community.

Megan Curling, Elon (North Carolina) University
Noon, Room 103, Level 1 (220)

[2-HOUR SESSION]

ONLINE

Making social media work for you

Brief presentation over modern news and the internet. How to lay out information as someone publishing news as it comes up, but also how to steer away from fake news and ensure you are not enabling or spreading it. Students will break into groups and be given a news topic with several facts, and use this information to create an online news brief of their choosing: Tik Tok, Canva graphics, Instagram reels, etc. Their content will be showcased to the group for provided feedback. Carly Lidzy and Charli Thweatt, Arkansas Scholastic Press Association, Fayetteville, Arkansas
Noon to 1:50 p.m., Room 105, Level 1 (243)

PHOTOJOURNALISM

Success

Entering the photography competitions of the JEA National Student Media Contests involves following a lot of directions. Come look at some successful entries in all nine competitions and what made them successful. Also come discuss other photo contests worth entering that provide recognition to the individual photographer, the program and the school.

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

Noon, Room 123, Level 1 (200)

LAW & ETHICS

The ABCs of L-I-B-E-L

While just saying the word aloud can bring shivers down a journalist’s spine, the basics of libel law — and the keys to avoiding it — are actually fairly simple. Let’s clear the fear.

Mike Hiestand, Student Press Law Center, Washington, D.C.
Noon, Room 124, Level 1 (200)

LAW & ETHICS

Speaking out: Student press freedom

As a national student leader involved in the Student Press Law Center’s New Voices movement for Student Press Freedom, Movva will share his experiences with censorship and the importance of sharing your stories. He will focus on the future of Student Press Freedom and what student journalists can do.

Rohan Movva, Student Press Law Center, Milton, Georgia
Noon, Room 127, Level 1 (192)

DESIGN

The superpowers of visual storytelling

Wish you could take readers through time? Inside the human body? Around the world in an instant? This session will delve into the surprisingly magical strengths of charts, maps and diagrams and give you dozens of ideas for ways visuals can strengthen your journalism.

Laura Stanton, LaVidaCo Communications, St. Louis
Noon, Room 130, Level 1 (408)

[FEATURED SPEAKER]

PHOTOJOURNALISM

How to “see” your job

Veteran photographer Wiley Price shares insights from a 40-plus-year career of capturing moments in photos. Wiley Price, St. Louis American newspaper
Noon, Room 131, Level 1 (416)

ADVISER EVENT

Adviser recognition luncheon

JEA and NSPA will present awards at this special event. New and renewing Certified Journalism Educators and Master Journalism Educators will be recognized as well as several NSPA Pioneers and JEA’s fall award winners. Brian Knight, the 2022 Administrator of the Year; Jane Blystone, MJE, the 2022 Carl Towley winner; and Patrick Moring, CJE, the 2022 Broadcast Adviser of the Year, will speak.

Preregistration was required. Please bring your ticket. Herff Jones is sponsor for this event.

Noon to 2 p.m., 230 Complex, Level 2 (630)

1 p.m.

LAW & ETHICS

Bold journalism

Censorship of student media due to controversial content, while illegal, has happened for many years. Talk with SPLC legal and advocacy experts about how to counteract the chilling effect that the current climate could have on student journalism. Know your rights and how to ensure that your bold journalism is respected and published in the age of “prohibited concepts” and “divisive content.” Jonathan Gaston-Falk, Student Press Law Center, Washington, D.C.

1 p.m., Room 100, Level 1 (243)

[FEATURED SPEAKER]

NEWSGATHERING

How to think like an investigative reporter

No matter your role in student media, everyone can benefit from learning the techniques of investigative reporting. Learn how you can train your brain and improve every aspect of your storytelling with these watchdog skills.

Sarah Hutchins, Spotlight PA, St. Louis
1 p.m., Room 101, Level 1 (208)

PHOTOJOURNALISM

Crime and portrait photography

Give your readers the highest quality photography experience possible by improving your crime and portrait photography.

Haq Nawaz, Newspaper Daily Lead, Pakistan
1 p.m., Room 103, Level 1 (220)

GENERAL AUDIENCE

What’s the story? Rethinking theme

In this session we will rethink the way we approach theme. Bring your ideas for theme and let’s put them to the test. Alyssa Moses, CJE, Walsworth Yearbooks, St. Louis
1 p.m., Room 123, Level 1 (200)

SPEAKER BIOS are located in the convention app. Scan the code on Page 3 to download the app to your device.

SATURDAY 2:30 p.m.



[FEATURED SPEAKER]

ONLINE

Building community through social media

STL Bucket List built an online journalism machine independently in the local community. Farrell will share real-life insight and examples that increase your content and your clicks. You will also learn ways to get your foot in the door and to be paid to write and photograph local businesses.

Lucas Farrell, STL Bucket List, St. Louis

1 p.m., Room 131, Level 1 (416)

MULTIMEDIA BROADCAST

Write like you talk, not like the officials

Conversational writing. It's a must in broadcast news, but what is it? How do you do it? And how do you balance correct grammar with conversation? Like anything: practice makes perfect. So, let's practice and make your writing sing... well talk.

Tyler Klaus, KMOV, St. Louis

1 p.m., Room 260, Level 2 (192)

WRITING

Telling an excellent story: Short-form narrative

This session will focus on the fundamentals of excellent storytelling and techniques used to write short-form narrative news stories.

Mac McKerral, Western Kentucky University, Bowling Green

1 p.m., Room 263, Level 2 (192)

2:30 p.m.

[FEATURED SPEAKER]

GENERAL AUDIENCE

Supercharge your story ideas

Learn a foolproof technique for elevating your story ideas. You'll learn how some of the top newsrooms in the country evaluate story pitches and leave with a simplified version of that system that you can start using right away.

Sarah Hutchins, Spotlight PA, St. Louis

2:30 p.m., Room 101, Level 1 (208)

STAFF MANAGEMENT

Making clubs count

When curriculum doesn't have room for a publications class, what strategies can staffs use to develop a club's culture of excellence? Learn from an adviser's experience with an extracurricular program — that went from zero to awards in three years — and from students' experiences on a staff that is just getting started.

Kate Plows, CJ, Strath Haven High School, Wallingford, Pennsylvania

2:30 p.m., Room 103, Level 1 (220)

MEETING

JEA board wrap up

JEA board members meet to follow up on convention action items.

Sarah Nichols, MJE, Whitney H.S., Rocklin, California

2:30 p.m., Room 121, Level 1 (96)

EVENT

JEA Outreach Academy wrap-up

Outreach Academy participants will meet to review their convention experience and best practices to bring new knowledge back to the classroom.

Louisa Avery, MJE, The American School in London

2:30 p.m., Room 122, Level 1 (96)

PHOTOJOURNALISM

Adjectives not nouns: A new approach to photos

Come to this session to learn how to change the way you shoot events. Beginner or advanced, you'll get something great out of this session. (Bring your cameras.)

Alyssa Moses, CJ, Walsworth Yearbooks, St. Louis

2:30 p.m., Room 123, Level 1 (200)

CAREER ADVICE

What a career in broadcast journalism looks like

So you want to be a TV news reporter or anchor, or hopefully a news producer? Let's talk about what that will look like, what will happen in college journalism classes and beyond. How do you become "the best

intern we've ever had." Now is the time to ask the tough questions and have a conversation.

Tyler Klaus, KMOV, St. Louis

2:30 p.m., Room 260, Level 2 (192)

WRITING

Tell me more

Learn proven ways to shape better questions. We'll go beyond typical advice to avoid closed-ended questions so you can begin to dig below the surface.

Barbara Tholen, MJE, Lawrence (Kansas) High School

2:30 p.m., Room 263, Level 2 (192)

GENERAL AUDIENCE

Meet Missouri's "hacker"

Journalist Josh Renaud discusses his discovery in October 2020 that the private information of hundreds of thousands of educators in Missouri was exposed on a state website and the ordeal that followed when Missouri's governor falsely accused him of criminal hacking.

Josh Renaud, St. Louis Post-Dispatch

2:30 p.m., Room 274, Level 2 (408)

3:30 p.m.

EVENT

NSPA awards ceremony

Winners of NSPA Pacemakers, Best of Show and individual awards will be recognized.

3:30-5:30 p.m., America's Ballroom, Level 2 (2722)

SUNDAY

EVENT

JEA awards ceremony

Winners of JEA National Student Media Contests and National Journalism Quiz Bowl will be recognized during the closing ceremony.

You also will see a slideshow of convention highlights. You may pick up NSMC entries after the ceremony. Entries not picked up will be mailed. If you receive entries from other schools in your envelope, contact JEA at staff@jea.org.

8:30-10:30 a.m., Sunday, America's Ballroom, Level 2 (2722)



LEAVE YOUR HEART

FIND YOUR VOICE

JEA/NSPA National High School Journalism Convention

April 20-22, 2023 • Hilton San Francisco Union Square

Registration opens Feb. 7, 2023

Early bird rates

JEA and/or NSPA members \$125
Nonmembers \$175

Standard rates

JEA and/or NSPA members \$145
Nonmembers \$195

Hotel block opens Feb. 14, 2023

Singles and Doubles \$259 per night
Triples and Quads \$279 per night
plus taxes and service fees

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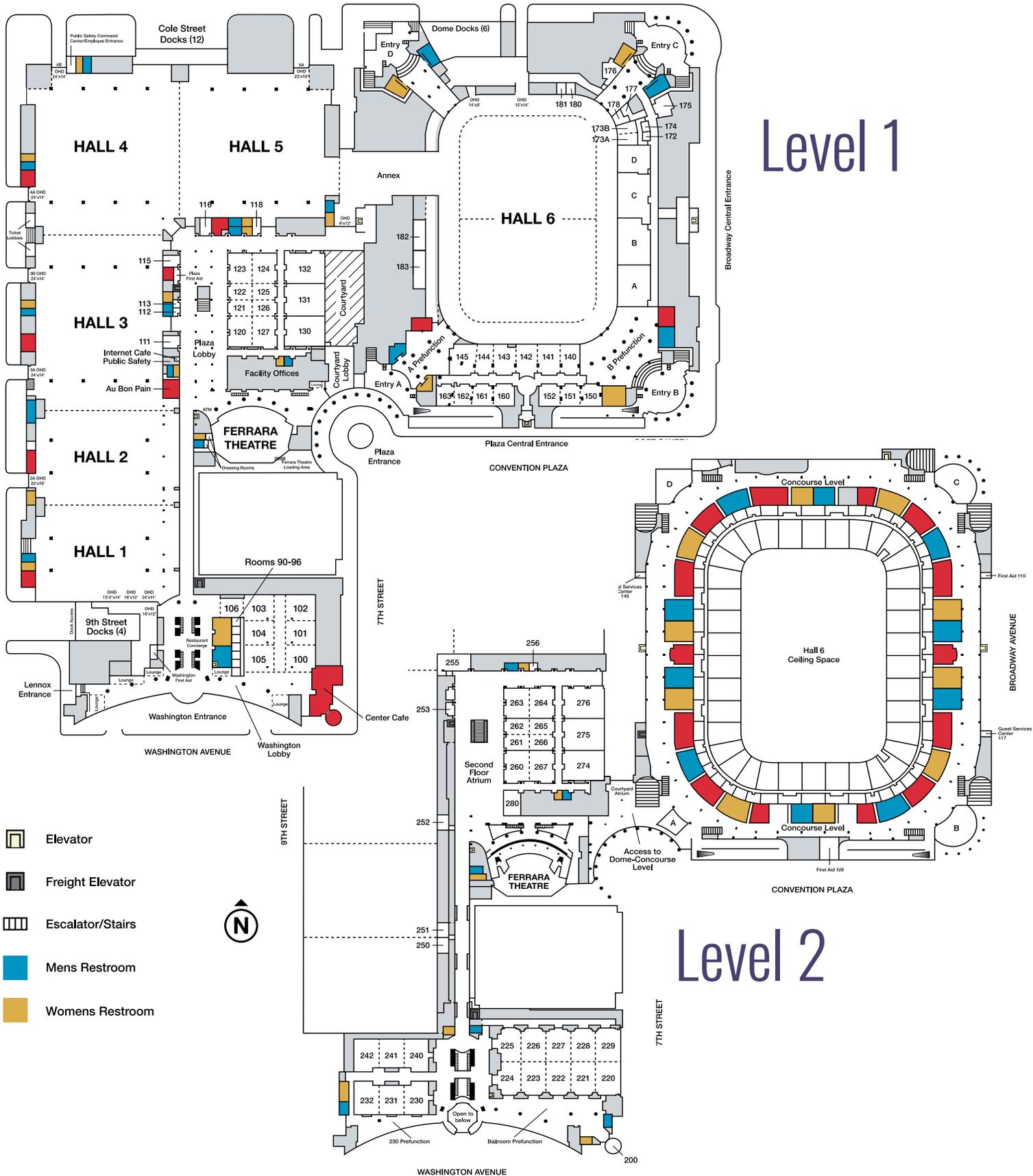
Current JEA or NSPA members are eligible for registration fee waivers if they present at least one session and perform another convention volunteer duty. Students are not eligible for registration waiver. The deadline to register to receive complimentary registration is March 7.

BE A SPEAKER! We are now accepting speaker proposals for the spring convention. Whether you are a teacher, professional journalist or student leader, we know you have something to share. Early acceptance proposals must be received by Jan. 15. We will continue to accept proposals through February. Sessions are accepted on all topics related to scholastic journalism.

JUDGE A CONTEST Hundreds of student entries need constructive critiques in the National Student Media Contest. Convention registration is not required for online contest judging. On-site contest judges are needed for Friday, April 21 contest moderation and judging.

spring.journalismconvention.org

convention MAPS



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- + Simple, moderated, game-changing experience



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STEP 3:

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