JEAn/NSPA National High School Journalism Convention

Nov. 10-13, 2022 | America’s Center | St. Louis
“Sustainability and inclusion are not just buzz words to us, they are part of our everyday!”

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CONTENTS

2 Convention officials
3 Convention app
6 Sponsors
8 Convention rules
10 Trade show
12 Special events
13 Student entertainment
14 Thursday schedule
15 Thursday at a glance
17 Keynote
20 Featured speakers
22 Friday at a glance
28 Friday schedule
51 NSMC contest
52 NSPA awards
56 Saturday at a glance
60 Saturday schedule
70 JEA awards
72 Sunday schedule
76 America’s Center maps

Speaker bios are available in the convention app. Scan the code on Page 3 to download the app to your device.
Board of directors
President: Sarah Nichols, MJE, Whitney High School, Rocklin, California
Vice President: Valerie Kibler, MJE, Harrisonburg (Virginia) High School
Educational Initiatives Director: Shari Adwers, MJE, Loudoun Valley High School, Purcellville, Virginia
Scholastic Press Rights Director: Kristin Taylor, MJE, The Archer School for Girls, Los Angeles
Director-at-large: Brenda Field, MJE, Glenbrook South High School, Glenview, Illinois
Director-at-large: Sergio Luis Yanes, CJE, Arvada (Colorado) High School

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
Past president: Jeanne Acton, consultant, Austin, Texas
Secretary: Amy DeVault, Wichita State University (Kansas)
Treasurer: Becky Tate, Shawnee Mission North High School (Kansas)
Board members:
Tamara Zellars Buck, Southeast Missouri State University
Kathryn Campbell, St. Paul Academy and Summit School (Minnesota)
Chuck Clark, Western Kentucky University
Elisia Cohen, University of Minnesota
Michelle Coro, Grand Canyon University (Arizona)
Mitch Eden, Kirkwood High School (Missouri)
Richard “Dick” Johns, Quill and Scroll (retired)
Meghan Percival, McLean High School (Virginia)
Margie Raper, Prosper-Rock Hill High School (Texas)
Sara Quinn, University of Minnesota
Nicole Vargas, San Diego City College
Jessica Young, Orange Glen High School (California)
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
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**Update your profile**
**Find your personal agenda**
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**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.
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.

STOP BY THE WALSWORTH YEARBOOKS BOOTH TO PLAY GAMES, BROWSE YEARBOOKS, FIND OUT HOW WE CAN WORK TOGETHER AND MOST IMPORTANTLY, HELP US CELEBRATE!
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
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.

To learn more about the country’s leading communications school, visit newhouse.syr.edu, or come visit us at our booth!

Celebrating Student Journalists

The Newhouse School is proud to support the Journalism Education Association and the National Student Press Association and the important work they do to advance and inspire scholastic journalism.
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.
HUBBARD SCHOOL OF JOURNALISM & MASS COMMUNICATION

WHAT WE OFFER

> $250k
MORE THAN $250,000 IN SCHOLARSHIP AWARDS

3 UNDERGRADUATE MAJORS
2 MINORS

SEVERAL ACTIVE STUDENT GROUPS

WHO WE ARE

ESTABLISHED IN 1922

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.

WHERE YOU CAN STUDY

- NEWSPRINTING 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 INTERNS

- 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

and so much more!

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Explore media degrees that lead to careers in sports, podcasting, news, social media, videography and more!

Your story starts here.

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

Advertisers
University of Minnesota, Hubbard School of Journalism & Mass Communication

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 7 p.m. Friday, Exhibit Hall 1, Level 1
Exhibitors and sponsors

201 — Arizona State University, Walter Cronkite School of Journalism and Mass Communication
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 — Justens
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
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.
1-7 p.m. Thursday; and 8 a.m. to 6 p.m. Friday, Exhibit Hall 1, Level 1; and 8 a.m. to 1 p.m. Saturday, Washington Entrance Lounge, Level 1

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
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

New adviser convention orientation
Advisers to be available 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 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.
6:15 p.m., Room 106, Level 1

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.
8 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

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, 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
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

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. to 3 p.m., Room 102, Level 1

7:30 a.m. to 5 p.m., Room 120, Level 1 (192)
# Thursday at a Glance

<table>
<thead>
<tr>
<th>Room</th>
<th>8:30 a.m.</th>
<th>Noon</th>
<th>1 p.m.</th>
<th>Evening</th>
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<tbody>
<tr>
<td>Exhibit Hall 1, Level 1</td>
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<td>Convention registration check-in, trade show, merchandise distribution, Best of Show desk, NSMC desk (1-7 p.m.)</td>
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<tr>
<td>Room 100, Level 1</td>
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<td>JEA Outreach Academy (8:30 a.m. to 5 p.m.)</td>
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<td>Room 102, Level 1</td>
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<td>JEA board meeting (8 a.m. to 3 p.m.)</td>
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<td>Room 106, Level 1</td>
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<td>Room 120, Level 1</td>
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<td>Digital photography workshop (8:30 a.m. to 5 p.m.)</td>
<td>New adviser convention orientation (6:15 p.m.)</td>
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<tr>
<td>Room 121, Level 1</td>
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<td>Broadcast and video boot camp (8:30 a.m. to 5 p.m.)</td>
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<td>Room 122, Level 1</td>
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<td>Student press freedom 101</td>
<td>New Voices skills training</td>
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<td>Room 123, Level 1</td>
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<td>Photoshop workflow</td>
<td>Advanced InDesign</td>
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<td>Room 124, Level 1</td>
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<td>Leadership: Building a successful staff culture (8:30 a.m. to 5 p.m.)</td>
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<td>Room 125, Level 1</td>
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<td>Online and social media workshop (8:30 a.m. to 5 p.m.)</td>
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<td>Room 126, Level 1</td>
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<td>Redesign seminar (8:30 a.m. to 5 p.m.)</td>
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<td>Room 127, Level 1</td>
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<td>Writers’ workshop (8:30 a.m. to 5 p.m.)</td>
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<td>Washington Entrance Lounge, Level 1</td>
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<td>Information desk</td>
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<td>Second Floor Atrium, Level 2</td>
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<td>Publications exchange</td>
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<tr>
<td>Second Floor Atrium, Level 2</td>
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<td></td>
<td>Information desk</td>
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<tr>
<td>Room 280, Level 2</td>
<td></td>
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<td></td>
<td>Adviser welcome reception (9-10:30 p.m.)</td>
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<tr>
<td>America’s Ballroom, Level 2</td>
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<td></td>
<td>National Student Media Contests headquarters</td>
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<tr>
<td>Plaza Lounge Entrance, Level 1</td>
<td></td>
<td></td>
<td>Media tour check-in (7:30 a.m. to 2 p.m.)</td>
<td>Opening ceremony and keynote (7-9 p.m.)</td>
</tr>
</tbody>
</table>
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 Hiested 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.
THURSDAY

1 p.m.

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

ADVISER EVENT
New advisor 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
Advisor 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
Robert Cohen
Christian Gooden
Laurie Skrivan

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 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 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 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.
HERFF JONES IS WITH YOU ALONG THE WAY.  By your side.

YOU MAKE THE YEAR,
WE’LL MAKE THE BOOK.

herff.ly/about-ybk
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.
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.

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)

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

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.

Lessons from a Pulitzer year
A Pulitzer Prize winner shares his successes and failures from a 30-year career.
11 a.m., Saturday, Room 275, Level 2 (416)

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.

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.

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)

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

**Friday at a glance**

- **General Interest**
  - Law and Ethics
  - Leadership and Team Building
  - Marketing and Audience Engagement
  - Online
  - Multimedia
  - Broadcast
  - News Gathering
  - News Literacy
  - Writing

- **Meeting**
  - Advising
  - Career Advice
  - Design

- **Contest**
  - Design

- **Special Event**
  - Featured Speaker
### FRIDAY at a glance

<table>
<thead>
<tr>
<th>Noon</th>
<th>1 p.m.</th>
<th>2 p.m.</th>
<th>4 p.m.</th>
<th>Evening</th>
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<tbody>
<tr>
<td>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.)</td>
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<td>NSMC 43 &amp; 46: Broadcast Online News Package and Broadcast Package taping room</td>
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<td>NSMC 43: Broadcast Online News Package work room</td>
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<tr>
<td>NSMC 46: Broadcast Package work room</td>
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<td>The world in high school media</td>
<td>How to report on suicide and mental health</td>
<td>NSMC 06: Editorial Cartooning</td>
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<td>Why religion reporting matters</td>
<td>A different kind of start up</td>
<td>NSMC 07: Commentary Writing</td>
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<td>How to encourage your adviser to delegate to you</td>
<td>Hand lettering</td>
<td>Sources in all types of writing</td>
<td>NSMC 08: News Editing/Headline Writing/Current Events</td>
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<tr>
<td>The F-word. No the other one: Fighting fake news</td>
<td>How to social media for a magazine in 2022</td>
<td>Get Certified: Presentation of MJE projects</td>
<td>Certification test for CJE and MJE candidates (3:30-6 p.m.)</td>
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<td>Adviser hospitality (7:30 a.m. to 5 p.m.)</td>
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<td>Refreshments provided by University of Montana School of Journalism and Kent State University.</td>
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<tr>
<td>Up your interview game</td>
<td>10 habits of a highly effective editor</td>
<td>Covering religion in high school media</td>
<td>NSMC 16: Yearbook Layout: Theme critique</td>
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<tr>
<td>Overcoming the challenges</td>
<td>School pictures and yearbook staff cameras</td>
<td>JEA mentors meeting</td>
<td>NSMC 19: Literary Magazine Layout critique</td>
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<tr>
<td>Get Certified: Managing student media</td>
<td>News staff as an extracurricular activity?</td>
<td>Objectivity: Rethinking a journalistic tradition</td>
<td>NSMC 40: Videography critique</td>
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<tr>
<td>The magic of mods</td>
<td>A truly useful session on writing reviews</td>
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<td>NSMC 09: Newspaper Layout critique</td>
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<tr>
<td>Bold journalism</td>
<td>Beware of the copyright bots!</td>
<td>Censorship of chosen names or preferred pronouns</td>
<td>NSMC 45: Broadcast Newswriting</td>
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<tr>
<td>Advisers’ roundtable</td>
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**SPEAKER BIOS** are located in the convention app. Scan the code on Page 3 to download the app to your device.
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<tr>
<td>Room 126, Level 1</td>
<td></td>
<td>Cultivating columnists</td>
<td>Get Certified: Legal and ethical issues for advisers</td>
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<tr>
<td>Room 127, Level 1</td>
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<td>Winner, winner chicken dinner</td>
<td>Maximize your NSPA and Quill and Scroll memberships</td>
<td>Social media event coverage</td>
</tr>
<tr>
<td>Room 130/131, Level 1</td>
<td>National Journalism Quiz Bowl qualifying test</td>
<td>Get their attention</td>
<td>How to pinpoint the human angle in every story</td>
<td>Sports journalism in 2022 and beyond</td>
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<tr>
<td>Room 132, Level 1</td>
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<td>Washington Entrance Lounge, Level 1</td>
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<td>Second Floor Atrium, Level 2</td>
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<td>Second Floor Atrium Lobby, Level 2</td>
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<tr>
<td>Room 220, Level 2</td>
<td>Visual storytelling</td>
<td>Typographical ‘personalities’</td>
<td>You found that idea where?</td>
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<tr>
<td>Room 221, Level 2</td>
<td>Great expectations</td>
<td>Trends: A designer’s guide to what works for 2023</td>
<td>Theme 2023: A designer’s guide for designers</td>
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<tr>
<td>Room 222, Level 2</td>
<td>Small school, big moves</td>
<td>The ever-changing news industry</td>
<td>Producing the perfect editor</td>
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<tr>
<td>Room 223, Level 2</td>
<td>Sell yourself!</td>
<td>How to score great sports stories</td>
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<tr>
<td>Room 224, Level 2</td>
<td>Tips for recruiting staffers to your program</td>
<td>Building a journalism curriculum</td>
<td>Get Certified: Writing and editing</td>
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<tr>
<td>Room 225, Level 2</td>
<td>How make SSS with your video program</td>
<td>Building professional experience in high school</td>
<td>What to know before college journalism starts</td>
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<tr>
<td>Room 226, Level 2</td>
<td>5 habits to improve your sports coverage</td>
<td>Tell the truth! How to fix your staff’s drama</td>
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<td>Room 227, Level 2</td>
<td>Impact of a yearbook planner</td>
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<tr>
<td>Room 228, Level 2</td>
<td>Hot headlines, cool captions</td>
<td>Live streaming: Not as difficult as you think</td>
<td>Multimedia design tips and tricks</td>
<td></td>
</tr>
<tr>
<td>Room 229, Level 2</td>
<td>The power of a moment</td>
<td>Capture the expected and the unexpected</td>
<td>No time to plan? Quick content ideas for websites</td>
<td></td>
</tr>
</tbody>
</table>

**FRIDAY at a glance**

- **SPECIAL EVENT**
- **FEATURED SPEAKER**
- **MEETING**
- **CONTEST**

**Categories**
- **GENERAL INTEREST**
- **ADVISING**
- **LEADERSHIP AND TEAM BUILDING**
- **DESIGN**
- **EDITING**
- **MARKETING AND AUDIENCE ENGAGEMENT**
- **MULTIMEDIA BROADCAST**
- **NEWSGATHERING**
- **NEWS LITERACY**
- **WRITING**
- **ONLINE**
- **PHOTOJOURNALISM**
- **STAFF MANAGEMENT**
## FRIDAY at a glance

<table>
<thead>
<tr>
<th>Noon</th>
<th>1 p.m.</th>
<th>2 p.m.</th>
<th>4 p.m.</th>
<th>Evening</th>
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<tbody>
<tr>
<td>The JOY of journalism</td>
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<td>NSMC 22: Literary Magazine Photography</td>
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<tr>
<td>Broadcast stories that work</td>
<td>Writing for broadcast</td>
<td>First, do no harm</td>
<td>NSMC 11: Press Law and Ethics</td>
<td>Student trivia night (8-10 p.m.)</td>
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<td>Information desk</td>
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<td>Publication exchange</td>
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<tr>
<td>Information desk</td>
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</tbody>
</table>

- **Building teams one ice breaker at a time**
- **Stand here, use this lens, get better photos**
- **Spin the wheel**
- **Editorial leadership**
- **Spin the wheel**
- **Editorial leadership**
- **Find your photo flow**
- **Using Design Thinking for the creative process**
- **5 things to do to prepare for a journalism career**
- **So you wanna present? Now what.**
- **People over publication**
- **NSMC 17: Yearbook Layout: Inside Pages critique**
- Movie night: Storm Lake. A newspaper. A family. A community. (8-10 p.m.)
- **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**
- **NSMC 12: Yearbook Copy/ Caption: Sports**
- **NSMC 18: Yearbook Cover/ End Sheets critique**
- **NSMC 10: Newsmagazine Layout critique**
### FRIDAY at a glance

<table>
<thead>
<tr>
<th>Room</th>
<th>8 a.m.</th>
<th>9 a.m.</th>
<th>10 a.m.</th>
<th>11 a.m.</th>
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<tbody>
<tr>
<td>Ballroom prefunction, Level 2</td>
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<td>230 prefunction, Level 2</td>
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<td>NSPA and Quill &amp; Scroll Student Advisory Board meeting</td>
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<tr>
<td>Room 230, Level 2</td>
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<td>How to tackle the grading beast</td>
<td>Keeping your staff organized, efficient and happy</td>
<td>Write it right, write it tight</td>
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<tr>
<td>Room 231, Level 2</td>
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<td>Better by design</td>
<td>Coaching student journalists</td>
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<td>Room 232, Level 2</td>
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<td>Great editor = Great leader</td>
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<tr>
<td>Room 250, Level 2</td>
<td>NSMC photography contest judging</td>
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<tr>
<td>Room 260/267, Level 2</td>
<td>Break with a Pro</td>
<td>Break with a Pro</td>
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<td>Room 261, Level 2</td>
<td>Writing reviews you can use</td>
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<td>Room 262, Level 2</td>
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<td>How do I?</td>
<td>How do I?</td>
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<td>Room 263, Level 2</td>
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<td>I've got a feeling</td>
<td>Make a difference</td>
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<td>Room 264, Level 2</td>
<td>A Zoom newsroom of college journalists</td>
<td>Pick me! Pick me!</td>
<td>Lessons from a Pulitzer year</td>
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<tr>
<td>Room 265, Level 2</td>
<td>Empowering scholastic press advisers</td>
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<td>Room 266, Level 2</td>
<td>Making every word count</td>
<td>RAD: read, analyze and discuss poetry</td>
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<td>Room 274, Level 2</td>
<td>3x coverage: Including your entire school community</td>
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<td>Room 275, Level 2</td>
<td>10 must-have images of photojournalism</td>
<td>You should be using infographics</td>
<td>Do you really understand exposure?</td>
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<tr>
<td>Room 276, Level 2</td>
<td>Winning Photoshop hacks</td>
<td>Inclusive and empathic journalism</td>
<td>All in: Diversity audit</td>
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<tr>
<td>Room 280, Level 2</td>
<td>NSMC headquarters and Quiz Bowl judging. NSMC check-in 10:30 a.m. to 2:30 p.m.</td>
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**Room Code Legend:**
- SPECIAL EVENT
- FEATURED SPEAKER
- MEETING
- CONTEST
- GENERAL INTEREST
- ADVISING
- CAREER ADVICE
- LAW AND ETHICS
- DESIGN
- EDITING
- LEADERSHIP AND TEAM BUILDING
- MARKETING AND AUDIENCE ENGAGEMENT
- MULTIMEDIA BROADCAST
- NEWSGATHERING
- NEWS LITERACY
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- PHOTOJOURNALISM
- STAFF MANAGEMENT
- STAFF MANAGEMENT
- WRITING
### FRIDAY at a glance

<table>
<thead>
<tr>
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<td>On-site critiques</td>
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<td>Media Swap Shops (8-10 p.m.)</td>
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<td>Media Swap Shops (8-10 p.m.)</td>
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<td>An ethical framework for student journalism</td>
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<td>NSMC 02: Editorial Writing</td>
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<td>NSMC 05: Review Writing</td>
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<td>NSMC 26: Graphic Design: Photo Illustration critique</td>
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<td>NSMC 20 &amp; 21: Lit Mag Poetry and Illustration</td>
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<td>They won’t say “yes” unless you ask them</td>
<td>Read all about it: How to grow an audience</td>
<td>NSMC 39: Broadcast Commercial/PSA critique</td>
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<tr>
<td>Get Certified: Coverage and content</td>
<td>Be here now</td>
<td>NSMC 23: Graphic Design: Logo critique</td>
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<td>NSMC 24: Graphic Design: Infographics critique</td>
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<td>Cross training</td>
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<td>NSMC 01: Newswriting</td>
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<td>Hazelwood unpacked</td>
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<td>NSMC 03: Feature Writing</td>
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<tr>
<td>Editing fun!</td>
<td>Journalism deadly sins</td>
<td>NSMC 04: Sports Writing</td>
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</tbody>
</table>

**NSMC headquarters, NSMC check-in 10:30 a.m. to 2:30 p.m.**
FRIDAY 7:30 a.m.

7:30 a.m.

**MEETING**

**JEA general membership meeting**

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

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

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

**MEETING**

**NSPA Student Advisory Board and Quill and Scroll Student Advisory Board meeting**

NSPA Student Advisory Board members should attend. Mitch Eden, MJE, Kirkwood (Missouri) High School; Lori Keeley, 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

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

**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, CJF, Westfield M.S., Westfield, Indiana

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

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...
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?

You want to be more than just an effective teacher — you want to excel, meeting the demands of the 21st century as well as your district’s continuing education requirements.

With Kent State’s entirely online master’s program, seasoned professionals will guide you through the most pressing issues facing journalism educators today.

We offer the flexibility to advance at your pace, to fit your educational goals into your life and to give you the mastery you need to succeed.

contact Candace Perkins Bowen at:

CBOwen@KENT.EDU  CCI.KENT.EDU/JEA
FRIDAY 9 a.m.

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 sleeping. 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)
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)

Complete the session evaluation for each session you attend
HIGH SCHOOL JUNIORS: APPLY NOW!

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 for more information and to apply online.

FREEDOM FORUM
FREESPIRIT.ORG
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 culture that community feeling, 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)

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.
Elizabeth 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 Wolfer, 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.
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.

**“COPY THAT”**

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*.

**“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*
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)

Advancing
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)

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.

What can you fit into four years?
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FRIDAY 10 a.m.

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.

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

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SNO Sites provides the technology, service, and training to help journalism teachers and student media programs thrive online.
10 a.m. FRIDAY

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, CIE, 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 Dockett, 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 do 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)
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. Erin 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 (331)

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, 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 Klevens, CJIE, 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, CJIE, 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, CJIE, Jostens, Ocean, New Jersey
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
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 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 disfavorable 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.

Julieanne 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 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.”

Justin Daigle, MJE, Brighton (Colorado) H.S.; and Debra Kleven, CJ, Parkway West H.S. Ballwin, Missouri
Noon, Room 123, 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, CJ, Rampart H.S., Colorado Springs
Noon, Room 132, Level 1 (425)
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.

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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-Bjerklund, 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)
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.
Julieanne 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 extra-curricular 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
Advisors’ 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...
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 overall amp up your creative process using Design Thinking.

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! clutching 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)
FRIDAY 2 p.m.

ADVISNG

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)

ADVISNG

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]

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)

CAREER ADVICE

So you wanna present? Now what.
An adviser-only session for those who’ve attended a few NHSJCIs 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, CJ, 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
Katie Merritt, MJE, Design Optimism Group, Rome, Georgia
2 p.m., Room 227, Level 2 (283)

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, follow up on how to frame character and provide perspective.
Shari Adwers, MJE, Loudoun Valley High School, Purcellville, Virginia
2 p.m., Room 104, Level 1 (208)

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.
Joelle Keene, MJE, Shalhevet High School, Los Angeles
2 p.m., Room 105, Level 1 (243)

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

Can your students sort fact from fiction?

The Checkology® difference
Young people are navigating the most complex information landscape in human history.
Help students confidently find their way to the facts with the free Checkology® virtual classroom. Our browser-based, standards-aligned platform uses real-world examples to give students the tools to sort fact from fiction and determine what information they can trust, share and act on.

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.
EVENT
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)

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

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)

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)

VISIT US AT THE
jea.store
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

FREE GIFT
FOR JEA MEMBERS
JEA members receive one Sharpie marker (4 designs to choose from).
Additional markers available for $2 each for anyone.

JEA lifetime members save 15%

Complete the session evaluation for each session you attend

INFORMATION DESK
Washington Entrance Lounge, Level 1 or Second Floor Atrium Lobby, Level 2
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 103, Level 1
10 News Magazine 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

<table>
<thead>
<tr>
<th>School Name</th>
<th>City, State</th>
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<tbody>
<tr>
<td>CHSTV Worldwide</td>
<td>Carlsbad, California</td>
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<tr>
<td>CCNN Live</td>
<td>Miami, Florida</td>
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<tr>
<td>The Voyage</td>
<td>Miami, Florida</td>
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<td>Monthly Mane</td>
<td>Oviedo, Florida</td>
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<td>WHIS News</td>
<td>Oviedo High School</td>
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<tr>
<td>WTV Daily Update</td>
<td>Liberty High School</td>
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<tr>
<td>Hill Top News</td>
<td>Rock Hill High School</td>
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<tr>
<td>Eagle Nation News</td>
<td>Prosper High School</td>
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<td>WMHS News</td>
<td>McLean High School</td>
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### 2022 Newspaper/ Newsmagazine Pacemaker finalists

<table>
<thead>
<tr>
<th>School Name</th>
<th>City, State</th>
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<tbody>
<tr>
<td>RNE-TV Live</td>
<td>Richland Northeast High School, South Carolina</td>
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<td>Hawk TV</td>
<td>Hebron High School</td>
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<td>KCBY Weekly</td>
<td>Coppell High School</td>
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<td>Coyote Nation TV</td>
<td>Heritage High School</td>
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<td>WTV Daily Update</td>
<td>Liberty High School</td>
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<td>Hill Top News</td>
<td>Rock Hill High School</td>
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<td>Eagle Nation News</td>
<td>Prosper High School</td>
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<td>WMHS News</td>
<td>McLean High School</td>
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<td>High Tide</td>
<td>Redondo Union High School, Redondo Beach, California</td>
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<td>Bear Witness</td>
<td>Branham High School</td>
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<td>Winged Post</td>
<td>The Harker School</td>
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<td>The Nueva Current</td>
<td>The Nueva School</td>
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<tr>
<td>The Mirror</td>
<td>Van Nuys High School</td>
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<td>The Eagle Eye</td>
<td>Marjory Stoneman Douglas High School, Parkland, Florida</td>
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<tr>
<td>The Mirror</td>
<td>Van Nuys, California</td>
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<td>Odyssey</td>
<td>Clarke Central High School</td>
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<td>U-High Midway</td>
<td>University of Chicago</td>
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<td>HiLite</td>
<td>Carmel High School</td>
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<td>The Harbinger</td>
<td>Shawnee Mission East High School, Prairie Village, Kansas</td>
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<td>The Northwest Passage</td>
<td>Shawnee Mission Northwest High School, Shawnee, Kansas</td>
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<td>The Communicator Magazine</td>
<td>Community High School</td>
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<td>The Highlander</td>
<td>McLean High School</td>
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<tr>
<td>The Standard</td>
<td>The American School in London (High School), London, United Kingdom</td>
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<tr>
<td>The Scroll</td>
<td>The American School in London (Middle School), London, United Kingdom</td>
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<tr>
<td>Spark</td>
<td>Lakota East High School, Liberty Township, Ohio</td>
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<td>The Dispatch</td>
<td>James Bowie High School, Austin, Texas</td>
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<td>The Shield</td>
<td>McCallum High School, Austin, Texas</td>
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<td>Eagle Edition</td>
<td>Episcopal School of Dallas, Dallas, Texas</td>
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<td>The Fourcast</td>
<td>The Hockaday School</td>
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<td>Kingwood Park Times</td>
<td>Kingwood Park High School, Kingwood, Texas</td>
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<td>The Edge</td>
<td>Pleasant Grove High School</td>
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<td>Tiger Times</td>
<td>Texas High School</td>
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<tr>
<td>The ReMarker</td>
<td>St. Mark’s School of Texas, Dallas, Texas</td>
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</tbody>
</table>
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 winners —
The Shield
McCallum High School
Austin, Texas

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.

Inkings
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 8:30 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/Newsmagazine
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/Newsmagazine
Lakota East High School
Liberty Township, Ohio

The Pacemaker 100
Alphabetical order by state —

CS Press
Newspaper/Newsmagazine
Cactus Shadows High School
Cave Creek, Arizona

Crusader
Newspaper/Newsmagazine
Salpointe Catholic High School
Tucson, Arizona

Hornet
Yearbook
Bryant High School
Bryant, Arkansas

Connotations
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/Newsmagazine
Homestead High School
Cupertino, California

El Estoque
Newspaper/Newsmagazine
Monta Vista High School
Cupertino, California

El Estoque Online
Online
Monta Vista High School
Cupertino, California

Fall 2022 | St. Louis  #nhsjc  53
<table>
<thead>
<tr>
<th>School Name</th>
<th>Type</th>
<th>Location</th>
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<tbody>
<tr>
<td>Walnut High School</td>
<td>Yearbook</td>
<td>Fair Oaks, California</td>
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<td>The Feather Online</td>
<td>Online</td>
<td>Fresno, California</td>
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<tr>
<td>The Gazette</td>
<td>Newspaper/Newsmagazine</td>
<td>Granite Bay High School, Granite Bay, California</td>
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<td>The Prowl</td>
<td>Yearbook</td>
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<td>Grove</td>
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<td>North Star</td>
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<td>Francis Howell North High School, St. Charles, Missouri</td>
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<td>Grosse Pointe South High School, Grosse Pointe Farms, Michigan</td>
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GLORIA SHIELDS
NSPA MEDIA WORKSHOP
GLORISHIELDSWORKSHOP.COM

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
<table>
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<tr>
<th>Room</th>
<th>8 a.m.</th>
<th>9 a.m.</th>
<th>10 a.m.</th>
<th>11 a.m.</th>
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<tbody>
<tr>
<td>Room 100, Level 1</td>
<td>Elevating staff culture from good to great</td>
<td>Analyzing information for bias is all around you</td>
<td>Keeping up with the design trends</td>
<td>Yes, yes, you should cover news beyond your school</td>
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<td>Room 101, Level 1</td>
<td>Power up your staff</td>
<td>Little things, big results</td>
<td>Dynamic duos</td>
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<td>Room 102, Level 1</td>
<td>Adobe certification testing: InDesign</td>
<td>Adobe certification testing: Photoshop</td>
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<td>Room 103, Level 1</td>
<td>Perfecting your broadcast script</td>
<td>Using TikTok and reels for your publication</td>
<td>Telling stories with sound</td>
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<tr>
<td>Room 104, Level 1</td>
<td>Warning: Graphic content</td>
<td>How to make high-res graphics and logos</td>
<td>Staff organization 101: Manuals and design books</td>
<td>Personality check: What makes you, you?</td>
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<td>Room 105, Level 1</td>
<td>Improving publication photography</td>
<td>The power of light</td>
<td>Interviewing: Let’s skip to the good part</td>
<td>Lifeboats for new advisers</td>
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<tr>
<td>Room 106, Level 1</td>
<td>Adviser hospitality &amp; JEA Store (8 a.m. to noon)</td>
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<td>Refreshments provided by Indiana University, The Media School.</td>
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<tr>
<td>Room 120, Level 1</td>
<td>Editor-in-chief roundtable</td>
<td>Independent school adviser roundtable</td>
<td>Top advisers discuss broadcast trends</td>
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<td>Room 121, Level 1</td>
<td>JEA Certification Committee meeting</td>
<td>JEA Digital Media Committee meeting</td>
<td>JEA Awards Committee meeting</td>
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<td>Room 122, Level 1</td>
<td>Scholastic press association roundtable</td>
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<td>Room 123, Level 1</td>
<td>10 InDesign tips for a better workflow</td>
<td>Covering the unimaginable</td>
<td>Better, faster, stronger storytelling</td>
<td>Walking the line: Ethics in student journalism</td>
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<tr>
<td>Room 124, Level 1</td>
<td>Putting first things first: Effective leadership</td>
<td>Censorship of chosen names or preferred pronouns</td>
<td>F-Cheer! Off-campus speech and student media</td>
<td>Covering #MeToo</td>
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<td>Room 125, Level 1</td>
<td>Marketing and branding your program</td>
<td>Lit mag A-Z</td>
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<td>Chronological coverage: Modernizing your yearbook</td>
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<td>Room 126, Level 1</td>
<td>Humor with a purpose</td>
<td>Power revision</td>
<td>In or out? Quick editing tips to improve consistency</td>
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<td>Room 127, Level 1</td>
<td>Covering issues of disability</td>
<td>Lights, camera, action: Entertainment journalism</td>
<td>Trending design and coverage</td>
<td>It takes a village: Beyond typical sports features</td>
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<td>Room 130, Level 1</td>
<td>How to create a student social media team</td>
<td>Best practices for a more authentic social story</td>
<td>Details matter</td>
<td>Raise your write hand</td>
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<td>Deadlines decoded</td>
<td>5Rs will build the best team</td>
<td>Photo storytelling</td>
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<td>Room 132, Level 1</td>
<td>Systems of success</td>
<td>10 ways to improve your writing</td>
<td>Local newsrooms and democracy</td>
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<td>1 p.m.</td>
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<td>Bold journalism</td>
<td>Express your power: Empowering EDI</td>
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<td>How to think like an investigative reporter</td>
<td>Supercharge your story ideas</td>
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<td>Essentials of health reporting</td>
<td>Crime and portrait photography</td>
<td>Making clubs count</td>
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<td>Making social media work for you</td>
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<td>JEA board wrap up</td>
<td>JEA Outreach Academy wrap-up</td>
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<td>What's the story? Rethinking theme</td>
<td>Adjectives not nouns: A new approach to photos</td>
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<td>The ABCs of L-I-B-E-L</td>
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<td>Speaking out: Student press freedom</td>
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<td>The superpowers of visual storytelling</td>
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<td>How to “see” your job</td>
<td>Building community through social media</td>
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**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

<table>
<thead>
<tr>
<th>Room</th>
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<td>Washington Entrance Lounge, Level 1</td>
<td>Convention registration check-in, merchandise distribution, information desk (8 a.m. to 1 p.m.)</td>
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<td>Second Floor Atrium, Level 2</td>
<td>Publications exchange</td>
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<td>Second Floor Atrium Lobby, Level 2</td>
<td>Information desk</td>
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<td>Room 220, Level 2</td>
<td>Pacemaker 100 celebration</td>
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<td>National Journalism Quiz Bowl</td>
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<td>Editors: Motivation and culture building</td>
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<td>Phone powered production</td>
<td>What do I do with my hands?</td>
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<td>Modes of coverage</td>
<td>The writing lab</td>
<td>Essential storytelling skills</td>
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<td>Room 260, Level 2</td>
<td>The art of interviewing</td>
<td>Supersize your staff and make them productive</td>
<td>Bestie: It’s time to break up</td>
<td>All access: How to get media credentials for that big event</td>
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<td>Room 261, Level 2</td>
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<td>Build me up buttercup</td>
<td>Open forum: Discussion of legal and ethical issues</td>
<td>Obtaining press freedom in private schools</td>
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<td>Room 262, Level 2</td>
<td>Spreadsheet magic</td>
<td>Cover breaking news free of breakdowns</td>
<td>Optic analysis: Visual analysis of design</td>
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<td>Room 263, Level 2</td>
<td>Stepping up your sports photography game</td>
<td>Photography you can control</td>
<td>Understanding iGen</td>
<td>Real news</td>
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<td>Room 264, Level 2</td>
<td>Read all about it: How to grow an audience</td>
<td>Let’s play the “yes or no” game</td>
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<td>Room 265, Level 2</td>
<td>Mastering the maestro</td>
<td>Dominating the deadline</td>
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<td>America’s Ballroom, Level 2</td>
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<td>Write like you talk, not like the officials</td>
<td>What a career in broadcast journalism looks like</td>
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<td>Telling an excellent story: Short-form narrative</td>
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# Saturday at a Glance

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

**Photography**

**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 beehives 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 retention, 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)
## Noon | 1 p.m. | 2:30 p.m. | 3:30 p.m.
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Meet Missouri’s “hacker”

### 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

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

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**SPEAKER BIOS** are located in the convention app. Scan the code on Page 3 to download the app to your device.
SATURDAY 8 a.m.

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, CJIE, 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, CJIE, 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, CJIE, 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, CJIE, Omaha (Nebraska) Westview H.S.
9 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 Corinne 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)

ADVISORING
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 Marc Pieper, retired journalism adviser, Clayton, Missouri
9 a.m., Room 131, Level 1 (416)

WRITING
18 ways to improve your writing
You really want to improve the writing in your publication,
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
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 (96)

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 Flourishstudio. Prior to the session, set up a free account at https://flourishstudio/ 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)

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 Megan 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. Pre-registration was required. Laura Negri, MJE, Alfie 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)
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
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 Mattax, 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 (102)

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)
SATURDAY 11 a.m.

Complete the session evaluation for each session you attend

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, MJ, and Candace Perkins Bowen, MJ, 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, CJr, Jostens, Parker, Colorado
Michelle Coro, CJr, 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. 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, CJr, 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, MJ, 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 the legal landscape and strategies to gain access to information and the need to report carefully to avoid accusations of libel.
Mike Hestand, 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, CJr, 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, MJ, 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 hobbled 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, CJr, 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 Neveel, 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.

Scan the QR code to learn more about our outreach programs!
Fall award winners

**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

**Broadcast Adviser of the Year**
Alexia 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

**Distinguished Broadcast Adviser**
Terry Cassreino, CJE
ST. JOSEPH CATHOLIC SCHOOL
MADISON, MISSISSIPPI
Spencer O’Daniel, MJE
MAIZE (KANSAS) CAREER ACADEMY

**Friend of Scholastic Journalism**
Jeanne Acton
UNIVERSITY INTERSCHOLASTIC LEAGUE
AUSTIN, TEXAS
Carlos Armenta
FOLGER GRAPHICS
HAYWARD, CALIFORNIA
Jim Dumont
JOSTENS INC., GLEN CARBON, ILLINOIS

**Future Teacher Scholarship**
Alexis Berkey
KENT (OHIO) STATE UNIVERSITY

**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
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 High School

**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
Shetrye 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 School
Samantha Gevere Perkins, Walnut Hills H.S., Cincinnati, Ohio
Samantha Goetting, Herrin (Illinois) High School
Cindy Hallam, Abundant Life Christian School, La Marque, Texas
Ia 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

**MJE renewals**
Allison Brooke Staub, Westfield (Indiana) Middle School
Michael Taylor, Walsworth Yearbooks, Overland Park, Kansas
David Weikert, Northeastern H.S., Manchester, Pennsylvania

These individuals will be recognized during the adviser recognition luncheon at noon Saturday in 230 Complex, Level 2.
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 Lidy 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 air.

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.
Complete the session evaluation for each session you attend.

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, CJE, 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, CJE, 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)

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)
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

SHARE YOUR VOICE by volunteering your time and expertise
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
Meet Northwestern Medill —the gateway to your journalism future

Visit us at booth 113
Add your name to our raffle
EXPERIENCE THE DIFFERENCE OF YEARBOOK+

With Yearbook+, students can scan images in the printed yearbook to unlock additional digital photos.

+ Extended yearbook coverage for spring content
+ All students can easily upload pictures for crowd-sourced content
+ Simple, moderated, game-changing experience

STOP BY THE JOSTENS BOOTH

TRY OUT YEARBOOK+ FOR A CHANCE TO WIN A NEW PHONE AND OTHER SWAG!

SEE THE YEARBOOK+ TECHNOLOGY IN ACTION BY VIEWING PHOTOS OF THIS CONVENTION.

STEP 1:
Scan the QR code to launch Yearbook+.

STEP 2:
Open the Yearbook+ camera.

STEP 3:
Snap photo with the + icon in the corner to unlock additional pictures.