

LEAVE YOUR HEART



NSPA

FIND YOUR VOICE

April 20-22, 2023 | San Francisco Hilton Union Square

**JEA/NSPA National High School
Journalism Convention**


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



Share your
convention photos
#nhsjc



Follow us
@nhsjc

CONVENTION OFFICIALS



Veronica Purvis
JEA executive director



Sarah Nichols, MJE,
JEA president



Julia Satterthwaite, MJE,
local committee co-chair



Rod Satterthwaite, MJE,
local committee co-chair



Laura Widmer
NSPA executive director



Elizabeth Smith
NSPA president

Journalism Education Association



Headquarters staff

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

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, MJE, 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: Alicia Merrifield, CJE, The Village School, Houston
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



Headquarters staff

Laura Widmer, executive director
Gary Lundgren, associate director
Lori Keekley, associate director for Quill and Scroll
Ron Johnson, communications director
Karli Keith, convention and membership manager
Judy Riedl, business and projects manager

Board of directors

President: Elizabeth Smith, Pepperdine University, Malibu, California
President-elect: Becky Tate, Shawnee Mission North High School, Overland Park, Kansas
Treasurer: Chuck Clark, Western Kentucky University, Bowling Green
Secretary: Amy DeVault, Wichita State University (Kansas)
Past president: Jeanne Acton, consultant, Austin, Texas

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Tamara Zellars Buck, Southeast Missouri State University
Kathryn Campbell, St. Paul Academy and Summit School (Minnesota)
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)

CONVENTION APP

Download EventMobi from your app store.

Code: **nhsjcsf2023**

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

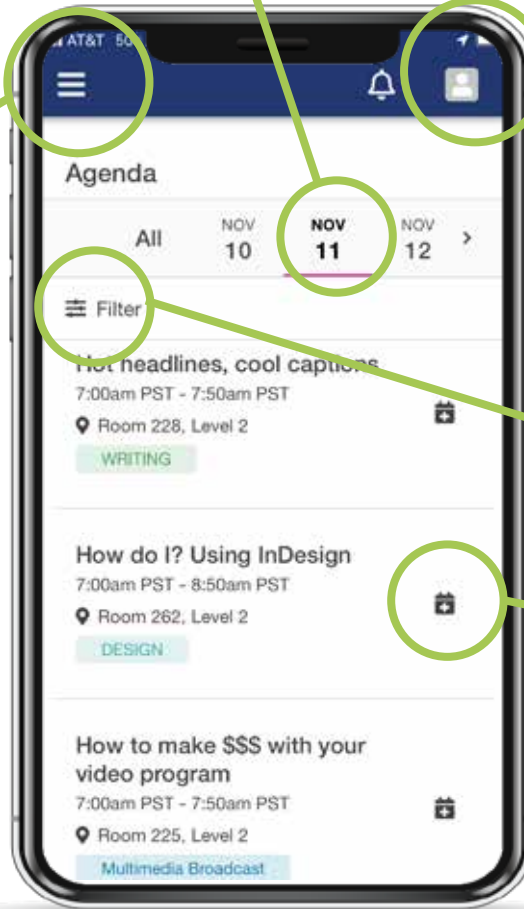


The convention app is sponsored by Arizona State University.



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

View ALL sessions or select one day

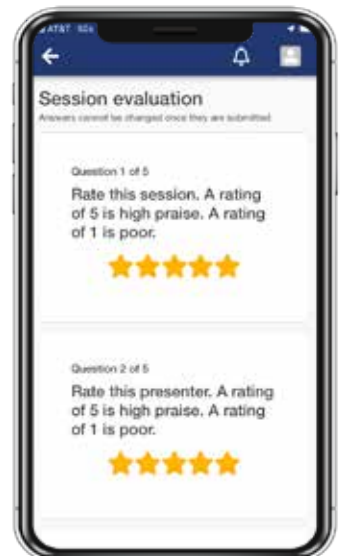
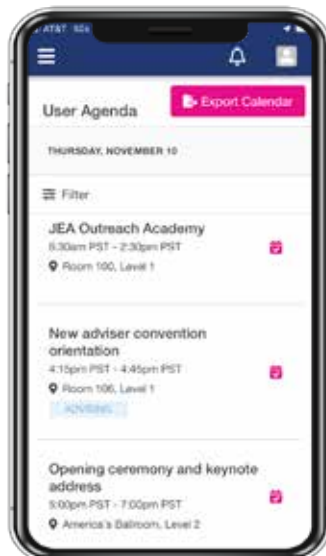
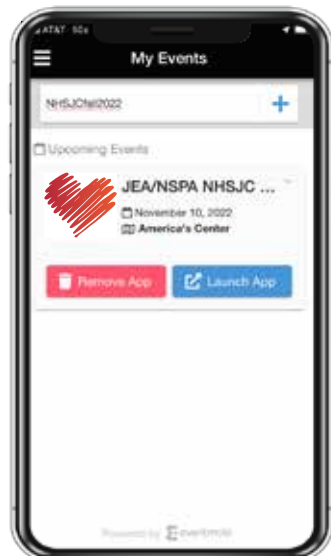


- Update your profile
- Find your personal agenda
- Take notes
- Update your preferences
- Log out

Filter sessions by track

Add a session to your personal agenda.

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



Early rendering of app screens. Actual interface may vary.

WALSWORTH HAS YOU



ELITE WEEKEND

Whether you attend in person or virtual, Elite Weekend will guide your staff to greater journalistic heights.



ZOOM COACHING

If you're ready to take your yearbook to the next level, our yearbook experts can coach your staff over Zoom.



NEW ADVISER RESOURCES

When you're new to yearbook, you can rest assured we have everything you need to make your year a success.

WEBINARS

Our webinars cover a wide variety of timely topics, and all are taught by yearbook experts.



PODCASTS

Check out the Walsworth Yearbooks Podcast Network for content covering the world of yearbooks.



VISIT OUR BOOTH

to find out how Walsworth can help you create your best yearbook. Go to walsworthyearbooks.com for even more great class resources.

OUR CLASS COVERED

IDEA FILE

Our industry-leading *Idea File* magazine will educate and inspire you on all things yearbook.



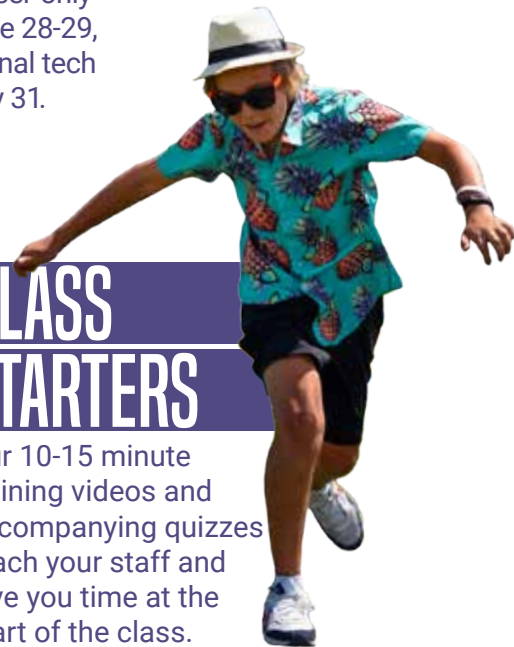
ADVISER ACADEMY

Mark your calendars for our adviser-only training June 28-29, with additional tech training July 31.



CLASS STARTERS

Our 10-15 minute training videos and accompanying quizzes teach your staff and give you time at the start of the class.



ADVISER PLAYBOOK

Not sure where to begin? Our Adviser Playbook will help you establish a game plan for the year.



CONVENTION SPONSORS

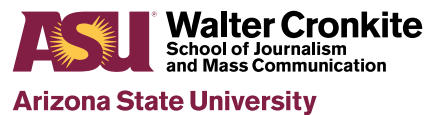
DIAMOND



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BRONZE



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CONVENTION RULES

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

- All students are expected to wear their convention name badges at all times while in the convention space. Remove or hide your badge when outside of the hotel.
- 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.



Your future starts now

The Cronkite School puts you in the middle of the action, with hands-on programs in journalism, sports journalism and digital marketing. Writing, podcasting, photography, videography, strategic communication, public relations — you can try it all! Pursue your passion during college while gaining the experience you need to land the job of your dreams after you graduate.

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cronkite.asu.edu/explore

ASU Walter Cronkite
School of Journalism
and Mass Communication
Arizona State University

Meet Medill in San Francisco

- Visit our booth
- Enter our raffle
- Attend sessions with Medill students and faculty



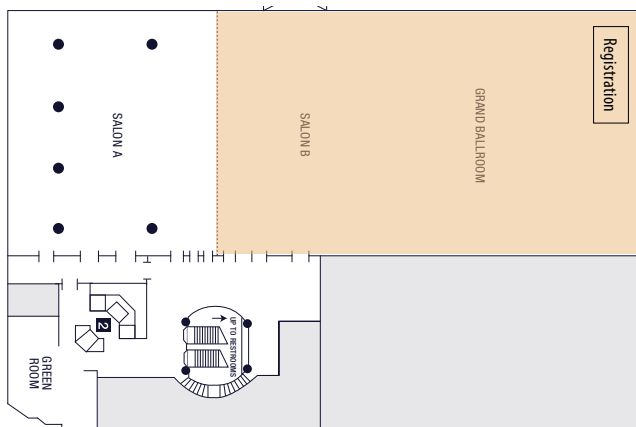
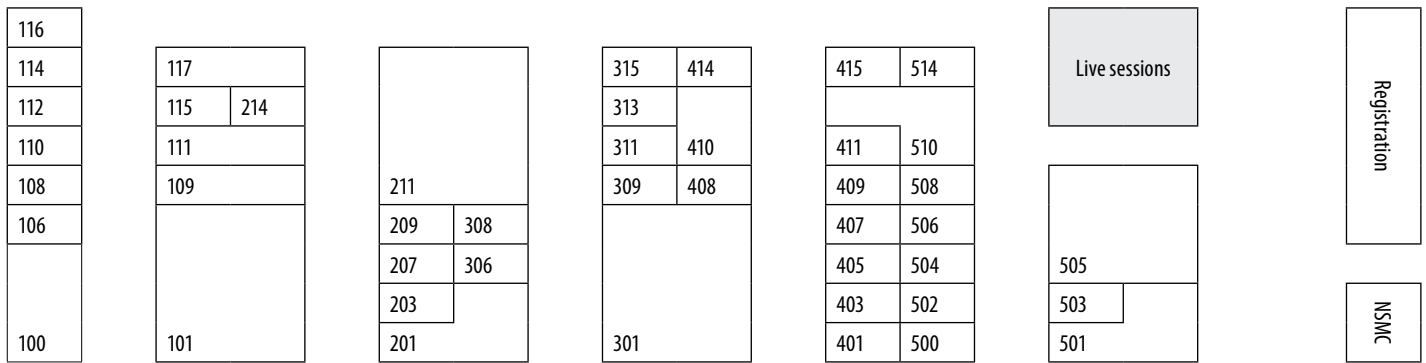
Booth 201

Northwestern | MEDILL

TRADE SHOW

EXHIBITORS AND SPONSORS

- | | | |
|---|--|---|
| 410 — Arizona State University, Walter Cronkite School of Journalism and Mass Communication | 514 — Kent State University, Center for Scholastic Journalism | 117 — SNO Sites |
| 505 — Balfour & Co. | 311 — Loyola University New Orleans | 306 — Student Press Law Center |
| 309 — Bright Promotions | 308 — Missouri School of Journalism | 501 — Syracuse University, S.I. Newhouse School of Public Communications |
| 401 — Drake School of Journalism and Mass Communication | 414 — National Scholastic Press Association | 411 — Temple University, Klein College of Communication |
| 510 — Friesens Corporation | 201 — Northwestern University, Medill School of Journalism, Media, Integrated Marketing Communications | 203 — The Center for Public Integrity |
| 409 — Gloria Shields Workshop | 313 — New York Film Academy, College of Film, Media & Performing Arts | 508 — University of Kansas William Allen White School of Journalism and Mass Communications |
| 100 & 101 — Herff Jones Yearbooks | 408 — Pepperdine University | 214 — University of Mississippi School of Journalism and New Media |
| 506 — Jewish Scholastic Press Association | 415 — Quill and Scroll | 209 — University of Montana |
| 211 — Jostens | 500 — San Francisco State University Bilingual Spanish Journalism | 301 — Walsworth Yearbooks |
| 111 — Journalism Education Association | 207 — San Jose State University School of Journalism and Mass Communications | 315 — Washington and Lee University |
| 115 — Journalism Education Association Northern California | 407 — Southeast Missouri State University | |
| 109 — Kansas State University | | |



LIVE SESSIONS IN THE TRADE SHOW

SPONSORED BY HERFF JONES

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? We most certainly can. Can we create eye-catching infographics? Definitely, we can. Come see how Canva + eDesign has changed the yearbook game.

Jac Holman, CJE, Herff Jones

10 a.m. Grand Ballroom B, Grand Ballroom Level

SPONSORED BY JOSTENS

Inspiring Designs Want To Know

Where does great yearbook inspiration come from? We'll take a sneak peek at what inspired schools this year. We'll share the cool ideas that sparked their creativity and discuss how staffs transformed that inspiration into innovative design.

Marci Pieper, retired journalism adviser, Clayton, Missouri, and Kel Lemons, Jostens, Austin, Texas

3 p.m. Grand Ballroom B, Grand Ballroom Level

HEY, YEARBOOK ADVISERS!

LET'S BRING THE
ADVENTURE
BACK INTO
STUDENT
JOURNALISM!

CHAT WITH
A MEMBER
OF OUR
**AMAZING
TEAM!**



Proud printer of *ATPI Best of Texas Scholastic Photography*
& *NSPA's Best of the High School Press*

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SPECIAL EVENTS

REGISTRATION AND EXTRAS

Media tour check-in

Media tour check-in is located at the Tower Tours desk near the hotel lobby. Please check in at the desk at least one hour before the designated media tour time listed below. Media tours will depart from the Taylor Street entrance. Preregistration was required.

8 a.m. Oracle Park
8 a.m. Paly MAC/Stanford d.School
9:30 a.m. San Francisco Chronicle
9:45 a.m. Chinatown Media
10 a.m. KQED
10:15 a.m. Bilingual journalism at San Francisco State University
10:45 a.m. Mission Local
12 p.m. UC Berkeley Grad School of Journalism
12:30 p.m. KPIX
1 p.m. GLBT Museum
1:15 p.m. Northwestern University's Medill Campus in the San Francisco clouds
1:30 p.m. YouTube

7:30 a.m. to 1 p.m. Thursday, Tower Tours Desk, Lobby Level

Convention check-in and registration

The registration desk is at the back of the trade floor. Those who have registered must check in to pick up school packets that include name badges, printed programs and event tickets (Break with a Pro, Media Swap Shops, adviser 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, Grand Ballroom B, Grand Ballroom Level; and 8 a.m. to 1 p.m. Saturday, West Lounge, Ballroom Level

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 46 Broadcast Package, 43 Online News Package or 44 Broadcast Anchor contests with 9 a.m. Friday start times must get their ID Thursday.

1 p.m. Thursday, Grand Ballroom B, Grand Ballroom Level; 8 to 10:30 a.m. Friday, Grand Ballroom B, Grand Ballroom Level; and 10:30 a.m. to 3 p.m. Friday, Executive Board Room, Ballroom Level

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, Grand Ballroom B, Grand Ballroom Level;

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, Grand Ballroom B, Grand Ballroom Level; and 8 a.m. to 1 p.m. Saturday, West Lounge, Ballroom Level

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 spring.journalismconvention.org.

1-7 p.m. Thursday and 8 a.m. to 1 p.m. Friday, Grand Ballroom B, Grand Ballroom Level

Convention merchandise distribution

If your school purchased the official convention merchandise — apparel, stickers and pins — 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. Pre-ordered merchandise must be picked up no later than noon Friday.

1-7 p.m. Thursday and 8 a.m. to 4 p.m. Friday, Grand Ballroom B, Grand Ballroom Level; and 8 a.m. to 1 p.m. Saturday, West Lounge, Ballroom Level

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 4 p.m. Friday and 8 a.m. to 3:30 p.m. Saturday, West Lounge, Ballroom Level

Publication exchange

Interested in seeing what kind of work other high schools around the nation are producing? Stop by the exchange tables to see the latest editions of high school publications from coast

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

8 a.m. Thursday to 6 p.m. Saturday, Yosemite Foyer, Ballroom Level

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, Grand Ballroom B, Grand Ballroom Level
8 a.m. to 1 p.m. Saturday, West Lounge, Ballroom Level

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. Preregistration was required.

Noon to 4 p.m. Friday and 9 a.m. to noon Saturday, Imperial A, Ballroom Level

Adobe certification testing

Advisers and students will have the opportunity to take a certification exam for Adobe InDesign, Photoshop and/or Premiere Pro. These exams are for intermediate- to advanced-level users. Preregistration was required.

9-11 a.m. Saturday, Franciscan D, Ballroom Level

ADVISER EVENTS

JEA Outreach Academy

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

8:30 a.m. Thursday, Franciscan D, Ballroom Level



Download EventMobi from your app store.

Enter code: nhsjctSF2023



SPECIAL EVENTS

New adviser convention orientation

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

6:15 p.m. Thursday, Imperial A, Ballroom Level

Adviser welcome reception

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

9 p.m. Thursday, Grand Ballroom A, Grand Ballroom Level

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 S.I. Newhouse School of Publications - Syracuse University. Saturday refreshments will be provided by Kent State University Center for Scholastic Journalism.

7:30 a.m. to 4 p.m. Friday and 7:30 a.m. to noon Saturday, Golden Gate 1&2, Lobby Level

Adviser recognition luncheon

JEA and NSPA will present awards at this special event. New and renewing Certified Journalism Educators and Master Journalism Educators will be recognized, as well as several NSPA Pioneers and JEA's spring award winners. Kristi Rathbun, MJE, the 2022 H.L. Hall National Yearbook Adviser of the Year, will speak. Preregistration was required. Please bring your ticket. Herff Jones is the sponsor for this event.

Noon Saturday, Plaza Room, Lobby Level

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 the 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 outside the Executive Board Room and in the convention app. Come cheer on your school Saturday morning as a member of the audience.

Qualifying test: 8 a.m. Friday, Grand Ballroom A, Grand Ballroom Level

Finals: 8-10 a.m. Saturday, Grand Ballroom A, Grand Ballroom Level

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. Friday, Imperial A, Ballroom Level (360)

SAN FRANCISCO GAY MEN'S CHORUS PRESENTS

RHYTHM: Reaching Youth Through Music

For 44 years, the San Francisco Gay Men's Chorus has served as an international standard bearer for a powerful mix of musical excellence and mission-driven activism. Founded in 1978, SFGMC was the first choral organization to courageously proclaim its orientation in its name and is credited with helping start the LGBT choral movement that now spans the entire globe, galvanizing and changing the course of LGBT history. Despite their name, the chorus is not limited to only gay men. They are firmly committed to diversity, equity and inclusion and open their arms to any and all persons who can sing in tenor or bass range, irrespective of gender, gender identity, sexual orientation or race. The chorus has 250 active singers at any given time, all of whom are volunteers that live across the Bay Area. The Chorus has performed with numerous celebrities including Kristin Chenoweth, Demi Lovato, Patti LuPone, and many others. Doors open at 7:45 p.m.

8-10 p.m., Continental 4-5-6, Ballroom Level (1450)

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, Grand Ballroom A, Grand Ballroom Level

"Ferris Bueller's Day Off" screening

Free movie screening open to students and advisers Friday evening. "Ferris Bueller's Day Off" is an 1986 American teen comedy film rated PG-13.

8-10 p.m., Plaza A, Ballroom Level

KEYNOTE AND AWARDS

Opening ceremony and keynote address

JEA, NSPA and the local convention team welcome you to the spring convention in San Francisco. Peter Hartlaub will be the keynote speaker. NSPA Pacemaker Award finalists in Innovation, Literary Arts Magazine, Online and Yearbook; First Amendment Press Freedom Award; JEA Journalist of the Year finalists and Student Journalist Impact Award will be presented.

7 p.m. Thursday, Continental Ballroom, Ballroom Level

Quill and Scroll awards ceremony

Winners of our Writing, Photo and Multimedia, and Private School Journalism Contests will be recognized.

8 a.m., Saturday, Grand Ballroom B, Grand Ballroom Level

JEA/NSPA awards ceremony

Winners of NSPA Pacemakers in Innovation, Literary Arts Magazine, Online and Yearbook, plus NSPA Best of Show publication and individual awards; and JEA National Student Media Contests, Journalist of the Year scholarships and Aspiring Young Journalist 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.

3:30 p.m. Saturday, Grand Ballroom B, Grand Ballroom Level



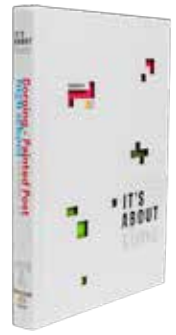
Brighton HS
REFLECTIONS
BRIGHTON • CO



Christ Presbyterian Academy
LION'S ROAR
NASHVILLE • TN



Columbia HS
COLUMBIAN
LAKE CITY • FL



Corning-Painted Post HS
TESSERAE
CORNING • NY



Greenfield Junior HS
INGENIUM
GILBERT • AZ



Ladue Horton Watkins
RAMBLER
SAINT LOUIS • MO



Liberty HS
TALON
LAKE ST. LOUIS • MO



Mead HS
PANTERA
SPOKANE • WA



Olathe West HS
PARLIAMENT
OLATHE • KS



Potomac Falls HS
LEGACY
STERLING • VA



Powell MS
THE PROWL
LITTLETON • CO



Texas HS
TIGER
TEXARKANA • TX

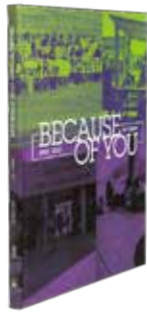


Turner Ashby HS
CRAG
BRIDGEWATER • VA

HUGE CONGRATULATIONS TO ALL THE PACEMAKER FINALISTS



Del Norte HS
TRADITIONS
SAN DIEGO • CA



Desert Ridge Junior HS
LA CRESTA
MESA • AZ



Parkway West HS
PAWSEHI
BALLWIN • MO



Pleasant Grove HS
THE HAWK
TEXARKANA • TX



Walnut HS
CAYUSE
WALNUT • CA



Westfield MS
THE SCRAPBOOK
WESTFIELD • IN



Learn more about the world of YBK at yearbookdiscoveries.com.

THURSDAY 7:30 a.m.

MEDIA TOUR CHECK-IN

Media tour check-in is located at the Tower Tours desk near the hotel lobby. Please check in at the desk at least one hour before the designated media tour time listed below. Media tours will depart from the Taylor Street entrance. Preregistration was required.

8 a.m. Oracle Park
8 a.m. Paly MAC/Stanford d.School
9:30 a.m. San Francisco Chronicle
9:45 a.m. Chinatown Media
10 a.m. KQED
10:15 a.m. Bilingual journalism at San Francisco State University
10:45 a.m. Mission Local
12 p.m. UC Berkeley Grad School of Journalism
12:30 p.m. KPIX
1 p.m. GLBT Museum
1:15 p.m. Northwestern University's Medill Campus in the San Francisco clouds
1:30 p.m. YouTube

7:30 a.m. to 1 p.m. Thursday, Tower Tours Desk, Lobby Level

8 a.m.

MEETING

JEA board meeting

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

Sarah Nichols, MJE, Whitney High School, Rocklin, California

8 a.m. to 3 p.m., Franciscan B, Ballroom Level (100)

8:30 a.m.

EVENT

Publication exchange

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

8 a.m. to 11 p.m., Yosemite Foyer, Ballroom Level

WORKSHOP

Law of the student press

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. Preregistration was required.

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

8:30 a.m. to noon, Golden Gate 1, Lobby Level (79)

WORKSHOP

SNO Sites workshop

Join SNO Sites trainers for an intensive morning workshop for students and advisers designed to help you learn and immediately put into practice methods to improve the design and functionality of your SNO website. The workshop starts with a whole group instruction session. From there, participants will branch off into work time with five optional mini-sessions covering mobile design, site monetization and more. We know each program is a little different, which is why we've designed a flexible workshop to fit your needs. Attend one or two mini-sessions, attend all five, or skip the mini sessions and use the work time to dig in with your staff and revamp your site. Regardless of what you choose, Kyle and Andrea will be there to meet you at your level and guide you to where you want to go, giving you the time and space to ask questions and talk shop with your journalistic peers. This session is limited to 15 total programs with three attendees per school. At least one participant from each school group should bring a laptop. Preregistration was required.

Andrea Bell and Kyle Phillips, CJE, SNO Sites, St. Louis Park, Minnesota

8:30 a.m. to noon, Golden Gate 3, Lobby Level (110)

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 instructor may not be familiar with your specific hardware/software. Preregistration was required.

Michael Hernandez, Mira Costa H.S., Manhattan Beach, California

8:30 a.m. to 5 p.m., Golden Gate 4, Lobby Level (110)

WORKSHOP

Advanced broadcast and video boot camp

For students and advisers with experience creating broadcast news packages. This session will cover advanced tips and tricks, including how to find unique stories and angles, getting out of a writing rut (how to stay fresh), and ideas for dynamic videography and sound. Students will put their new knowledge to use by producing a short package during the session. Participants must provide and know how to use their own video cameras, tripods, microphones and laptops with editing software. Preregistration was required.

Dave Davis, Hillcrest High School, Springfield, Missouri, and Brandon Goodwin, The Academy of Scholastic Broadcasting, Springfield, Missouri

8:30 a.m. to 5 p.m., Golden Gate 5, Lobby Level (110)

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 will cover key online storytelling elements using some of the more popular social media sites like Twitter and Instagram. In addition, your team will work on an audio and video project for your website. Your team will leave with a plan for your online coverage and also have a chance to have its site critiqued. Basic WordPress instruction also will be included. 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, Virginia State University Johnson Memorial Library, Petersburg, Virginia

8:30 a.m. to 5 p.m., Golden Gate 6, Lobby Level (110)

WORKSHOP

Redesign seminar

During this intensive, hands-on, one-day design seminar, newspaper, newsmagazine and yearbook students will actually redesign elements of their publications. 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., Golden Gate 7, Lobby Level (110)

WORKSHOP

Photoshop workflow

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

Mark Murray, Association of Texas Photography Instructors, Santa Fe, New Mexico

8:30 a.m. to noon, Golden Gate 8, Lobby Level (110)

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 will entertain and inspire as we analyze

INFORMATION DESK

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

8 a.m. to 4 p.m., West Lounge, Ballroom Level

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

THURSDAY SCHEDULE

Room	8:30 a.m.	Noon	1 p.m.	Evening
Tower Tours Desk, Lobby Level	Media Tour check-in (7:30 a.m. to 1 p.m.)			
Golden Gate 1, Lobby Level	Law of the student press		How to be a spokesperson for student press freedom	
Golden Gate 3, Lobby Level	SNO Sites workshop			
Golden Gate 4, Lobby Level	Broadcast and video boot camp (8:30 a.m. to 5 p.m.)			<ul style="list-style-type: none"> ■ SPECIAL EVENT ■ MEETING ■ REGISTRATION AND INFORMATION ■ DIVERSITY EMPHASIS ■ GOOD FOR BEGINNERS
Golden Gate 5, Lobby Level	Advanced broadcast and video boot camp (8:30 a.m. to 5 p.m.)			
Golden Gate 6, Lobby Level	Online and social media boot camp (8:30 a.m. to 5 p.m.)			
Golden Gate 7, Lobby Level	Redesign seminar (8:30 a.m. to 5 p.m.)			
Golden Gate 8, Lobby Level	Photoshop workflow		Advanced InDesign	
Plaza A, Lobby Level	Writer's workshop (8:30 a.m. to 5 p.m.)			
Continental Ballroom, Ballroom Level				Opening ceremony and keynote (7-9 p.m.)
West Lounge, Ballroom Level	Information desk			
Imperial A, Ballroom Level	Leadership: Building a successful staff culture (8:30 a.m. to 5 p.m.)			New adviser convention orientation (6:15 p.m.)
Imperial B, Ballroom Level	Digital photography workshop (8:30 a.m. to 5 p.m.)			
Franciscan B, Ballroom Level	JEA board meeting (8 a.m. to 3 p.m.)			
Franciscan D, Ballroom Level	JEA Outreach Academy (8:30 a.m. to 5 p.m.)			
Yosemite Foyer, Ballroom Level	Publications Exchange			
Executive Board Room, Ballroom Level	National Student Media Contests headquarters			
Grand Ballroom A, Grand Ballroom Level				Adviser welcome reception (9 p.m.)
Grand Ballroom B, Grand Ballroom Level			Convention registration check-in, trade show, merchandise distribution, Best of Show desk, NSMC desk (1-7 p.m.)	

THURSDAY 8:30 a.m.

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.

Barbara Tholen, MJE, Lawrence (Kansas) High School
8:30 a.m. to 5 p.m., Plaza Room A, Lobby Level (380)

WORKSHOP

JEA Outreach Academy



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

Michelle Balmeo, MJE, West Albany (Oregon) High School
8:30 a.m. to 5 p.m., Franciscan D, Ballroom Level (100)

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 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 H.S., Aurora, Colorado, and Annie Gorenstein-Falkenberg, CJ, Longmont (Colorado) H.S.
8:30 a.m. to 5 p.m., Imperial A, Ballroom Level (360)

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. Participants will receive instruction and be given a photo assignment. 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 High School, Corning, New York, and Clint Smith, Texas High School, Texarkana, Texas
8:30 a.m. to 5 p.m., Imperial B, Ballroom Level (360)

1 p.m.

WORKSHOP

How to be a spokesperson for student press freedom

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 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.

Hillary Davis, Student Press Law Center, Washington, D.C.
1 p.m. to 5 p.m., Golden Gate 1, Lobby Level (79)

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. This session 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 p.m. to 5 p.m., Golden Gate 8, Lobby Level (110)

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., Grand Ballroom B, Grand Ballroom Level (2250)

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 46 Broadcast Package, 43 Online News Package or 44 Broadcast Anchor contests with 9 a.m. Friday start times must get their ID Thursday.

1-7 p.m., Grand Ballroom B, Grand Ballroom Level (2250)

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., Grand Ballroom B, Grand Ballroom Level (2250)

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., Grand Ballroom B, Grand Ballroom Level (2250)

EVENT

NSPA Best of Show

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 spring.journalismconvention.org.

1-7 p.m., Grand Ballroom B, Grand Ballroom Level (2250)

EVENT

Convention merchandise distribution

If your school purchased the official convention merchandise — apparel, stickers and pins — 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., Grand Ballroom B, Grand Ballroom Level (2250)

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., West Lounge, Ballroom Level

Evening

ADVISING

New adviser convention orientation

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

Brenda Field, MJE, Glenbrook South High School, Glenview, Illinois, and Sergio Yanes, MJE, Arvada (Colorado) High School
6:15 p.m., Imperial A, Ballroom Level (360)



FEATURED SPEAKER



DIVERSITY EMPHASIS



GOOD FOR BEGINNERS

THURSDAY 7 p.m.

EVENT

Opening ceremony and keynote address

JEA, NSPA and the local convention team welcome you to the spring convention in San Francisco. Peter Hartlaub will be the keynote speaker. NSPA Pacemaker Award finalists, First Amendment Press Freedom Award, JEA Journalist of the Year finalists and Student Journalist Impact Award will be presented. 7 p.m., Continental Ballroom, Ballroom Level (2200)

ADVISER EVENT

Adviser welcome reception

After the keynote speech, all advisers are welcome to attend this reception to socialize with new colleagues and relax with longtime friends. New and first-time attendee advisers will have a chance to meet the local convention team, plus JEA and NSPA board members and staffs. Friesens is the sponsor for this event. 9 p.m., Grand Ballroom A, Grand Ballroom Level (900)

KEYNOTE SPEAKER

Peter Hartlaub

The San Francisco Chronicle's culture critic and co-founder of the Total SF podcast

7 p.m., Continental Ballroom, Ballroom Level



Welcome to San Francisco. (Don't believe everything you've heard)

Hartlaub's presentation will cover responsible journalism, the power of echo chamber journalism and a journalist's role in community building. Focusing on the Tenderloin District (where the conference takes place), Hartlaub will show some examples of how it has been covered by the national news and talk about how journalism can both shape a deceptive narrative and fuel positive change.

Peter Hartlaub, a Bay Area native and former Chronicle paperboy, has worked at the Chronicle since 2000. He also worked as a court reporter in Los Angeles. He covers Bay Area culture, co-hosts and produces the Total SF podcast, and writes the archive-based "Our SF" local history column. Hartlaub and columnist Heather Knight co-created the Total SF podcast and event series, engaging with locals to explore and find new ways to celebrate San Francisco and the Bay Area. View some of Hartlaub's recent projects in the convention app.



Congratulations to the 2023 First Amendment Press Freedom Award winners

- The Archer School for Girls, Los Angeles
- The Archer School for Girls, Los Angeles
- Arvada (Colorado) High School
- Brighton (Colorado) High School
- Chantilly (Virginia) High School
- Charles E. Smith Jewish Day School, Rockville, Maryland
- Denver School of Science and Technology: Montview High School, Denver
- The Harker School, San Jose, California
- Kirkwood (Missouri) High School
- Loudoun Valley H.S., Purcellville, Virginia
- McLean (Virginia) High School
- Mountlake Terrace (Washington) High School
- Rock Canyon H.S., Highlands Ranch, Colorado
- South Salem (Oregon) High School
- Wayland (Massachusetts) High School
- West Springfield (Virginia) High School
- Whitney High School, Rocklin, California

These schools will be recognized Thursday during the Opening Ceremony, 7 p.m. in Continental Ballroom, Ballroom Level.

Can your school make the list in 2024?

Every year the JEA, NSPA and Quill and Scroll 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, 2023.



Download EventMobi from your app store.

Enter code: nhsjcSF2023



FEATURED SPEAKERS

Ana Lourdes Cardenas

teaches journalism at San Francisco State University and is behind the creation of the bilingual journalism degree at SF State. She has been a reporter, editor and producer for Mexican and American media and currently is a freelancer. Her most recent project is the creation of the podcast “Manos Arriba: Unreported stories of Latinx in the U.S. Carceral System.”



WRITING

Avoiding common mistakes when writing in Spanish

This session will provide tips and resources to avoid the most common mistakes when writing in Spanish.

11 a.m. Friday, Continental 1, Ballroom Level (100)

Annika Hom

reports on inequality, housing and whatever else her boss throws at her. She works for Mission Local, a nonprofit newsroom in San Francisco, and is a Report for America corps member. Hom is a fierce believer of on-the-ground reporting and centering ordinary people in her stories, tenets that helped her work enact change.



GENERAL AUDIENCE

Uncovering the unequal

Life's unfair. But instead of focusing solely on inequality's effects, this session prompts students to think critically about how society and systems work to perpetuate inequality. By asking smarter questions, approaching angles differently and writing well, even green reporters can incite change and get folks to care.

11 a.m. Friday, Continental 6, Ballroom Level (475)

Cam Inman

specializes in coverage of the National Football League and the San Francisco 49ers. His sportswriting career began 30 years ago in Cupertino and has evolved over various media, including television, radio, social media and book writing. He is a board member of the California Scholastic Press Association and a Cal Poly journalism graduate.



MULTIMEDIA BROADCAST

Sports reporting in today's evolving media age

Learn what sports reporting entails at the professional, college and high school levels from someone who's done it all, and continues to do so on the Bay Area's most high-profile, competitive beat — the 49ers. Stay for tips on reporting, writing, social media and more.

11 a.m. Saturday, Continental 4, Ballroom Level (475)

Rachele Kanigel

is a professor of journalism at San Francisco State University, where she advises the student newspaper, Golden Gate Xpress. She is the editor of The Diversity Style Guide, a website and book that aim to help journalists and other media professionals write with accuracy and sensitivity about our complex, multicultural world. A former newspaper reporter, she leads summer media study-abroad programs for college students.



EDITING

Watch your language

Hispanic, Latino/a or Latinx? Pregnant women or pregnant people? Autistic people or people with autism? As language and culture change, it can be a struggle to find the right terms. In this interactive session, the editor of The Diversity Style Guide will help you write with accuracy, authority and sensitivity.

11 a.m. Friday, Continental 5, Ballroom Level (490)

Kim Komenich

worked as a staff photographer for the Hearst San Francisco Examiner and Chronicle 27 years. He received the 1987 Pulitzer Prize for Spot News Photography for his Examiner coverage of the fall of the Ferdinand Marcos Regime in 1986. He has also covered the effects of conflict in Iraq, El Salvador, the former Soviet Union and Vietnam. He is currently the head of the photojournalism and documentary photography sequence at San Francisco State University.



PHOTOJOURNALISM

Visual storytelling techniques: From idea to edit

How to research, structure, shoot and edit picture stories and photographic essays. Also, how to apply these techniques to video.

Noon Friday, Continental 6, Ballroom Level (475)

PHOTOJOURNALISM

Crafting the frame

How to use composition, light, movement and gesture to create professional quality photos and videos.

1 p.m. Friday, Continental 6, Ballroom Level (475)

Jocelyn Moran

is a morning reporter at CBS News Bay Area. She was born and raised in the Bay Area and now covers a variety of issues around it.



NEWSGATHERING

Diversity panel

How diversity in a newsroom plays into the issues your newsroom covers.

11 a.m. Saturday, Continental 6, Ballroom Level (475)

Gary Moskowitz

is a freelance journalist, journalism educator and musician in San Francisco. He's written about music, arts and culture for The New York Times, Time Magazine, Mother Jones Magazine, The Economist, San Francisco Weekly, Grammy.com and other publications. He teaches journalism at San Francisco State University and the University of California Berkeley. He plays trumpet in Radio Veloso.



GENERAL AUDIENCE

Let's build an arts journalism publication

Working together, students will “build” (hypothetically) an arts-journalism publication together, brainstorming on what we should cover, how we should cover it, where we get our funding from, what live events we might host, what our tone and style should be, and how we add value to existing arts coverage. Moskowitz will run students through a series of questions and prompts to get their thoughts on what arts journalism should or could look like, and we will mock up our results.

11 a.m. Friday, Golden Gate 7, Lobby Level (110)

MORE FEATURED SPEAKERS ON PAGE 20

Hands-on training



Refresh & recharge

Adviser-specific training & networking



JEA Advisers Institute ■ July 10-13, 2023 ■ Washington, D.C.

Advisers Institute is JEA's signature, immersive and transformative workshop, exclusively for journalism educators.

- Rejuvenate for the next school year.
- Focus on specific professional development needs beyond what your school provides (or requires).
- Connect with other teachers and learn from each other's experiences in this professional learning community.

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



www.JEA.org/ai

FEATURED SPEAKERS

LaMonica Peters

is reporter for KTVU Fox 2 Bay Area and has been working as a broadcast journalist since 2011. She's also an adjunct journalism professor.



WRITING

The basics of writing for broadcast news

This session will focus on the basics of writing for broadcast radio and TV news. Students will learn the different story segments of a TV newscast and the basics of writing them from a reporter's perspective.

2 p.m. Friday, Golden Gate 4, Lobby Level (110)

Tim Redmond

has been a political and investigative reporter and editor in San Francisco for more than 40 years. He is the founder and editor of 48hills.org, a digital daily newspaper, and an instructor in media studies at the University of San Francisco.



NEWSGATHERING

How to think like an investigative reporter

This session will introduce students to the basic concepts and skills of investigative reporting, including finding stories, using human sources and using public records.

1 p.m. Saturday, Golden Gate 7, Lobby Level (110)

Kate Rooney

is a sports anchor and reporter for KRON4. After years of living in New York City and a stint in L.A., Rooney returned to her hometown, San Francisco, and has since roamed the sidelines or spent time in studio for a variety of outlets, including Pac-12 Network, Comcast Hometown Network and Spectrum Sports Network.



MULTIMEDIA BROADCAST

The history of women in sports broadcasting

Examine the history and emergence of women in sports journalism. In an industry still dominated by men, women have faced a lot of challenges to be heard and appreciated. This session details the women who blazed the trail and how things have changed (for the better).

11 a.m. Friday, Franciscan C-D, Ballroom Level (200)

Lakshmi Sarah is an educator, author and journalist with a focus on innovative storytelling. She has worked with newspapers, radio and magazines from Ahmedabad, India, to Los Angeles. She has written and produced for Die Zeit, Global Voices, AJ+, KQED, Fusion Media Group and The New York Times.



GENERAL AUDIENCE

Covering California's Reparations Task Force

What are reparations? And how do you cover a two-year statewide body in a way that makes sense and uses video, digital articles, audio, photo and social media? We'll be talking about just that. Our small team went from tweeting out information to creating videos and doing live events. We'll break this down and talk about multimedia reporting on a big topic over time.

2 p.m. Friday, Plaza Room A, Lobby Level (380)

Joe Shasky is the radio host for 95.7 the Game. Born and raised in San Francisco, Shasky wakes up the city he loves every day talking about the sports teams he grew up cheering for on 95.7 the Game sports radio station. With an unrivaled passion, Shasky brings his distinctive non-journalistic, fan first perspective every morning on the No. 1 sports show in the Bay Area.



CAREER ADVICE

More than one path to success

Sports radio host Joe Shasky shares his journey from sports fan to host of the No. 1 sports show in the Bay Area. With no journalism degree or high school diploma, Shasky reflects on his unique path to success.

Noon Friday, Continental 4, Ballroom Level (475)

Alexis Terrazas

took over as the editor of El Tecolote in June 2014. Born in San Francisco, Terrazas has extensive experience, both as a journalist and as an editor. Terrazas was awarded a Peninsula Press Club Herb Caen grant in 2006 and then began to study journalism at San Francisco State University. While at SF State, he served on the Golden Gate Xpress as sports editor. He was recognized by SPJ NorCal with the Silver Heart Award in 2018.



NEWSGATHERING

Investigative reporting through a community lens

We will discuss how to identify a story that impacts a specific community, taking into consideration sensitivity, relevance, importance and tips for investigative reporting.

10 a.m. Friday, Plaza Room A, Lobby Level (380)

Garvin Thomas

is a 35-year broadcast veteran who produces the Bay Area Proud series for NBC Bay Area. Thomas has been recognized with more than two dozen regional and national awards for his writing, reporting and photography.



WRITING

Feature writing for visual storytellers

How to weave words and pictures to captivate, engage and touch viewers.

9 a.m. Friday, Continental 5, Ballroom Level (490)

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 each week with links to lesson plans and resources, along with yearbook spread inspiration images to help advisers guide students in the upcoming 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

The moment advisers log into Yearbook Avenue they have access to everything they need to produce and sell their yearbook. The informational dashboard helps advisers prioritize sales and project management tasks, while the hero banner directs advisers to spotlighted lessons and resources relevant in the classroom that week, helping the adviser better navigate the wealth of knowledge found within the Jostens digital classroom.



WORKSHOPS FOR ADVISERS AND STAFF

Jostens Adviser University (JAU) is for advisers at any level and offers a comprehensive program that will prepare you to teach yearbook and to build your network of support. The Jostens National Yearbook Workshop in San Diego inspires creativity and excellence in a four-day summer program for advisers and staffs to plan and prepare for the year ahead.

RECOGNITION AND ACHIEVEMENTS

As your partner, we help you celebrate student success all year long through the Achievements Leaderboard that tracks progress toward specific milestones throughout the creation process. In addition, we provide options to recognize student work through the Photo Contest, Look Book and National Yearbook Program of Excellence.



A PERSONAL SUPPORT TEAM

The base of your support network is your Jostens 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.

FRIDAY SCHEDULE

Room	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Golden Gate 1&2, Lobby Level	Adviser hospitality (7:30 a.m. to 4 p.m.) Refreshments provided by Syracuse University, S.I. Newhouse School of Public Communications			
Golden Gate 3, Lobby Level	JEA general membership meeting	JEA state directors meeting	Yearbook theme jump start	
Golden Gate 4, Lobby Level		Typographical 'personalities'	Visual storytelling	You found that idea where?
Golden Gate 5, Lobby Level		COVID changed us ... for the better	The key to making your editorials and op-eds sing	Balancing data and prose in environmental writing
Golden Gate 6, Lobby Level		Next-level feature writing	The Coaching Way with design	Opinion writing: How to get them to read it
Golden Gate 7, Lobby Level		Functional first, then fabulous	Yearbook writing students will read now	Let's build an arts journalism publication ★
Golden Gate 8, Lobby Level	NSPA and Quill & Scroll Student Advisory Board meeting	Winner, winner chicken dinner	Yearbook trends (and essentials)	
Plaza A, Lobby Level		Great editor = Great leader	Investigative reporting ★ through a community lens	10 ways to improve the writing in your yearbook
Plaza B, Lobby Level		Student press freedom 101: Fighting censorship	Privacy law 101	Covering controversial topics
Continental Ballroom 1, Ballroom Level		Find your photo flow	Using Design Thinking for the creative process	Avoiding common mistakes when writing in Spanish ★
Continental Ballroom 2, Ballroom Level		How to make sports a go-to for yearbook and newspaper		Building your
Continental Ballroom 3, Ballroom Level		No more mad mommas	Less is more	What's your type?
Continental Ballroom 4, Ballroom Level		Internship intel: Building your journalism career	Your social media brand as a student journalist	Media U: Getting involved with college journalism
Continental Ballroom 5, Ballroom Level		Feature writing for visual storytellers ★	New technology you should be exploring	Watch your language ★
Continental Ballroom 6, Ballroom Level		Using TikTok and reels for your publication	Immigrant stories	Uncovering the unequal ★
Continental Ballroom 7, Ballroom Level		So, I'm an editor. Now what?	Feature writing like a boss	Multimedia tools
Continental Ballroom 8, Ballroom Level		Using InDesign		Using
Continental Ballroom 9, Ballroom Level		Web design 101	Master your newsroom's FLOW	An ethical framework for student journalism
West Lounge, Ballroom Level	Information desk			
Executive Board Room, Ballroom Level	NSMC headquarters and Quiz Bowl judging. NSMC check-in 10:30 a.m. to 2:30 p.m.			

FRIDAY SCHEDULE

Noon	1 p.m.	2 p.m.	4 p.m.	Evening	
Adviser hospitality (7:30 a.m. to 4 p.m.) Refreshments provided by Syracuse University, S.I. Newhouse School of Public Communications				<ul style="list-style-type: none"> ■ SPECIAL EVENT ■ MEETING ■ CONTEST ■ REGISTRATION AND INFORMATION ★ FEATURED SPEAKER ■ DIVERSITY EMPHASIS ■ GOOD FOR BEGINNERS 	
The magic of mods	Hand lettering	How to encourage your adviser to delegate to you	NSMC 05: Review Writing		
You aren't (just) on staff	Express Your Power: Empowering EDI	The basics of writing for broadcast news ★			
The environmental portrait	Building a better portfolio	Create compelling spreads			
The accessibility beat, beyond the screen reader	The planned news event	Oh no you gridn't			
Spreads so shook	Audio: It really is important	NDI/IP video workflow tips and tricks			
The big picture	Making a professional broadcast workflow from beginning to end		NSMC 22: Literary Magazine Photography		
Nota: The open-source library of fonts	Telling data-driven stories	Covering California's Reparations Task Force ★	NSMC 12 & 13: Yearbook Copy/Caption: Sports & Academics		Student entertainment: "Ferris Bueller's Day Off"
Inspiring themes want to know	Creating the career of your dreams	Money, money, money	NSMC 14 & 15: Yearbook Copy/Caption: Clubs & Student Life		
So, you want to quit? Don't!	Editing fun	Examining sexual assault and harassment at your school	NSMC 16: Yearbook Layout: Theme		
multimedia toolbox	Editorial leadership		NSMC 04: Sports Writing		
Lessons from covering California politics	But we've always ...	Who run the world?	NSMC 17: Yearbook Layout: Inside Pages		
More than one path to success ★	Got a minute?	50 ways to find the story	NSMC 01: Newswriting		Student entertainment: San Francisco Gay Men's Chorus presents "RHYTHM: Reaching Youth Through Music" (doors open at 7:45 p.m.)
Guerrilla publicity = Get known everywhere	Shifting the story form	Pushing the envelope in web journalism	NSMC 03: Feature Writing		
Visual storytelling techniques: From idea to edit ★	Crafting the frame ★	Let's get linear	NSMC 02: Editorial Writing		
Why consider JEA certification?	Get Certified: Presentation of MJE projects	So, you wanna present. Now what?	NSMC 18: Yearbook Cover/Endsheets		
Photoshop	Using InDesign and Photoshop for advisers		NSMC 08: News Editing/Headline Writing/Current Events		
Write it right, write it tight	Writing reviews you can use	99 grammar and style errors	NSMC 19: Literary Magazine Layout		
Information desk					
NSMC headquarters and Quiz Bowl judging. NSMC check-in 10:30 a.m. to 2:30 p.m.					

FRIDAY SCHEDULE

Room	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Franciscan A&B, Ballroom Level		People over publication	Private school student media and the law	So you're the editor, now what?
Franciscan C&D, Ballroom Level		Let's get social		The history of women in sports broadcasting ★
Imperial A, Ballroom Level		Break with a Pro	Break with a Pro	
Imperial B, Ballroom Level		Get closer, get better pictures	Photography's guiding light	10 dynamite ideas
Yosemite Foyer, Ballroom Level	Publications Exchange			
Grand Ballroom A, Grand Ballroom Level	National Journalism Quiz Bowl qualifying test	Take the social media leap and don't look back	All in: JEA diversity audit	
Grand Ballroom B, Grand Ballroom Level	Convention registration check-in, trade show, merchandise distribution, Best of Show desk (8 a.m. to 1 p.m.) NSMC check-in desk (8 a.m. to 10:30 a.m.)			
Union Square 3&4, Fourth Floor		Journalism and the CTE classroom	Get Certified: Coverage and content	Get Certified: Writing and editing
Union Square 5&6, Fourth Floor		NSMC 46: Broadcast Package meeting	Copy capers	Stay active in journalism after retirement
Union Square 13, Fourth Floor	NSMC 44: Broadcast Anchor judging			
Union Square 14, Fourth Floor	NSMC 44: Broadcast Anchor meeting and presentation room			
Union Square 15&16, Fourth Floor		Ask better, edit better, write better		Beginning a podcast
Union Square 17&18, Fourth Floor		Developing engaging online packages using multimedia tools		
Union Square 19&20, Fourth Floor		So many notes: How to handle a critique	How to tackle the grading beast	Keeping your staff organized, efficient and happy
Union Square 22, Fourth Floor		Be here now	Spillin' the theme	Bold journalism in today's world
Union Square 23&24, Fourth Floor		Building a journalism curriculum	Tips for recruiting staffers to your program	Elements of an award-winning team
Union Square 25, Fourth Floor	NSMC 42: Video Package Editing			
Nob Hill 2&3, Sixth Floor		NSMC 43: Online News Package meeting	Get Certified: Design	It's a win-win
Nob Hill 4&5, Sixth Floor		5 fun ways to build better news habits	Get Certified: Legal and ethical issues	Digital pause
Nob Hill 8&9, Sixth Floor			JEA CTE Committee meeting	

FRIDAY SCHEDULE

Noon	1 p.m.	2 p.m.	4 p.m.	Evening
Pics or it didn't happen ... or did it?	Generative AI has already transformed journalism	Monochrome magic	NSMC broadcast contests 36-40	
Make 'em laugh, make 'em cry	How to start (or restart) a broadcast program	Insert headline here	NSMC 07: Commentary Writing	
On-site critiques				NSMC judges' dinner and judging (6-9 p.m.)
Don't believe everything you see	Small school, big story ideas	Solo kayaking to Hawaii		
Publications Exchange				
Your sports page sucks	Enhance with the 'gram	Impact with infographics	NSMC photo contests 27-35	Media Swap Shops (8-10 p.m.)
Convention registration check-in, trade show, merchandise distribution, Best of Show desk (8 a.m. to 1 p.m.) NSMC check-in desk (8 a.m. to 10:30 a.m.)				
Advocating for New Voices laws	DSLR camera boot camp		NSMC 45: Broadcast Newswriting	
	Open forum: Discussion of legal and ethical issues		NSMC 20 & 21: Literary Magazine Poetry & Illustration	
	NSMC 43 & 46: Broadcast Online News Package and Broadcast Package taping room			
	NSMC 43 & 46: Broadcast Online News Package and Broadcast Package taping room			
NSMC 43: Broadcast Online News Package work room				
NSMC 46: Broadcast Package work room				
Media literacy games	Broadcast on a budget	Be MediaWise: Teens teaching teens		
FOIA and access to information	I'm the adviser, now what?	Finding the "right-fit" college publication	NSMC 23 & 25: Graphic Design: Logo & Advertising	
Obtaining press freedom in private schools	Find your new adviser friends		NSMC 11: Press Law and Ethics	
NSMC 43 & 46: Broadcast Online News Package and Broadcast Package taping room			NSMC 06: Editorial Cartooning	
Afflicting the comfortable while comforting the afflicted	Get Certified: Broadcast journalism	Shifting sequences	NSMC 24: Graphic Design: Infographics	<ul style="list-style-type: none"> ■ SPECIAL EVENT ■ MEETING ■ CONTEST ■ REGISTRATION AND INFORMATION ★ FEATURED SPEAKER ■ DIVERSITY EMPHASIS ■ GOOD FOR BEGINNERS
Build me up, buttercup	So, you need a mentor? So, you want to be a mentor?	Jumping into the deep end of advising	NSMC 26: Graphic Design: Photo Illustration	
Kent State luncheon		JEA mentors meeting	Certification test for CJE and MJE candidates (3-6 p.m.)	

FRIDAY 8 a.m.

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 Syracuse University, S.I. Newhouse School of Public Communications.

7:30 a.m. to 4 p.m., Golden Gate 1&2, Lobby Level

8 a.m.

MEETING

JEA general membership meeting

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

Sarah Nichols, MJE, Whitney High School, Rocklin, California
8 a.m., Golden Gate 3, Lobby Level (110)

MEETING

NSPA and Quill & Scroll Student Advisory Board meeting

NSPA Student Advisory Board and Quill and Scroll Advisory

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

Lori Keekley, MJE, Quill and Scroll and National Scholastic Press Association, Minneapolis, and Laura Widmer, National Scholastic Press Association, Minneapolis

8 a.m., Golden Gate 8, Lobby Level (110)

EVENT

Publication exchange

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

8 a.m. to 11 p.m., Yosemite Foyer, Ballroom Level

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 the 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 outside the Executive Board Room and in the convention app.

8 a.m., Grand Ballroom A, Grand Ballroom Level (900)

CONTEST

NSMC 44: Broadcast Anchor meeting and work room

Students entered in this contest will get their writing and taping assignments. Contest ID label must be shown.

8 a.m., Union Square 14, Fourth Floor (60)

CONTEST

NSMC 42: Video Package Editing

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

8 a.m., Union Square 25, Fourth Floor (70)

9 a.m.

MEETING

JEA state directors meeting

All JEA state directors should attend this meeting to learn about upcoming events and get helpful hints on how to make others aware of the organization at the state level.

Val Kibler, MJE, Harrisonburg (Virginia) H.S.

9 a.m., Golden Gate 3, Lobby Level (110)

DESIGN

Typographical 'personalities'

Letters are a lot like the people we know. Some are

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.

8 a.m. to 4 p.m.

NATIONAL STUDENT MEDIA CONTESTS CHECK-IN

Advisers may pick up their school's contest packets containing student ID labels, additional instructions and contest room assignments 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.

7:30 a.m. to 10:30 a.m., Grand Ballroom B, Grand Ballroom Level; 10:30 a.m. to 1 p.m., Executive Board Room, Ballroom Level

REGISTRATION ACTIVITIES LOCATED IN GRAND BALLROOM B, GRAND BALLROOM LEVEL

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. See page 10 for more information.

8 a.m. to 4 p.m.

CONVENTION MERCHANDISE DISTRIBUTION

If your school purchased the official convention merchandise — apparel, stickers and pins — 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. Pre-ordered merchandise must be picked up no later than noon Friday.

8 a.m. to 4 p.m.

LOST AND FOUND

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

8 a.m. to 4 p.m.

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 spring.journalismconvention.org.

8 a.m. to 1 p.m.



FEATURED SPEAKER



DIVERSITY EMPHASIS



GOOD FOR BEGINNERS

INFORMATION DESK

Learn where to go, what to see and where to eat from locals serving on the convention committee.
8 a.m. to 4 p.m., West Lounge, Ballroom Level

FRIDAY 9 a.m.

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, University of Oklahoma, Claremore
9 a.m., Golden Gate 4, Lobby Level (110)

MULTIMEDIA BROADCAST

COVID changed us ... for the better

In 2020, we knew we were living in a historical moment, and it was our responsibility to document it and reach our viewers. Little did we know that how we shifted our coverage then would open doors to expand our broadcasting program in the future. This session will provide a background and examples of stories our students have been able to cover around the world since COVID. We will also allow time for brainstorming to spark some new ideas in the future for your news teams.

Tami Degelder and Adam Smith, Plymouth South High School, Plymouth, Massachusetts
9 a.m., Golden Gate 5, Lobby Level (110)

WRITING

Next-level feature writing

Are you already a fairly accomplished feature writer? If you love writing common styles of features, like profiles and how-to articles, this session can help you take these articles to the next level but also introduce you to some less common feature genres and tactics to challenge your creative and journalistic writing skills.

Melanie Wilderman, University of Oklahoma, Norman
9 a.m., Golden Gate 6, Lobby Level (110)

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., Golden Gate 7, Lobby Level (110)

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, Minnesota, and Lori Keeckley, MJE, Quill and Scroll, St. Louis Park, Minnesota
9 a.m., Golden Gate 8, Lobby Level (110)

LEADERSHIP & TEAM BUILDING

Great editor = Great leader

Great publication editors must be effective leaders. Come learn ideas and methods for leading your staff. Learn how to motivate your staff to work for a common goal and avoid common pitfalls. In order to create a great product, you must have strong student leaders.

Dan Mueller, CJE, Herff Jones Yearbooks, Saint Louis, Missouri
9 a.m., Plaza Room A, Lobby Level (380)

LAW & ETHICS

Student press freedom 101: Fighting censorship

What are your rights as a public high school student journalist? SPLC experts will talk about the major court cases that have helped define the First Amendment protections that apply in school, as well as provide practical guidance for maintaining a free and responsible press.

Mike Hiestand, Student Press Law Center, Washington, D.C.
9 a.m., Plaza Room B, Lobby Level (350)

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, Alpharetta, Georgia
9 a.m., Continental 1, Ballroom Level (100)

[2-HOUR SESSION]

WRITING

How to make sports a go-to for yearbook and newspaper

While sports are often the favorite of high school communities, journalism students might shy away from writing the sports story because they feel they don't know enough. In this two-hour session, we'll look for ways to help you write that sports

feature, gamer or season wrap-up with confidence. We'll show you how to pick out key stats and information as well.

Joanna Chadwick, Derby (Kansas) High School
9 a.m., Continental 2, Ballroom Level (120)

NEWSGATHERING

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, and Leland Mallett, CJE, Legacy High School, Mansfield, Texas
9 a.m., Continental 3, Ballroom Level (100)

CAREER ADVICE

Internship intel:

Building your journalism career

Learn how to land an internship and hit the ground running when you do from former Wall Street Journal staffer Paul Glader. He now heads journalism programs at The King's College in NYC and directs the Dow Jones News Fund business reporting program. He will share tips on getting in the door and mistakes to avoid once you're there.

Paul Glader, The King's College, New York
9 a.m., Continental 4, Ballroom Level (475)

WRITING

Feature writing for visual storytellers

How to weave words and pictures to captivate, engage and touch viewers.

Garvin Thomas, NBC Bay Area, San Jose, California
9 a.m., Continental 5, Ballroom Level (490)

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
9 a.m., Continental 6, Ballroom Level (475)

STAFF MANAGEMENT

So, I'm an editor. Now what?

Great staff members don't always make the best editors. Often, this is because they don't know what an editor is supposed to do. No one has taught them. Learn strategies and ideas to help manage a publication and create a strong team while developing skills that you will use for life.

Jeff Moffitt, Jostens, Dallas, and Shetye Cypher, CJE, Tompkins High School, Katy, Texas
9 a.m., Continental 7, Ballroom Level (100)



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FRIDAY 9 a.m.

[2-HOUR SESSION]

GENERAL AUDIENCE

Using InDesign

This two-hour session will cover the basics through advanced techniques using InDesign. Bring your question and try to stump the chumps.

Hal Schmidt, Jostens, Fredericksburg, Texas, and John Horvath, Hill Country Christian School, Austin, Texas
9 a.m., Continental 8, Ballroom Level (120)

ONLINE

Web design 101

We will discuss web design must-haves and trends then go over different elements you can adjust on your homepage to give your website a new look. This is a great chance for underclassmen to think about how they might refresh the brand before the next school year.

Andrea Bell, and Kyle Phillips, CJE, SNO Sites, St. Louis Park, Minnesota
9 a.m., Continental 9, Ballroom Level (100)

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.

Mark Hilburn, MJE, Millard West H.S., Omaha, Nebraska, and Erica Brockmoller, CJE, Lexington (Nebraska) H.S.
9 a.m., Franciscan A-B, Ballroom Level (200)

[2-HOUR SESSION]

MARKETING & AUDIENCE ENGAGEMENT

Let's get social

Two-hour session. Learn tips and tricks to use your publication's social media accounts to help maximize coverage, readership, participation and hype. Don't have social media yet — don't worry. You'll be ready to create accounts before you leave.

Sarah Lerner, Marjory Stoneman Douglas H.S. Parkland, Florida
9 a.m., Franciscan C-D, Ballroom Level (200)

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., Imperial A, Ballroom Level

PHOTOJOURNALISM

Get closer, get better pictures

Robert Capa once said, "If your photos aren't good enough,

you're not close enough." Discover five simple rules to get closer to your subject and shoot better photos for your publication.

Chris Waugaman, MJE, Virginia State University Johnson Memorial Library, Petersburg, Virginia
9 a.m., Imperial B, Ballroom Level (360)

MARKETING & AUDIENCE ENGAGEMENT

Take the social media leap and don't look back

Sure, there's still a place for print media, but your audience lives on their mobile devices. Find out ways to be creative in how you reach your audience and deliver content in new and exciting ways.

Tom Gayda, North Central High School, Indianapolis, Indiana
9 a.m., Grand Ballroom A, Grand Ballroom Level (900)

[2-HOUR SESSION]

NEWSGATHERING

Ask better, edit better, write better

Come to this workshop if you want to be able to interview anyone about anything anytime and anywhere and end up with a compelling, easy-to-write story. We'll work on two under-used storytelling formats — the Q&A and the round table — and learn how to either use them on their own or as the basis of an engaging, quote-driven story. This accessible, Lego-like approach to building your article takes the pressure off of beginning writers and produces compelling, interesting stories that let the students speak for themselves.

Tiffany Kopcak, CJE, Colonial Forge High School, Stafford, Virginia
9 a.m., Union Square 15&16, Fourth Floor (110)

[3-HOUR SESSION]

ONLINE

Developing engaging online packages using multimedia tools

This interactive session will expose students to best practices for creating online multimedia content. We will examine multimedia story packages as well as demonstrate how to plan them and utilize a variety of multimedia tools to execute that plan. This session will provide an opportunity for students to apply what they've learned. Students will report, create and share with the group.

Melissa Falkowski, Marjory Stoneman Douglas High School, Parkland, Florida
9 a.m., Union Square 17&18, Fourth Floor (90)

BREAK WITH A PRO

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

9 a.m. and 10 a.m., Imperial A, Ballroom Level

INFORMATION DESK

Learn where to go, what to see and where to eat from locals serving on the convention committee.
8 a.m. to 4 p.m., West Lounge, Ballroom Level

GENERAL AUDIENCE

So many notes: How to handle a critique

The critique is in and the judge was thorough. Seeing all your hard work critiqued can be overwhelming, even disheartening. In this session, we will discuss the value of critiques, how to make the best use of critiques to improve your publication and how to handle conflicting critiques.

Lauren Wagner, CJE, Zionsville Community High School, Zionsville, Indiana, and Chris Pearcy, Logansport (Indiana) H.S.
9 a.m., Union Square 19&20, Fourth Floor (100)

ADVISING

Be here now

Recruiting is a must to get more great students on staff. We'll look at tips to recruit new talent and make the journalism room the most rewarding place to be. Editors or advisers only, please.

Brian Martinez, CJE, Jostens, Humble, Texas
9 a.m., Union Square 22, Fourth Floor (100)

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. Samples will be shared with all who attend.

Aaron Manfull, MJE, Francis Howell North High School, Saint Charles, Missouri
9 a.m., Union Square 23&24, Fourth Floor (100)

ADVISING

Journalism and the CTE classroom

This session will show advisers how to get their students career ready while earning funds to help support their programs through CAPE Funding by earning industry certifications.

Christy Kirkland, George Jenkins High School, Lakeland, Florida
9 a.m., Union Square 3&4, Fourth Floor (90)

CONTEST

NSMC 46: Broadcast Package meeting

Students will meet for the broadcast package contest presentation. Contest ID label must be shown. After a reporting time, contestants will return to Union Square 17&18 at 1 p.m. to work on their entries. Final entries must be completed by 4 p.m.

9 a.m., Union Square 5&6, Fourth Floor (90)

CONTEST

NSMC 43: Online News Package meeting

Students entered in the Online News Package contest will gather here for a short meeting. Contest ID label must be shown. Students will leave to do their reporting then return at 1 p.m. to Union Square 15&16 to work on their entry due by 4 p.m.

9 a.m., Nob Hill 2&3, Sixth Floor (90)

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

FRIDAY 10 a.m.

GENERAL AUDIENCE

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, Birch Avenue Creative, Rockford, Illinois
9 a.m., Nob Hill 4&5, Sixth Floor (90)

10 a.m.

[2-HOUR SESSION]

WRITING

Yearbook theme jump start

Editors for the 2023-24 yearbook: Plan to attend this two-hour session to get a jump start on the new book. We'll talk about theme development with a focus on theme copy. Your theme and theme copy establishes two things: the voice of your book and the story you will tell. We'll brainstorm theme ideas, study strong examples and learn key methods that will help you on your way to a powerful theme.

Justin Daigle, MJE, Brighton (Colorado) High School, and Debra Klevens, CJ, Parkway West High School, Ballwin, Missouri
10 a.m., Golden Gate 3, Lobby Level (110)

DESIGN

Visual storytelling

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

Laura Schaub, University of Oklahoma, Claremore
10 a.m., Golden Gate 4, Lobby Level (110)

WRITING

The key to making your editorials and op-eds sing

Voice isn't just vital for broadcasts and podcasts. Writers rely on voice too. We discuss why voice (the writer's point of view and the piece's tone) is vital to successful persuasive and opinion writing. Learn strategies for finding your voice or identifying a single voice for team-writing assignments like editorials.

Margot Lester, The Word Factory, Carrboro, North Carolina
10 a.m., Golden Gate 5, Lobby Level (110)

DESIGN

The Coaching Way with design

Chip Scanlan's "The Coaching Way" strategies are commonly implemented in media writing classes, but they can also be useful when teaching design strategies to students with varying levels of experience. Advisers and student leaders, learn how to coach others to be better designers.

Melanie Wilderman, University of Oklahoma, Norman
10 a.m., Golden Gate 6, Lobby Level (110)

WRITING

Yearbook writing students will read now

Great writing makes great yearbooks. This session is for staffs looking to add more writing to their books or who want to get away from the same old copy. Get tips on how to find and write stories that your readers won't skip — and might even be talking about.

Jason Davis, CJ, Cactus Canyon Junior High School, Apache Junction, Arizona
10 a.m., Golden Gate 7, Lobby Level (110)

[2-HOUR SESSION]

DESIGN

Yearbook trends (and essentials)

Two-hour session. Let's examine the yearbooks recently named as 2022 Yearbook Pacemaker finalists by NSPA for a discussion of trends and essentials. This fast-moving presentation will feature examples from the "best of the best" and is a perfect way to kick off planning for your 2024 yearbook.

Gary Lundgren, National Scholastic Press Association, Minneapolis, Minnesota
10 a.m., Golden Gate 8, Lobby Level (110)

NEWSGATHERING

Investigative reporting through a community lens

We will discuss how to identify a story that impacts a specific community, taking into consideration sensitivity, relevance, importance and tips for investigative reporting.

Alexis Terrazas, El Tecolote, San Francisco, California
10 a.m., Plaza Room A, Lobby Level (380)

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.
10 a.m., Plaza Room B, Lobby Level (350)

DESIGN

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, CJ, Cady, Alpharetta, Georgia
10 a.m., Continental 1, Ballroom Level (100)

DESIGN

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.



EVALUATE SESSIONS IN THE APP

Please complete the session evaluation for each session you attend.

Schmitz and Taylor will showcase small and large books 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., Continental 3, Ballroom Level (100)

ONLINE

Your social media brand as a student journalist

Even as a student, utilizing social media is important for sharing your work, building a professional presence for internships and finding story ideas. Hear from a college student journalist who was able to leverage social media in high school to achieve career goals. Get tips for how to get started and build your brand.

Andrew Rowan, Northwestern University, Evanston, Illinois
10 a.m., Continental 4, Ballroom Level (475)

GENERAL AUDIENCE

New technology you should be exploring

Artificial intelligence? The Metaverse? NFTs? Decentralized social networks? ChatGPT? The world of technology changes fast. This presentation will discuss new technology that high school journalists should be exploring right now — and how you might consider using that technology.

Chris Snider, Drake University, Des Moines, Iowa
10 a.m., Continental 5, Ballroom Level (490)

NEWSGATHERING

Immigrant stories

Through our students, parents and staff, we investigate the shared experiences of our school community — what it was like to travel to America and create new lives here. Our school in particular has a large immigrant family proportion, and we aim to investigate why this is the case and also wish to share their struggles and stories about assimilation and "becoming American." In this session, we will talk about U.S. immigration laws, stereotype and language barriers, and discuss struggles with preservation of culture as well as our school's efforts for sharing immigrant voices. This package is a collective, student-led effort of our entire news journalism program, starting with finalizing an investigative topic and gathering a team of reporters to work on different sections, including print design and multimedia.

Whitney Huang, CJ, The Harker School, San Jose, California
10 a.m., Continental 6, Ballroom Level (475)



FRIDAY 10 a.m.

LOST AND FOUND

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

8 a.m. to 4 p.m., Grand Ballroom B

BREAK WITH A PRO

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

9 a.m. and 10 a.m., Imperial A, Ballroom Level

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 Syracuse University, S.I. Newhouse School of Public Communications.

7:30 a.m. to 4 p.m., Golden Gate 1&2, Lobby Level

WRITING

Feature writing like a boss

Together we'll explore great feature examples that begin with powerful leads, utilize impactful quotes and incorporate nut grafs with credible information for context. You'll walk away ready to write stories that induce goosebumps, laughter and/or tears.

Julia Satterthwaite, MJE, Monta Vista H.S., Cupertino, California
10 a.m., Continental 7, Ballroom Level (100)

STAFF MANAGEMENT

Master your newsroom's FLOW

We will go over how to assign stories, multimedia and set up an appropriate workflow using SNO's newsroom management tool, FLOW. If you don't use FLOW, this session offers an opportunity to see it in action and get ideas for maximizing your own newsroom organization with or without the tool.

Andrea Bell and Kyle Phillips, CJE, SNO Sites, St. Louis Park, Minnesota

10 a.m., Continental 9, Ballroom Level (100)

LAW & ETHICS

Private school student media and the law

Private schools face significantly different hurdles from their public school counterparts when it comes to gathering and reporting the news. Get help to sort through the legal maze.

Frank LoMonte, Student Press Law Center, Washington, D.C.
10 a.m., Franciscan A-B, Ballroom Level (200)

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., Imperial A, Ballroom Level (360)

PHOTOJOURNALISM

Photography's guiding light

Light has always been a key element in taking dramatic and captivating images. This session will look at five images that use light in a unique and creative way. It will cover camera settings, use of artificial light and use of natural light.

Chris Waugaman, MJE, Virginia State University Johnson Memorial Library, Petersburg, Virginia

10 a.m., Imperial B, Ballroom Level (360)

[2-HOUR SESSION]

GENERAL AUDIENCE

All in: JEA diversity audit

This two-hour interactive session will provide the methodology and initial findings from our diversity audit pilot in order to help students and their advisers conduct their own audit and participate in the national study. What's it like on your staff and at your school? What challenges do you face in your DEI efforts? Participants will leave with resources and strategies for conducting the audit in order to practice better, more inclusive journalism.

Sarah Nichols, MJE, Whitney High School, Rocklin, California; David Ragsdale, CJE, Clarke Central High School, Athens, Georgia; and Sergio Yanes, MJE, Arvada (Colorado) High School
10 a.m., Grand Ballroom A, Grand Ballroom Level (900)

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

10 a.m., Union Square 19&20, Fourth Floor (100)

GENERAL AUDIENCE

Spillin' the theme

Your yearbook's concept should be an engaging riddle readers solve as they flip through your pages. A wink here, a nod there. Let's talk about building a new-every-year theme development formula, but also making it unobtrusive to your content.

Steve Kent, PicaPlanet, Indianapolis, Indiana

10 a.m., Union Square 22, Fourth Floor (100)

STAFF MANAGEMENT

Tips for recruiting staffers to your program

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

with more than 30 ideas to kick-start your recruiting for next semester or next year.

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

10 a.m., Union Square 23&24, Fourth Floor (100)

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 High School, Omaha, Nebraska
10 a.m., Union Square 3&4, Fourth Floor (90)

WRITING

Copy capers

Yearbook copy should not be an equivalent to melatonin or Somnifex. Learn how to spice up your words whether they be body copy, headlines or captions so that readers stay awake and fight the snooze.

Mary Kay Downes, MJE, retired journalism adviser, Centreville, Virginia

10 a.m., Union Square 5&6, Fourth Floor (90)

ADVISING

Get Certified: Legal and ethical issues

Do you plan to take the CJE or MJE test or just want to be more familiar with legal and ethical student media issues? If you want to know landmark court cases or understand the importance of your publication's forum status, join us here.

Candace Perkins Bowen, MJE, Kent (Ohio) State University
10 a.m., Nob Hill 4&5, Sixth Floor (90)

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, CJE, Alief Kerr High School, Houston

10 a.m., Nob Hill 8&9, Sixth Floor (90)

11 a.m.

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, University of Oklahoma, Claremore

11 a.m., Golden Gate 4, Lobby Level (110)



FEATURED SPEAKER



DIVERSITY EMPHASIS



GOOD FOR BEGINNERS

Our numbers tell the story

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

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

4 Majors

- Advertising
- Digital Media Production
- Journalism
- Public Relations

10 Student Media Partners

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

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



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

100%

of our juniors & seniors
complete a
professional internship

It all adds up.   @CCIKentState



New for Fall 2023 Four Classes | Fully Online

Learn the fundamentals of journalism education — from coaching students on media literacy and news to advocating for their First Amendment rights — through Kent State University's new Graduate Certificate in Journalism Education.

- Ideal for **high school teachers** currently advising scholastic media or teaching journalism/yearbook courses or for anyone interested in the intersection of media content and journalism training
- Graduate-level coursework may count toward **continuing education requirements/incentives** outlined by school districts
- **Fully online program** can be completed in as little as two semesters

**Graduate Certificate in
Journalism Education**

to learn more
WWW.KENT.EDU/MDJ/JNED

or contact csj@kent.edu

FRIDAY 11 a.m.

WRITING

Balancing data and prose in environmental writing

Data's great, but readers need more than straight facts. We review the traits of effective science and environment reporting and learn how professional journalists blend data and narrative to produce pieces that engage, inform and activate.

Margot Lester, The Word Factory, Carrboro, North Carolina
11 a.m., Golden Gate 5, Lobby Level (110)

WRITING

Opinion writing: How to get them to read it

You have something to say. You spend hours and hours writing it, editing it and perfecting it for your publication. When you ask your friends about it, you find out no one read it. Today, we are going to discuss how to write an opinion piece so that others will read it. Also, we'll discuss ways besides writing that can help you get your opinion out into the world.

Christina Hammitt, CJE, Cranbrook Kingswood Boys Middle School, Bloomfield, Michigan
11 a.m., Golden Gate 6, Lobby Level (110)

GENERAL AUDIENCE

Let's build an arts journalism publication

Working together, students will "build" (hypothetically) an arts-journalism publication together, brainstorming on what we should cover, how we should cover it, where we get our funding from, what live events we might host, what our tone and style should be, and how we add value to existing arts coverage.

Moskowitz will run students through a series of questions and prompts to get their thoughts on what arts journalism should or could look like, and we will mock up our results.

Gary Moskowitz, freelance journalist, San Francisco
11 a.m., Golden Gate 7, Lobby Level (110)

WRITING

10 ways to improve the writing in your yearbook

You really want to improve the writing in your book, 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 school in 2023.

Jim Jordan, Walsworth Yearbooks, Fair Oaks, California
11 a.m., Plaza Room A, Lobby Level (380)

LAW & ETHICS

Covering controversial topics

Sex, drugs, rock and roll? Want to cover big topics? Worried about ruffling feathers? Don't shy away from tough topics. Instead, learn to cover stories ethically and responsibly. Learn how to approach an administrator who wants to exercise prior review, and legal terms and legal resources available to student journalists. Make sure your big stories are fit to print.

Kaitlin Edgerton, CJE, Grosse Pointe South High School, Grosse Pointe Farms, Michigan
11 a.m., Plaza Room B, Lobby Level (350)

WRITING

Avoiding common mistakes when writing in Spanish

This session will provide tips and resources to avoid the most common mistakes when writing in Spanish.

Ana Lourdes Cárdenas, San Francisco State University, San Francisco
11 a.m., Continental 1, Ballroom Level (100)

[2-HOUR SESSION]

ONLINE

Building your multimedia toolbox

Learn how to use multimedia tools to enhance online storytelling in this hands-on extended session. Participants will look at examples of how various tools can be used before creating their own multimedia. Bringing a computer is recommended.

Louisa Avery, MJE, The American School in London
11 a.m., Continental 2, Ballroom Level (120)

DESIGN

What's your type?

Typography is a powerful tool for creating eye-catching content and communicating with an audience. In this session, participants will learn about the fundamentals of typography and how to use it to create designs and content that pops.

Jessica Hunziker, MJE, Castle View H.S., Castle Rock, Colorado
11 a.m., Continental 3, Ballroom Level (100)

CAREER ADVICE

Media U: Getting involved with college journalism

Participants will get a first glimpse of the college media space and how to make it as a collegiate journalist. Discussion will include jumping from high school to college reporting, daily and biweekly printing schedules, joining a staff and a look at today's leading college media outlets.

Zev Hurwitz, Jewish Scholastic Press Association, Los Angeles
11 a.m., Continental 4, Ballroom Level (475)

EDITING

Watch your language

Hispanic, Latino/a or Latinx? Pregnant women or pregnant people? Autistic people or people with autism? As language and culture change, it can be a struggle to find the right terms. In this interactive session, the editor of The Diversity Style Guide will help you write with accuracy, authority and sensitivity.

Rachele Kanigel, San Francisco State University, San Francisco
11 a.m., Continental 5, Ballroom Level (490)

GENERAL AUDIENCE

Uncovering the unequal

Life's unfair. But instead of focusing solely on inequality's effects, this session prompts students to think critically about how society and systems work to perpetuate inequality. By asking smarter questions, approaching angles differently and

INFORMATION DESK

Learn where to go, what to see and where to eat from locals serving on the convention committee.
8 a.m. to 4 p.m., West Lounge, Ballroom Level

writing well, even green reporters can incite change and get folks to care.

Annika Hom, Mission Local, Report for America, San Francisco
11 a.m., Continental 6, Ballroom Level (475)

ONLINE

Multimedia tools

Are you looking for ways to integrate more engaging multimedia on your website? This session will demonstrate how students can use GIFs, video, audio, interactive infographics, maps, slideshows, timelines and more to tell compelling multimedia stories. In addition, you'll see several examples of complete multimedia packages.

Julia Satterthwaite, MJE, Monta Vista H.S., Cupertino, California
11 a.m., Continental 7, Ballroom Level (100)

[2-HOUR SESSION]

GENERAL AUDIENCE

Using Photoshop

This two-hour session will go from beginning to advance techniques. Bring your questions and try to stump the chumps.

Hal Schmidt, Jostens, Fredericksburg, Texas
John Horvath, Hill Country Christian School, Austin, Texas
11 a.m., Continental 8, Ballroom Level (120)

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
11 a.m., Continental 9, Ballroom Level (100)

LEADERSHIP & TEAM BUILDING

So you're the editor, now what?

Learn 10 survival tricks and tips every editor or leader needs to thrive. Whether you're a veteran or a newbie, being an editor can be a tough job. Come learn the survival hacks that every good leader needs to create a successful staff culture that produces high quality work.

Makena Busch, Mead High School, Spokane, Washington
11 a.m., Franciscan A-B, Ballroom Level (200)

MULTIMEDIA BROADCAST

The history of women in sports broadcasting

Examine the history and emergence of women in sports journalism. In an industry still dominated by men, women have faced a lot of challenges to be heard and appreciated. This session details the women who blazed the trail and how things have changed (for the better).

Kate Rooney, Nexstar, San Francisco
11 a.m., Franciscan C-D, Ballroom Level (200)

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

FRIDAY Noon

DESIGN

10 dynamite ideas

Looking for inspiration? Hoping to take in a few tempting trends? Design is a next-level communication tool, so come check out the latest modern visuals to complement your journalistic work in the coming year.

Margaret Sorrows, CJE, Jostens, Sherwood, Arkansas; Jeff Moffitt, Jostens, Dallas; Rick Brooks, CJE, Jostens, Port Matilda, Pennsylvania; Lizabeth Walsh, MJE, Jostens, Las Vegas; Tina Cleavelin, CJE, Jostens, Parker, Colorado; Kel Lemons, Jostens, Austin, Texas; and Marci Pieper, retired journalism adviser, Clayton, Missouri

11 a.m., Imperial B, Ballroom Level (360)

MULTIMEDIA BROADCAST

Beginning a podcast

Learn how to produce a podcast, upload to big-name platforms, book guests for interviews and utilize proper equipment for recordings.

Steven Rissotto, SF Bay Media, RizzoCast, Pacifica, California

11 a.m., Union Square 15&16, Fourth Floor (110)

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

11 a.m., Union Square 19&20, Fourth Floor (100)

LAW & ETHICS

Bold journalism in today's world

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.

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

11 a.m., Union Square 22, Fourth Floor (100)

ADVISING

Elements of an award-winning team

Sit down with Feather adviser Kori James for an open discussion about how a small school online newspaper continues to earn national recognition year after year against

the odds. We'll also discuss the state of today's new program changes. (Adviser discussion)

Kori James, Fresno Christian School, Fresno, California

11 a.m., Union Square 23&24, Fourth Floor (100)

ADVISING

Get Certified: Writing and editing

One of several study sessions 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, and R.J. Morgan, MJE, Mississippi Scholastic Press Assn, University, Mississippi

11 a.m., Union Square 3&4, Fourth Floor (90)

ADVISING

Stay active in journalism after retirement

Just because you leave the publication room does not mean you still can't contribute to the journalism community as a whole. Learn how to stay connected both for your own personal enjoyment and to support those who follow in your footsteps.

Mary Kay Downes, MJE, retired journalism adviser, Centreville, Virginia

11 a.m., Union Square 5&6, Fourth Floor (90)

ADVISING

It's a win-win

The endless selection of pathways and extracurricular activities available in schools can make attracting students feel like a never-ending battle for advisers. This session will cover tried and true methods to help you win the fight to attract students to your program and keep them coming back for more.

William Nelson, Norte Vista High School, Riverside, California

11 a.m., Nob Hill 2&3, Sixth Floor (90)

GENERAL AUDIENCE

Digital pause

Going digital has given us so many advantages, but they've come at a price. See why it's time to revisit "old school" methods for our workflow and learn how they blend seamlessly to improve staff collaboration and the quality of our publications.

Shari Adwers, MJE, Loudoun Valley H.S. Purcellville, Virginia

11 a.m., Nob Hill 4&5, Sixth Floor (90)

Noon

DESIGN

The magic of mods

What do Bobby and bouncers have to do with yearbook design? Think there is no way to cover the school bathroom fire? Learn

from two playful advisers how to elevate your page design from plain to powerful with mod design. There is no such thing as boring.

Justin Daigle, MJE, Brighton (Colorado) High School, and Debra Klevens, CJE, Parkway West High School, Ballwin, Missouri

Noon, Golden Gate 3, Lobby Level (110)

CAREER ADVICE

You aren't (just) on staff

Just by being a member of your student media program, you have an edge over your peers. This session will open your mind to why recruiters will be reaching out to you when it is time for you to enter the 21st-century workplace. It also might help you narrow your path for college or give you ideas for a side hustle.

Rebecca Pollard, MJE, Lowman Education, Dallas

Noon, Golden Gate 4, Lobby Level (110)

PHOTOJOURNALISM

The environmental portrait

Student portraits in your publication can be so much more than putting someone up against a wall and snapping a photo. An environmental portrait elevates a portrait to a story about the subject. Learn how to use environmental portraits in your publications.

Mark Murray, Association of Texas Photography Instructors, Santa Fe, New Mexico, and Ellen Austin, Birch Avenue Creative, Rockford, Illinois

Noon, Golden Gate 5, Lobby Level (110)

GENERAL AUDIENCE

The accessibility beat, beyond the screen reader

Transform your journalism to a more inclusive workspace and audience by exploring new technologies for accessible journalism. Learn how to train your staff to think about accessibility in their reporting, newsgathering and production. Attendees will walk away from this session with real-world solutions for an accessible and inclusive newsroom.

Jill Blackman, Northwestern University-Medill, Chicago

Noon, Golden Gate 6, Lobby Level (110)

DESIGN

Spreads so shook

Let's get into the nitty-gritty of spread design. Free yourself to interpret (not copy) professional work in a way that makes the approach easy to understand and incorporate onto your pages. So modern. So different. So wow. So not-your-gramma's-yearbook.

Steve Kent, PicaPlanet, Indianapolis

Noon, Golden Gate 7, Lobby Level (110)

ADVISING

The big picture

Great photographers come from great programs. Advisers, come learn systems and processes to teach photography at all levels.

Curtis Christian, McKinney (Texas) High School

Noon, Golden Gate 8, Lobby Level (110)



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FRIDAY Noon

ONLINE

Note: The open-source library of fonts

The Noto project develops a unified set of typefaces for everything in Unicode. Billions of people use Noto fonts daily because these fonts are on every Android and ChromeOS device. The Noto font set is visually harmonized. This presentation provides insights into what goes into a Noto font project.

Marek Jeziorek, Google LLC, Kensington, England

Noon, Plaza Room A, Lobby Level (380)

DESIGN

Inspiring themes want to know

Come get an introduction to thematic concepts, including assignments for yearbook staffers. From life skills and career options to a stronger publication, this session will teach why theme is essential and how it applies beyond the yearbook.

Kristi Rathbun, MJE, Rock Canyon High School, Highlands Ranch, Colorado

Noon, Plaza Room B, Lobby Level (350)

LEADERSHIP & TEAM BUILDING

So, you want to quit? Don't!

Yearbook. It's a love-hate relationship. Our wholehearted approach will increase everyone's love for yearbook. This adviser and editor session will highlight social-emotional behaviors to improve the culture in the yearbook room and provide practical organizational tips to help the yearbook staff reach the finish line.

Robin Christopher, CJE, Del Norte High School, San Diego, California, and Elizabeth Doebler, Herff Jones, Indianapolis

Noon, Continental 1, Ballroom Level (100)

NEWSGATHERING

Lessons from covering California politics

An introduction to reporting on California politics and government, including how to bring the stories from the state Capitol to your own community. This session will cover ideas about legislation, lobbying, elections and campaign finance.

Alexei Koseff, CalMatters, Sacramento, California

Noon, Continental 3, Ballroom Level (100)

CAREER ADVICE

More than one path to success

Sports radio host Joe Shasky shares his journey from sports fan to host of the No. 1 sports show in the Bay Area. With no journalism degree or high school diploma, Shasky reflects on his unique path to success.

Joe Shasky, 95.7 the Game, San Francisco

Noon, Continental 4, Ballroom Level (475)

MARKETING & AUDIENCE ENGAGEMENT

Guerrilla publicity = Get known everywhere

If you want to be the No. 1 influencer in your industry, you've got to get bigger media visibility. This speaker shares simple strategies to help you go from unknown to newsworthy.

Sharing her proven secrets to understanding what the media

wants, Lublin provides you with short-term, doable tactics that boost visibility for you and your brand.

Jill Lublin, Promising Promotion, Novato, California

Noon, Continental 5, Ballroom Level (490)

PHOTOJOURNALISM

Visual storytelling techniques: From idea to edit

How to research, structure, shoot and edit picture stories and photographic essays. Also, how to apply these techniques to video.

Kim Komenich, San Francisco State University, San Francisco

Noon, Continental 6, Ballroom Level (475)

ADVISING

Why consider JEA certification?

The answer to this question is "Why not?" Learn the steps required to obtain JEA's two educator certifications: Certified Journalism Educator and Master Journalism Educator. Ask questions about a unique opportunity to demonstrate you are a highly qualified journalism educator.

Amy Sorrell, MJE, Antwerp (Ohio) Local School

Noon, Continental 7, Ballroom Level (100)

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

Noon, Continental 9, Ballroom Level (100)

GENERAL AUDIENCE

Pics or it didn't happen ... or did it?

Struggling to find a story? Can't figure out what you should cover or how? You could be missing the crucial ingredient every journalist needs — a healthy dose of curiosity. Ignite your imagination and find inspiration while honing your ability to dig up the stories your students will love to read.

Makena Busch, Mead High School, Spokane, Washington

Noon, Franciscan A-B, Ballroom Level (200)

MULTIMEDIA BROADCAST

Make 'em laugh, make 'em cry

Dave Davis presents (and deconstructs) a variety of serious (and not so serious) student projects from his 33 years as adviser of HTV Magazine, the nation's longest-running, student-produced broadcast program. Learn timeless storytelling techniques and get inspired to find and tell broadcast stories that take audiences somewhere new. He is joined by ASB Classroom Director of Content Brandon Goodwin.

Dave Davis, Hillcrest High School, Springfield, Missouri

Brandon Goodwin, The Academy of Scholastic Broadcasting, Springfield, Missouri

Noon, Franciscan C-D, Ballroom Level (200)

LOST AND FOUND

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

8 a.m. to 4 p.m., Grand Ballroom B

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 Syracuse University, S.I. Newhouse School of Public Communications.

7:30 a.m. to 4 p.m., Golden Gate 1&2, Lobby Level

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. Preregistration was required.

Noon, Imperial A, Ballroom Level (360)

ONLINE

Don't believe everything you see

Not sure if that viral video of Keanu Reeves is real or a deepfake? Empower yourself and your students as you scroll through your social media platforms with these resources from the News Literacy Project.

Adriana Chavira, MJE, Daniel Pearl Magnet High School, Lake Balboa, California, and Molly June Roquet, News Literacy Project ambassador, San Francisco

Noon, Imperial B, Ballroom Level (360)

DESIGN

Your sports page sucks

The sports page is the second-most looked at page, so stop making it look so ugly. In this session, we will discuss how to make your page more reader-friendly.

Gary Metzker, Long Beach State, Long Beach, California

Noon, Grand Ballroom A, Grand Ballroom Level (900)

ADVISING

Media literacy games

We'll look at a couple of games designed to support both digital and media literacy as well as look at some tools to help spot fake photos and fake social media accounts. Lesson plans incorporating some of these tools will be provided.

Peter Rodrigues, Berkeley (California) High School

Noon, Union Square 19&20, Fourth Floor (100)

NEWSGATHERING

FOIA and access to information

Getting good information is key to good reporting. We'll talk about the ins and outs of public records requests, how and where that pesky FERPA excuse applies (it usually doesn't) and



FEATURED SPEAKER



DIVERSITY EMPHASIS



GOOD FOR BEGINNERS

FRIDAY 1 p.m.

what to do if you're being given the runaround.
Jonathan Gaston-Falk, Student Press Law Center,
Washington, D.C.

Noon, Union Square 22, Fourth Floor (100)

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

Noon, Union Square 23&24, Fourth Floor (100)

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.

Noon, Union Square 3&4, Fourth Floor (90)

GENERAL AUDIENCE

Afflicting the comfortable while comforting the afflicted

Hear from advisers, editors and reporters about how to broach and cover challenging, divisive, controversial and (sometimes) banned topics with an emphasis on balancing our First Amendment freedoms against the safety and privacy of our sources. This session will address sensitive topics such as LGBTQIA+, abortion, politics, sexual harassment, race, diversity + equity + inclusion, mental health, school safety and protests.

Whitney Huang, CJE, and Kevin Oliver, The Harker School, San Jose, California

Noon, Nob Hill 2&3, Sixth Floor (90)

ADVISING

Get Certified: Design

Trends come and go, but the foundations of good design remain the same. This session will discuss how design principles, elements, color, type and grids influence audience engagement and understanding.

Timm Pilcher, Drake University, Des Moines, Iowa

Noon, Nob Hill 2&3, Sixth Floor (90)

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 H.S., Purcellville, Virginia

Noon, Nob Hill 4&5, Sixth Floor (90)

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, Harvard-Westlake Middle School, Los Angeles

1 p.m., Golden Gate 3, Lobby Level (110)

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

1 p.m., Golden Gate 4, Lobby Level (110)

PHOTOJOURNALISM

Building a better portfolio

There is much more to creating a portfolio than simply "collecting your 10 best pictures." Know how a portfolio should look while gaining tips to improve your photography. Whether the portfolio is for a contest, scholarship opportunities, college applications or work, learn some ways to make it shine.

Mark Murray, Association of Texas Photography Instructors, Santa Fe, New Mexico, and Bryan Farley, Pittsburg (California) High School

1 p.m., Golden Gate 5, Lobby Level (110)


NEWSGATHERING

The planned news event

Learn how to stretch your team's journalistic capabilities in reporting, newsgathering and multimedia production for your school's large, planned news event. Explore real-world examples of how a variety of news publications have used innovative techniques for their coverage and leave the session with practical ideas to implement in your student newsroom.

Jill Blackman, Northwestern University-Medill, Chicago

1 p.m., Golden Gate 6, Lobby Level (110)



EVALUATE SESSIONS IN THE APP
Please complete the session evaluation for each session you attend.

MULTIMEDIA BROADCAST

Audio: It really is important

Audio in broadcast and multimedia is every bit as important as the video and graphics to tell the story in a compelling and interesting way. Explore effective techniques to include great audio and natural sound in your next story or live production.

Albert Dupont, Loyola University New Orleans

1 p.m., Golden Gate 7, Lobby Level (110)

[2-HOUR SESSION]

MULTIMEDIA BROADCAST

Making a professional broadcast workflow from beginning to end

In this mini-workshop, we will create a workflow from start to finish. As we get hands on with broadcast, we will model some of the best ways to get solid interviews, b-roll, and writing to work together and create storytelling that will increase your production value as well as grow your audience within your community. Students are encouraged to bring their own equipment, but it is not required.

Patrick Moring, CJE, Rampart High School, Colorado Springs

1 p.m., Golden Gate 8, Lobby Level (110)

NEWSGATHERING

Telling data-driven stories

Data hold stories. Want to know how many unwanted pets are euthanized in your community? How about where your school gets its funding? Or how your community's homeless population has changed over time. Join us for tips on how to find the data and how to weave it into stories and create easy-to-read graphics.

Bonnie Stewart, Sacramento (California) Country Day School

1 p.m., Plaza Room A, Lobby Level (380)

CAREER ADVICE

Creating the career of your dreams

Everyone is pushing you to decide what you want to do next. How can you choose? Learn from a former journalist, published fiction author and public relations executive, which questions to ask yourself and strategies to set you on the road to the career of your dreams in communications.

Theresa Meyers, South Kitsap High School, Port Orchard, Washington

1 p.m., Plaza Room B, Lobby Level (350)

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. Preregistration was required.

Noon to 3:30 p.m., Imperial A, Ballroom Level

FRIDAY 1 p.m.

EDITING

Editing fun

Editing, scheduling. This session has tips and tricks that make the editing process (gasp! clutches pearls!) fun and productive. Kathy Habiger, MJE, Mill Valley High School, Shawnee, Kansas
1 p.m., Continental 1, Ballroom Level (100)

[2-HOUR SESSION]

STAFF MANAGEMENT

Editorial leadership



Leader is a loaded word in the newsroom. Is it based on tenure, skill set, personality traits or some combination of each? The purpose of this session is to enable you to fulfill your job description on staff. We'll discuss leadership styles, help you troubleshoot your problem areas, work on role-play scenarios commonly seen in the newsroom and seek a collaborative approach to empower you as coach-mentor-editor on staff. Leaders of all levels and programs are welcome. David Ragsdale, CJE, Clarke Central H.S., Athens, Georgia
1 p.m., Continental 2, Ballroom Level (120)

GENERAL AUDIENCE

But we've always ...

Calling all yerds and those who aspire to be. Let's laugh through our woes. Our fave yearbook rants and the solutions that got us through. Don't worry, we've all been there. Nelson Helm, Pictavo, Roanoke, Virginia
1 p.m., Continental 3, Ballroom Level (100)

STAFF MANAGEMENT

Got a minute?

Set the tone at the start of each class with a quick activity designed to get your team working together and hone their journalistic skills. If you are an adviser or student leader looking to bring activities to your pub room that are fun, create a positive staff culture and work on journalism skills, this session is for you.

Meghan Percival, MJE, McLean (Virginia) High School
1 p.m., Continental 4, Ballroom Level (475)

GENERAL AUDIENCE

Shifting the story form

Ready to go in a fresh direction with your story formatting? We'll discuss a variety of creative alternative story forms for yearbook, magazine and newspaper. Brian Wilson, MJE, Palo Alto (California) High School
1 p.m., Continental 5, Ballroom Level (490)

PHOTOJOURNALISM

Crafting the frame



How to use composition, light, movement and gesture to create professional quality photos and videos. Kim Komenich, San Francisco State University, San Francisco
1 p.m., Continental 6, Ballroom Level (475)

ADVISING

Get Certified: Presentation of MJE projects

Teachers who recently earned JEA's Master Journalism Educator status will formally present their MJE projects, followed by a Q-and-A time. They will give hints on how to finish the project and join the ranks of an elite group of teachers who have completed the highest level of journalism teaching certification in the nation. Mentoring will be available for those ready to begin an MJE project.

Amy Sorrell, MJE, Antwerp (Ohio) Local School; Sergio Yanes, MJE, Arvada (Colorado) High School; and Josh Clements, San Marcos (California) High School
1 p.m., Continental 7, Ballroom Level (100)

[2-HOUR SESSION]

ADVISING

Using InDesign and Photoshop for advisers

Looking to expand your knowledge using InDesign and Photoshop? Then join us and bring questions. Hal Schmidt, Jostens, Fredericksburg, Texas, and John Horvath, Hill Country Christian School, Austin, Texas
1 p.m., Continental 8, Ballroom Level (120)

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
1 p.m., Continental 9, Ballroom Level (100)

CONTEST

NSMC lead judges check-in

Lead judges for JEA's National Student Media Contests afternoon events must check in between 1 p.m. and 3:30 p.m. to get instructions and supplies. Nancy Y. Smith, MJE, Lafayette Hi.S. Wildwood, Missouri
1 p.m., Executive Board Room, Ballroom Level

ONLINE

Generative AI has already transformed journalism

Artificial intelligence tools are already central to how humans cover news. The next generation of systems like OpenAI's GPT-3 and Dall-E-2 create unique opportunities and challenges. Journalists need to start thinking about how our craft will change. What will stories become and how will the news gathering process change. Jeremy Gilbert, Northwestern University-Medill, Evanston, Illinois
1 p.m., Franciscan A-B, Ballroom Level (200)

MULTIMEDIA BROADCAST

How to start (or restart) a broadcast program

Advisers will collaborate to discuss a variety of broadcasting

INFORMATION DESK

Learn where to go, what to see and where to eat from locals serving on the convention committee.
8 a.m. to 4 p.m., West Lounge, Ballroom Level

formats, brainstorm content ideas and learn how to clarify a video program's focus and define metrics of success. Share your experience and discover what has worked (and failed) for other teachers across the country.

Dave Davis, Hillcrest High School, Springfield, Missouri, and Brandon Goodwin, The Academy of Scholastic Broadcasting, Springfield, Missouri
1 p.m., Franciscan C-D, Ballroom Level (200)

NEWSGATHERING

Small school, big story ideas



If your publications staff has ever uttered, "We don't have story ideas because nothing ever happens at this school," then this session is for you. Tips on how to generate story ideas and content for your newspaper or newsmagazine, news website, social media and/or yearbook will be shared in this presentation so that you will have consistent coverage every week and all year long.

Adriana Chavira, MJE, Daniel Pearl Magnet High School, Lake Balboa, California
1 p.m., Imperial B, Ballroom Level (360)

PHOTOJOURNALISM

Enhance with the 'gram

How to use the visual power of Instagram as a major tool for your viewer engagement. Come learn tricks of the trade that this social media platform can offer for your publication from adviser Kori James and photo editors from The Feather Online. Kori James, Fresno (California) Christian School, Fresno
1 p.m., Grand Ballroom A, Grand Ballroom Level (900)

CONTEST

NSMC broadcast contests 43 and 46 taping

Rooms reserved for students competing in NSMC contests 43 and 46 to record audio and video for their packages.
1-4 p.m., Union Square 14 and Union Square 25, Fourth Floor (70)

CONTEST

NSMC 43: Online News Package work time

Students will work on their entries for the Online News Package contest. Contest ID label must be shown. Final entries must be completed by 4 p.m.
1-4 p.m., Union Square 15&16, Fourth Floor (110)

CONTEST

NSMC 46: Broadcast Package work time

Students will work on their entries for the Broadcast Package contest. Contest ID label must be shown. Final entries must be completed by 4 p.m.
1-4 p.m., Union Square 17&18, Fourth Floor (90)

MULTIMEDIA BROADCAST

Broadcast on a budget



Your smartphone will get the job done in many cases. In this session, watch award-winning video stories shot only on a

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

NSPA BEST OF SHOW

Staff Recognition entries are due by 1 p.m. Friday at the Best of Show desk.

Grand Ballroom B, Grand Ballroom Level

smartphone from the campus TV station at Northwestern University. Learn why the station chooses to opt for a smartphone in some stories and tips for how you can make your packages shine.

Andrew Rowan, Northwestern University, Evanston, Illinois

1 p.m., Union Square 19&20, Fourth Floor (100)

ADVISING

I'm the adviser, now what?

Looking at your schedule for the new year, you see that you are advising a student publication. Who me? How do I do this? Can I do this? Where do I start? We'll address these questions and more. You are not alone. You have found your people, and we are here to support you in the awesome adventure.

Christina Hammitt, CJE, Cranbrook Kingswood Boys Middle School, Bloomfield, Michigan

1 p.m., Union Square 22, Fourth Floor (100)

[2-HOUR SESSION]

ADVISING

Find your new adviser friends

Two-hour session. Advising is tough and it can often feel like you're the only one in your building who gets it. Having ways to navigate the stress, expectations, surprises and

all the other things that advising requires is key to making this career last. If you're looking for some resources or have questions that you want answered, attend this session to start the conversation for yourself. We'll cover topics like grading, deadlines, staff structures, publication policies, etc., and also have time to share what we do at our own schools, work and brainstorm together, and start a new community dedicated to supporting each other.

Tucker Love, Shawnee Mission South H.S., Overland Park, Kansas

1 p.m., Union Square 23&24, Fourth Floor (100)

[2-HOUR SESSION]

PHOTOJOURNALISM

DSLR camera boot camp

Two-hour session. If you have ever taken that "perfect" picture only to find that it is grainy and out of focus, this session is for you. You will not only learn the rules of composition, but also how your camera actually works. No previous photo skills required. A DSLR (or similar) camera with SD card, card reader and laptop is encouraged for this hands-on workshop.

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

1 p.m., Union Square 3&4, Fourth Floor (90)

FRIDAY 1 p.m.



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ON-SITE CRITIQUES

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Noon to 3:30 p.m., Imperial A, Ballroom Level



Stop by Klein College's booth during the convention for a chance to win a swag bag!

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- offers seven undergraduate majors: Advertising, Communication Studies, Journalism, Media Studies and Production, Communication and Social Influence, Public Relations and Virtual Media Management
- is home to the Claire Smith Center for Sports Media and the Logan Center for Urban Investigative Reporting
- hosts summer pre-college programs with scholarships available

Scan to learn more about our summer programs.



klein.temple.edu

FRIDAY 1 p.m.

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
1 p.m., Union Square 5&6, Fourth Floor (90)

MULTIMEDIA BROADCAST

Get Certified: Broadcast journalism

Advisers considering becoming a JEA Certified Journalism Educator can get a crash course in broadcast journalism. Session topics include shot composition, visual storytelling and camera movements.

Sandra Coyer, MJE, Puyallup (Washington) High School
1 p.m., Nob Hill 2&3, Sixth Floor (90)

ADVISING

So, you need a mentor? So, you want to be a mentor?

New advisers who would like a mentor or current advisers who would like to be a mentor can come to this session to meet with the program chair and some of our mentors and current mentees to learn about our extensive national mentoring program.

Alicia Merrifield, CJE, The Village School, Houston
1 p.m., Nob Hill 4&5, Sixth Floor (90)

2 p.m.

LEADERSHIP & TEAM BUILDING

How to encourage your adviser to delegate to you

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

Jen Bladen, MJE, Harvard-Westlake Middle School, Los Angeles
2 p.m., Golden Gate 3, Lobby Level (110)

WRITING

The basics of writing for broadcast news

This session will focus on the basics of writing for broadcast radio and TV news. Students will learn the different story segments of a TV newscast and the basics of writing them from a reporter's perspective.

LaMonica Peters, KTVU Fox 2 News, Santa Clara, California
2 p.m., Golden Gate 4, Lobby Level (110)

DESIGN

Create compelling spreads

Use the basic concepts of a photo story and apply them to a yearbook spread, a newspaper page or a story on a website to add coverage and variety to your layouts.

Mark Murray, Association of Texas Photography Instructors, Santa Fe, New Mexico
2 p.m., Golden Gate 5, Lobby Level (110)

DESIGN

Oh no you gridn't

Discover the invisible architecture of masterfully designed spreads and how to bring that same professional polish to your work. If you're a click-counter, an eyeballer, an alignment tool user or "what are all these lines?" asker ... this is your intervention.

Steve Kent, PicaPlanet, Indianapolis
2 p.m., Golden Gate 6, Lobby Level (110)

MULTIMEDIA BROADCAST

NDI/IP video workflow tips and tricks

This session will explore the power and versatility of NDI and IP video workflow in studio and remote production environments. This session will also explore the NewTek Tricaster and VMIX production switchers and how they can be used in an NDI workflow.

Albert Dupont, Loyola University New Orleans
2 p.m., Golden Gate 7, Lobby Level (110)

GENERAL AUDIENCE

Covering California's Reparations Task Force

What are reparations? And how do you cover a two-year statewide body in a way that makes sense and uses video, digital articles, audio, photo and social media? We'll be talking about just that. Our small team went from tweeting out information to creating videos and doing live events. We'll break this down and talk about multimedia reporting on a big topic over time.

Lakshmi Sarah, Tiny World Productions, Berkeley, California
2 p.m., Plaza Room A, Lobby Level (380)

MARKETING & AUDIENCE ENGAGEMENT

Money, money, money

How can you afford to publish, buy new equipment and bring staff members to conventions? Denise Green walked into a journalism program that was \$24,000 in debt. Within a couple of years, that debt was gone, and students from her program are attending this convention for only \$150 each because they have money to offset the overall cost. Learn how to organize successful advertising sales so your staff can focus on producing quality journalism rather than stressing about money.

Denise Green, MJE, Greenwood (Indiana) Community H.S.
2 p.m., Plaza Room B, Lobby Level (350)

LOST AND FOUND

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

8 a.m. to 4 p.m., Grand Ballroom B

GENERAL AUDIENCE

Examining sexual assault and harassment at your school

It's extremely likely that people at your school have experience with sexual assault and harassment. What can your student publication do to help bring these issues out of the shadows, help survivors and prevent future incidents? We led a 16-person team that spent seven months exploring these topics and then published a 32-page special edition magazine about it. We'll talk about our process, what we learned and how you can do something similar.

Laura Artandi, Menlo School, Atherton, California
2 p.m., Continental 1, Ballroom Level (100)

GENERAL AUDIENCE

Who run the world?

We've heard yearbook is a marathon, not a sprint. Savvy project managers would beg to differ. Learn how to sprint your way through the year gathering focused, of-the-moment content. Let's cut to the chase.

Nelson Helm, Pictavo, Roanoke, Virginia
2 p.m., Continental 3, Ballroom Level (100)

GENERAL AUDIENCE

50 ways to find the story

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

Meghan Percival, MJE, McLean (Virginia) High School
2 p.m., Continental 4, Ballroom Level (475)

ONLINE

Pushing the envelope in web journalism

Student editors from Pacemaker-nominated websites join each other in a panel discussion about their shared (and divergent) visions, common problems and solutions. Moderated by student journalists from The Paly Voice at Palo Alto High School.

Paul Kandell, Palo Alto (California) Senior High School
2 p.m., Continental 5, Ballroom Level (490)

DESIGN

Let's get linear

Horizontal design is so Y2K. Almost 90% of people get their news from their smartphones so learning how to design for a vertical format is critical if you want to work in the field of journalism.

Gary Metzker, Long Beach State, Long Beach, California
2 p.m., Continental 6, Ballroom Level (475)



nsmc

national student media contests



Advisers: Check in at the National Student Media Contests desk in Grand Ballroom B, Grand Ballroom Level, 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 Executive Board Room, Ballroom Level. If an ID label is lost, replacement fee is \$5.

Students: Please note the assigned time and room for your contest. While most contests begin at 4 p.m. Friday, some broadcast contests will meet earlier in the day. Bring required equipment and supplies, as explained in rules at JEA.org/contests, and contest ID label to the assigned room. Most contests and 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, Union Square 25, Fourth Floor
- 44 Broadcast Anchor work room, Union Square 14, Fourth Floor
- 44 Broadcast Anchor judging, Union Square 13, Fourth Floor

9 a.m.

- 43 Broadcast Online News Package meeting, Nob Hill 2&3, Sixth Floor
- 46 Broadcast Package meeting, Union Square 5&6, Fourth Floor

Noon

- 43 Broadcast Online News Package work room, Union Square 15&16, Fourth Floor
- 46 Broadcast Package work room, Union Square 17&18, Fourth Floor

4 p.m.

- 01 Newswriting, Continental 4, Ballroom Level
- 02 Editorial Writing, Continental 6, Ballroom Level
- 03 Feature Writing, Continental 5, Ballroom Level
- 04 Sports Writing, Continental 2, Ballroom Level
- 05 Review Writing, Golden Gate 3, Lobby Level
- 06 Editorial Cartooning, Union Square 25, Fourth Floor
- 07 Commentary Writing, Franciscan C&D, Ballroom Level
- 08 News Editing/Headline Writing/Current Events, Continental 8, Ballroom Level
- 09 Newspaper Layout critique, Union Square 19&20, Fourth Floor
- 10 Newsmagazine Layout critique, Union Square 19&20, Fourth Floor
- 11 Press Law and Ethics, Union Square 23&24, Fourth Floor
- 12 Yearbook Copy/Caption: Sports, Plaza A, Lobby Level
- 13 Yearbook Copy/Caption: Academics, Plaza A, Lobby Level
- 14 Yearbook Copy/Caption: Clubs, Plaza B, Lobby Level

- 15 Yearbook Copy/Caption: Student Life, Plaza B, Lobby Level
- 16 Yearbook Layout: Theme critique, Continental 1, Ballroom Level
- 17 Yearbook Layout: Inside Pages critique, Continental 3, Ballroom Level
- 18 Yearbook Cover/End Sheets critique, Continental 7, Ballroom Level
- 19 Literary Magazine Layout critique, Continental 9, Ballroom Level
- 20 Literary Magazine Poetry, Union Square 5&6, Fourth Floor
- 21 Literary Magazine Illustration, Union Square 5&6, Fourth Floor
- 22 Literary Magazine Photography, Golden Gate 8, Lobby Level
- 23 Graphic Design: Logo critique, Union Square 22, Fourth Floor
- 24 Graphic Design: Infographics critique, Nob Hill 2&3, Sixth Floor
- 25 Graphic Design: Advertising critique, Union Square 22, Fourth Floor
- 26 Graphic Design: Photo Illustration critique, Nob Hill 4&5, Sixth Floor
- 27 Themed Photography critique, Grand Ballroom A, Grand Ballroom Level
- 28 Sports Action Photography critique, Grand Ballroom A, Grand Ballroom Level
- 29 Sports Feature Photography critique, Grand Ballroom A, Grand Ballroom Level
- 30 Feature Photography critique, Grand Ballroom A, Grand Ballroom Level
- 31 General or Spot News Photography critique, Grand Ballroom A, Grand Ballroom Level
- 32 Photo Story critique, Grand Ballroom A, Grand Ballroom Level
- 33 Portfolio critique, Grand Ballroom A, Grand Ballroom Level
- 34 Photo Portrait critique, Grand Ballroom A, Grand Ballroom Level
- 35 First-year Photo critique, Grand Ballroom A, Grand Ballroom Level
- 36 Broadcast News Story critique, Franciscan A&B, Ballroom Level
- 37 Broadcast Sports Story critique, Franciscan A&B, Ballroom Level
- 38 Broadcast Feature Story critique, Franciscan A&B, Ballroom Level
- 39 Broadcast Commercial/PSA critique, Franciscan A&B, Ballroom Level
- 40 Videography critique, Franciscan A&B, Ballroom Level
- 45 Broadcast Newswriting, Union Square 3&4, Fourth Floor

Judges

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

Photography judges: 8 a.m. to noon, Nob Hill 6&7, Sixth Floor

Broadcast judges: Check schedule for assigned time and location.

NSMC judges' dinner and judging: 6 p.m., Imperial A, Ballroom Level

FRIDAY 2 p.m.

ADVISING

So, you wanna present. Now what?

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

Sergio Yanes, MJE, Arvada (Colorado) High School

2 p.m., Continental 7, Ballroom Level (100)

EDITING

99 grammar and style errors

(And how to fix them.) Are you tired of correcting the same grammar and style errors? Vexed by punctuation? Annoyed that no one learns AP style? This countdown will breeze through the 99 most annoying mistakes made by student journalists and offer quick tips to get your copy editors and staff on the same page.

David Nathan, St. John's School, Houston

2 p.m., Continental 9, Ballroom Level (100)

PHOTOJOURNALISM

Monochrome magic

This session investigates the power and continued relevance of black-and-white photography in contemporary image making. A focus will be placed on feature and documentary imagery and how to recognize when color interferes with what you are trying to communicate.

Kally Malcom, University of North Florida, Jacksonville, Florida

2 p.m., Franciscan A-B, Ballroom Level (200)

EDITING

Insert headline here

Learn how to write clever, accurate headlines to draw readers into stories using strong action verbs, puns and alliteration in this interactive session where student editors will demonstrate how they brainstorm for ideas. Audience members will create their own headlines with prizes for the winners.

Susan Sutton, MJE, Archbishop Riordan H.S., San Francisco

2 p.m., Franciscan C-D, Ballroom Level (200)

LEADERSHIP & TEAM BUILDING

Solo kayaking to Hawaii

In the summer of 2022, Derreumaux successfully crossed from California to Hawaii in a solo, unsupported and 100% human-powered kayak expedition. Derreumaux will share how leadership lessons, teamwork, planning and commitment helped him to become the first to complete the 91-day journey.

Cyril Derreumaux, self employed, Larkspur, California

2 p.m., Imperial B, Ballroom Level (360)

DESIGN

Impact with infographics

Tips and tricks for enhancing your online articles with infographics and other media packaging from The Feather editors and adviser Kori James.

Kori James, Fresno Christian School, Fresno, California

2 p.m., Grand Ballroom A, Grand Ballroom Level (900)

ADVISING

Be MediaWise: Teens teaching teens

MediaWise runs the Teen Fact-Checking Network, which works with students from across the country to create TikTok and YouTube videos that debunk viral misinformation online. In addition to fact-checking, the teens teach their peers various media literacy skills so they can fact-check on their own. This session will feature one of our own teen fact-checkers from San Francisco and will introduce teachers and advisers to our free Be MediaWise media literacy lesson collection.

Kathleen Tobin, MediaWise at the Poynter Institute, St.

Petersburg, Florida, and Saahil Mishra, MediaWise Teen Fact-Checking Network, San Francisco

2 p.m., Union Square 19&20, Fourth Floor (100)

GENERAL AUDIENCE

Finding the "right-fit" college publication

Your college or university may have more than one publication to choose from. Journalism students from Northwestern University will share strategies for how to find the publication that's right for you, considering factors like medium, time commitment and culture.

Andrew Rowan, Julia Richardson, Katrina Pham and Diego Ramos Bechara, Northwestern University, Evanston, Illinois

2 p.m., Union Square 22, Fourth Floor (100)

ADVISING

Shifting sequences

Have you been encouraged to explore shifting your program to CTE? Explore different pathways to converting classes to this strand.

Laura Negri, CJE, Alief Kerr High School, Houston, and Andrea Negri, MJE, Bellaire (Texas) High School

2 p.m., Nob Hill 2&3, Sixth Floor (90)

ADVISING

Jumping into the deep end of advising

Join a second-year adviser-teacher and a 20-plus-year advising veteran as they discuss the joys, challenges and surprises that face a new adviser who joined a robust, award-winning program of thriving legacy publications at a private school.

They will discuss the joys, challenges and surprises that happened this year, along with suggestions and advice for

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 ½-hour test session. Please bring your laptop. Doors open at 3 p.m. for testers to ask any final questions. Testing begins at 3:30 p.m.

3-6 p.m., Nob Hill 8&9, Sixth Floor

INFORMATION DESK

Learn where to go, what to see and where to eat from locals serving on the convention committee. 8 a.m. to 4 p.m., West Lounge, Ballroom Level

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, Grand Ballroom A, Grand Ballroom Level

beginning advisers and for experienced advisers who are mentoring new colleagues.

Ellen Austin, Birch Avenue Creative, Rockford, Illinois, and Whitney Huang, CJE, The Harker School, San Jose, California
2 p.m., Nob Hill 4&5, Sixth Floor (90)

MEETING

JEA mentors meeting

Current mentors will meet and discuss issues with mentoring, get updates on materials and paperwork, and engage in conversations about current trends in scholastic journalism.

Alicia Merrifield, CJE, The Village School, Houston

2 p.m., Nob Hill 8&9, Sixth Floor (90)

ADVISER EVENT

Certification test for CJE and MJE candidates

Advisers who have applied to take the Certified Journalism Educator or Master Journalism Educator tests will do so at this time. Session includes a half-hour study session and a 2 ½-hour test session. Please bring your laptop. Doors open at 3 p.m. for testers to ask any final questions. Testing begins at 3:30 p.m.

3-6 p.m., Nob Hill 8&9, Sixth Floor (90)

4 p.m.

CONTEST

National Student Media Contests critique sessions and on-site contests

Contest ID label must be shown to enter the room. Don't forget required contest supplies, such as paper and pens. Arrive early. Latecomers will be disqualified.

4-6 p.m., see Page 39 for room assignments

Evening

CONTEST

National Student Media Contests judges' dinner and judging

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

6-9 p.m., Imperial A, Ballroom Level (360)

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

FRIDAY Evening

EVENT

RHYTHM: Reaching Youth Through Music

For 44 years, the San Francisco Gay Men's Chorus has served as an international standard bearer for a powerful mix of musical excellence and mission-driven activism. Founded in 1978, SFGMC was the first choral organization to courageously proclaim its orientation in its name and is credited with helping start the LGBT choral movement that now spans the entire globe, galvanizing and changing the course of LGBT history. Despite their name, the chorus is not limited to only gay men. They are firmly committed to diversity, equity and inclusion and open their arms to any and all persons who can sing in tenor or bass range, irrespective of gender, gender identity, sexual orientation or race. The chorus has 250 active singers at any given time, all of whom are volunteers that live across the Bay Area. The Chorus has performed with numerous celebrities including Kristin Chenoweth, Demi Lovato, Patti LuPone, and many others. Doors open at 7:45 p.m.

8-10 p.m., Continental 4-5-6, Ballroom Level (1450)

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.


8 p.m. and 9 p.m. Friday, Grand Ballroom A, Grand Ballroom Level

EVENT

"Ferris Bueller's Day Off" screening

Free movie screening open to students and advisers Friday evening. "Ferris Bueller's Day Off" is an 1986 American teen comedy film rated PG-13.

8-10 p.m., Plaza A, Ballroom Level



EVALUATE SESSIONS IN THE APP
Please complete the session evaluation for each session you attend.



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Join us in Dallas this summer

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

June 26-29, 2023
with bonus classes June 25

Advisers • Design
Digital • Newspaper
Photography • Yearbook

Congratulations to our Pacemaker finalists and award winners

2022 Literary Arts Magazine Pacemaker finalists

*Finalists recognized at 7 p.m.
Thursday, April 20.*

*Winners announced at 3:30 p.m.
Saturday, April 22.*

Reflections Literary & Arts Magazine

Gulliver Preparatory School
Miami, Florida

Literati

Our Lady of Lourdes Academy
Miami, Florida

Artifex

Marjory Stoneman Douglas
High School
Parkland, Florida

Seeds in the Black Earth

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

Iliad Literary-Art Magazine

Clarke Central High School
Athens, Georgia

Menagerie

Lyons Township High School
La Grange, Illinois

Iris: Art + Lit

St. Paul Academy and
Summit School
St. Paul, Minnesota

Mindprints

Jackson Preparatory
Junior High School
Flowood, Mississippi

Earthwinds

Jackson Preparatory School
Flowood, Mississippi

Roars and Whispers

Providence Senior High School
Charlotte, North Carolina

Illumine

Christ Presbyterian Academy
Nashville, Tennessee

The Marque

St. Mark's School of Texas
Dallas, Texas

Vibrato

The Hockaday School
Dallas, Texas

The Tartan

McLean High School
McLean, Virginia

The Talon

Woodberry Forest School
Woodberry Forest, Virginia

2022 Yearbook Pacemaker finalists

*Finalists recognized at 7 p.m.
Thursday, April 20.*

*Winners announced at 3:30 p.m.
Saturday, April 22.*

Junior high/middle school

Oro

Cactus Canyon Junior High School
Apache Junction, Arizona

Ingenium

Greenfield Junior High School
Gilbert, Arizona

La Cresta

Desert Ridge Junior High School
Mesa, Arizona

The Round-Up

Woodland Junior High School
Fayetteville, Arkansas

Lair

Drake Middle School
Arvada, Colorado

The Prowl

Powell Middle School
Littleton, Colorado

The Scrapbook

Westfield Middle School
Westfield, Indiana

The Panther

Ridgeview Middle School
Round Rock, Texas

High school

El Valedor

Monta Vista High School
Cupertino, California

Details

Whitney High School
Rocklin, California

Traditions

Del Norte High School
San Diego, California

Cayuse

Walnut High School
Walnut, California

Reflections

Brighton High School
Brighton, Colorado

Black & Gold

Rock Canyon High School
Highlands Ranch, Colorado

Columbian

Columbia High School
Lake City, Florida

Odyssey

University High School
Orange City, Florida

Fusion

Hagerty High School
Oviedo, Florida

Panther

H.B. Plant High School
Tampa, Florida

Warrior

Venice High School
Venice, Florida

The Marquee

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

Etruscan

Glenbrook South High School
Glenview, Illinois

Parliament

Olathe West High School
Olathe, Kansas

Horizon

Blue Valley Northwest High School
Overland Park, Kansas

Heritage

Shawnee Mission South
High School
Overland Park, Kansas

HauberK

Shawnee Mission East High School
Prairie Village, Kansas

The Lair

Shawnee Mission Northwest
High School
Shawnee, Kansas

Pawesehi

Parkway West High School
Ballwin, Missouri

Talon

Liberty High School
Lake St. Louis, Missouri

Rambler

Ladue Horton Watkins High School
St. Louis, Missouri

The Minuteman

Lexington High School
Lexington, Nebraska

Tesserae

Corning-Painted Post High School
Corning, New York

Lion's Roar

Christ Presbyterian Academy
Nashville, Tennessee

Ledoian

Aledo High School
Aledo, Texas

Lone Star

James Bowie High School
Austin, Texas

The Lonestar

Vista Ridge High School
Cedar Park, Texas

Marksman

St. Mark's School of Texas
Dallas, Texas

The Legend

El Dorado High School
El Paso, Texas

The Hawk

Pleasant Grove High School
Texarkana, Texas

Tiger

Texas High School
Texarkana, Texas

Genesis

Rock Ridge High School
Ashburn, Virginia

Crag

Turner Ashby High School
Bridgewater, Virginia

Apollo

Colonial Forge High School
Stafford, Virginia

The Legacy

Potomac Falls High School
Sterling, Virginia

Pantera

Mead High School
Spokane, Washington

2023 Innovation Pacemakers finalists

Finalists recognized at 7 p.m.
Thursday, April 20.

Winners announced at 3:30 p.m.
Saturday, April 22.

Highlander

Carlmont High School
Belmont, California

The Image

Dos Pueblos High School
Goleta, California

Seeds in the Black Earth

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

NCHS Live!

North Central High School
Indianapolis, Indiana

FHNtodayTV

Francis Howell North High School
St. Charles, Missouri

2023 Online Pacemakers finalists

Finalists recognized at 7 p.m.
Thursday, April 20.

Winners announced at 3:30 p.m.
Saturday, April 22.

Scot Scoop

Carlmont High School
Belmont, California

El Estoque

Monta Vista High School
Cupertino, California

The Boiling Point

Shalhevet High School
Los Angeles, California

The Paly Voice

Palo Alto High School
Palo Alto, California

The Chronicle

Harvard-Westlake School
Studio City, California

The Foothill Dragon Press

Foothill Technology High School
Ventura, California

The BluePrint

Hagerty High School
Oviedo, Florida

Eagle Eye

Marjory Stoneman Douglas
High School
Parkland, Florida

The Southerner

Midtown High School
Atlanta, Georgia

HiLite

Carmel High School
Carmel, Indiana

The Little Hawk

Iowa City High School
Iowa City, Iowa

The Harbinger

Shawnee Mission East High School
Prairie Village, Kansas

The Gator

Brimmer and May School
Chestnut Hill, Massachusetts

The Harbinger

Algonquin Regional High School
Northborough, Massachusetts

Wayland Student Press Network

Wayland High School
Wayland, Massachusetts

The Communicator

Community High School
Ann Arbor, Michigan

FHNtoday

Francis Howell North High School
St. Charles, Missouri

Southwest Shadow

Southwest Career
and Technical Academy
Las Vegas, Nevada

The Shield

McCallum High School
Austin, Texas

Coppell Student Media

Coppell High School
Coppell, Texas

Wingspan

Liberty High School
Frisco, Texas

The Rider Online

Legacy High School
Mansfield, Texas

Eagle Nation Online

Prosper High School
Prosper, Texas

Tiger Times Online

Texas High School
Texarkana, Texas

2023 Leadership Award in Student journalism

The new leadership award recognizes
journalistic contributions and
leadership in student media.
Congratulations to our 2023
recipients.



2023 Leadership Award
in Student Journalism

2022-23 NSPA Hall of Fame

The NSPA Hall of Fame represents
sustained excellence by scholastic
media. Publications qualify by
earning 10 All-American ratings from
the NSPA Critique Service within an
11-year span.

Spring convention inductee

Southwest Shadow, website,
Southwest Career and Technical
Academy, Las Vegas, Nevada

Fall convention inductees

Inklings, newspaper
Crown Point High School
Crown Point, Indiana

The Messenger, newspaper
Marquette High School
Chesterfield, Missouri

Legend, yearbook,
Lafayette High School
Wildwood, Missouri



NSPA Hall of Fame

2022-23 Clips & Clicks

Congratulations to our fall-semester
winners. The deadline for spring-
semester submissions is May 3.



Fall 2022 Clips & Clicks

Fall 2022 Pacemakers

2022 Broadcast

2022 Newspaper/ Newsmagazine

2022 Specialty Magazine

The deadline for 2023 submissions
is June 9.



Fall 2022 awards

2022 Individual Awards

Congratulations to the 2022
Individual Award winners,
announced in the fall.

The deadline for 2023 submissions
is June 1.



Fall 2022 awards

NSPA contest overview & rules



NSPA contest overview & rules

SATURDAY SCHEDULE

Room	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Golden Gate 1&2, Lobby Level	Adviser hospitality (7:30 a.m. to noon) Refreshments provided by Kent State University Center for Scholastic Journalism			
Golden Gate 3, Lobby Level	Smart (and pretty) design		What's your policy?	Success
Golden Gate 4, Lobby Level			Sports journalism: More than the score	Journalism deadly sins
Golden Gate 5, Lobby Level	Deep dive: 6 traits of effective opinion writing		Harness the powerful magic of words	Oh, I see you, baby yerd
Golden Gate 6, Lobby Level	Where's the love?	An inspired look book	Copy that	Crop it like it's hot: Create eye-catching designs
Golden Gate 7, Lobby Level	Grading photographers	Saved by the bell	10 tips from top programs	Yes, you can cover news beyond your school
Golden Gate 8, Lobby Level	Details matter	Theme's so right	Accessibility in publication classes	Can we skip to the good part?
Plaza Room, Lobby Level				
Continental Ballroom 1, Ballroom Level	Building an exciting class community	Writing for broadcast	Sources in all types of writing	Strategies for attention-grabbing headlines
Continental Ballroom 2, Ballroom Level	Systems of success for your yearbook	You, too, can be a great yearbook photographer	Craft your copy: Improving feature writing	Tell me a story: Next-gen podcasting
Continental Ballroom 3, Ballroom Level	Spreadsheet magic	Cultivating columnists	Open forum: Discussion of legal and ethical issues	Basics of off-camera flash
Continental Ballroom 4, Ballroom Level	MSD: 5 years later		Social media: Why you need it	Sports reporting in today's evolving media age ★
Continental Ballroom 5, Ballroom Level	A designer's guide to what works, 2023	Photo storytelling	You can quote me on that	Caption magic
Continental Ballroom 6, Ballroom Level	Upping your interview game	Secrets to storytelling	Censorship of chosen names or preferred pronouns	Diversity panel ★
Continental Ballroom 7, Ballroom Level	Creating a yearbook people want to buy	Color me excited	Just because they can, doesn't mean they should	Interviewing for beginners
Continental Ballroom 8, Ballroom Level	Mayday: How to save a sinking ship	I'm a new adviser. Now what?	So you want to be a journalist?	Marketing your publication
Continental Ballroom 9, Ballroom Level	Let's get digital, dig-i-tal	Water your program to grow	Tackling student journalism at independent schools	Opinion section
West Lounge, Ballroom Level	Convention registration check-in, merchandise distribution, information desk (8 a.m. to 1 p.m.)			

SATURDAY SCHEDULE

Noon	1 p.m.	2:30 p.m.	3:30 p.m.
			<ul style="list-style-type: none"> ■ SPECIAL EVENT ■ MEETING ■ CONTEST ■ REGISTRATION AND INFORMATION ★ FEATURED SPEAKER ■ DIVERSITY EMPHASIS ■ GOOD FOR BEGINNERS
Building your brand by being fair and objective	Started from the bottom: Now we're here	Chronological coverage: Modernizing your yearbook	
Not just school events belong in your yearbook	Make it yearbook	How to make a yearbook class fun	
Social media: Let's get ethical		Moving up: Preparing to succeed in college media	
How to start a broadcast without a broadcast class	Stop, collaborate and listen	Navigating journalism internships	
Figuring out FOIAs	How to think like an investigative reporter ★	How I taught my students to run billion-dollar companies	
Reach out to your other language audience(s)	Transgender inclusivity in journalism	The ups and downs of yearbook	
Adviser recognition luncheon			
BeReal with your b-roll	Covering issues of disability	Covering the hard stuff	
The trap of false equivalency	Creating your publication's style guide		
Using your camera to shine light on the arts	Reflection as a process in student journalism	Getting started in food journalism	
Law and social media	Speaking out: Achieving student press freedom	Photography you can control	
The hidden toll of student homelessness	Broadcast Q&A		
6 images to boost your website	Storytelling for reader understanding		
Tools for teams	5 ways to ramp up your high school publication		
Yearbook editor social masterclass	Mastering the art of the interview	Revamping your sports section	
Make it magic: Reimagine your distribution day	What kind of leader are you?		

You can be a speaker at the fall convention in Boston!

We're now accepting speaker proposals for the fall convention. Whether you are a teacher, professional journalist or student leader, we know you have something to share.

Sessions are accepted on all topics related to scholastic journalism.

Proposals must be received by Aug. 15 for priority scheduling. We will continue to accept proposals through September or until the program fills.

Scan to learn more and apply



JEA.org/wp/nhsjc-speaker-portal/

SATURDAY SCHEDULE

Room	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Franciscan A, Ballroom Level	God and the newsroom	Best practices on reader feedback and corrections	Let's get teens to care about the media again	Advisers' legal roundtable
Franciscan B, Ballroom Level	In-depth reporting	Empowering scholastic press advisers		Lit mag A-Z
Franciscan C, Ballroom Level	Power up your staff	Colorful storytelling: Verbal into vivid design	Surveys you can trust	Quote checking your sources
Franciscan D, Ballroom Level		Adobe certification testing		Grow inspirational programs to serve all students
Imperial A, Ballroom Level		On-site critiques		
Imperial B, Ballroom Level	Building video stories	Covering controversial topics responsibly	Digital content production tips for today's news	Reporting on tragedy
Yosemite Foyer, Ballroom Level	Publications Exchange			
Grand Ballroom A, Grand Ballroom Level	National Journalism Quiz Bowl			Humans of (your school)
Grand Ballroom B, Grand Ballroom Level	Quill and Scroll awards ceremony			
Nob Hill 2&3, Sixth Floor	Scholastic press association roundtable		Top advisers discuss yearbook trends	Student journalists' rights: From law to life
Nob Hill 4&5, Sixth Floor	JEA Digital Media Committee meeting	Get Certified: Photojournalism	Using the genius of Ernie Pyle	Jump for JOY
Nob Hill 8&9, Sixth Floor	JEA Scholastic Press Rights Committee meeting	JEA Certification Committee meeting	JOY meet-up	JEA Awards Committee meeting

CONVENTION CHECK-IN AND REGISTRATION

Those who have registered must check in to pick up school packets that include name badges, printed programs and event tickets. It is best for the advisers only to check in their delegation, paying fees if they have not already done so.

8 a.m. to 1 p.m.

INFORMATION DESK

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

8 a.m. to 1 p.m.

CONVENTION MERCHANDISE DISTRIBUTION

There may be extras to buy if you did not pre-order merchandise — apparel, stickers and pins. Quantities are limited.

8 a.m. to 1 p.m.

LOST AND FOUND

The convention registration check-in desk will house the lost and found. If what you lost is not there, you might check to see if someone turned it in to hotel security.

Items not picked up by 1 p.m. Saturday will be turned over to hotel security.

8 a.m. to 1 p.m.

PUBLICATION EXCHANGE

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

8 a.m. to 6 p.m., Yosemite Foyer, Ballroom Level

SATURDAY REGISTRATION ACTIVITIES LOCATED IN WEST LOUNGE, BALLROOM LEVEL

SATURDAY SCHEDULE

Noon	1 p.m.	2:30 p.m.	3:30 p.m.
F-cheer! Off-campus speech and student media	Carrying the banner	I'm with the brand: A life in content marketing	<ul style="list-style-type: none"> ■ SPECIAL EVENT ■ MEETING ■ CONTEST ■ REGISTRATION AND INFORMATION ★ FEATURED SPEAKER ■ DIVERSITY EMPHASIS ■ GOOD FOR BEGINNERS
How to deal with pressure like a boss	What your sources should know before you publish	How to make your photography have impact	
Journalism in action	Editors: Production cycles, organization and communication	Editors: Motivation and culture building	
		JEA Outreach Academy wrap-up	
Livestream 101	Become a pro a sports photography	Making the most of your first internship	
Publications Exchange			
Newsroom Olympics			
			JEA & NSPA awards ceremony
How to market for the new generation	The importance of editing photos"		
Sourcing and creating the best story			
		JEA board wrap-up	

VISIT US AT THE



NSMC contest supplies
Reporter notebooks
T-shirts
Posters

First Amendment gear
AP Stylebooks
and more

1-7 p.m. Thursday and 8 a.m. to 4 p.m. Friday, Grand Ballroom B

FREE GIFT FOR JEA MEMBERS

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

Additional markers available for \$2 each for anyone.



SATURDAY 8 a.m.

INFORMATION DESK

Learn where to go, what to see and where to eat from locals serving on the convention committee. 8 a.m. to 1 p.m., West Lounge, Ballroom Level

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 Kent State University Center for Scholastic Journalism. 7:30 a.m. to noon, Golden Gate 1&2, Lobby Level

8 a.m.

[2-HOUR SESSION]

DESIGN

Smart (and pretty) design

Two-hour, two-part session, but feel free to attend either or both. In the first 45 minutes of this two-part session, we'll cover design basics such as dominance, design and type hierarchy, photography and white space. In the second hour, we'll share an innovative process to lift your designs from pretty to smart (and still pretty) using appeal to emotion and marriage of elements. You'll leave with some concrete steps to help improve not only the look of your designs, but the process as well.

Pete LeBlanc, CJE, Antelope (California) High School
8 a.m., Golden Gate 3, Lobby Level (110)

WRITING

Deep dive: 6 traits of effective opinion writing

It's easier to have an impact when you know what engages readers. We explore the six traits of opinion and persuasive writing that drive success, based on examples of published pieces. Especially useful for editors, essayists and editorial writers.

Margot Lester, The Word Factory, Carrboro, North Carolina
8 a.m., Golden Gate 5, Lobby Level (110)

LEADERSHIP & TEAM BUILDING

Where's the love?

If you're feeling stuck in a bad relationship with your yearbook, it's time to take a step back and reevaluate. A former Pacemaker finalist high school and collegiate editor shares an honest discussion of what she wished she broke up with in her programs and how she can help you find the love in your yearbook again.

Caroline Mattox, Herff Jones, Richmond, Virginia
8 a.m., Golden Gate 6, Lobby Level (110)

ADVISING

Grading photographers

Grading photography is hard. Is a 20-minute assembly worth as much as a football game that went into overtime? What if all the pictures are blurry or unusable? We'll talk about creating a fair, equitable and objective photojournalism grading system.

Heather Springer, CJE, Olatha (Kansas) South High School
8 a.m., Golden Gate 7, Lobby Level (110)

EDITING

Details matter

If you're an editor or an adviser working toward competitive excellence, it's important to know what judges look for. This session's guidelines will remind you of the details that help great books rise above others. Examples from top books and solid solutions provide a strong foundation for next year and help you avoid that moment when you learn or notice something after the book is printed.

Tamra McCarthy, CJE, James Enochs High School, Modesto, California, and Ann Akers, MJE, Herff Jones, Matthews, North Carolina

8 a.m., Golden Gate 8, Lobby Level (110)

LEADERSHIP & TEAM BUILDING

Building an exciting class community

Having a successful program starts by building relationships with staff members. Come learn and share ways to get people excited to be part of your program and have fun while doing it.

Tom Gayda, North Central High School, Indianapolis, and Kathy Habiger, MJE, Mill Valley High School, Shawnee, Kansas

8 a.m., Continental 1, Ballroom Level (100)

STAFF MANAGEMENT

Systems of success for your yearbook

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 book will come out on time and you'll love the process.

Jim Jordan, Walsworth Yearbooks, Fair Oaks, California
8 a.m., Continental 2, Ballroom Level (120)

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 flyers, organize mass emails and analyze data. Plus, I'll share some Google add-ons that make working with your data easier and my newest obsession with automating repetitive tasks.

Barbara Tholen, MJE, Lawrence (Kansas) High School
8 a.m., Continental 3, Ballroom Level (100)

[2-HOUR SESSION]

GENERAL AUDIENCE

MSD: 5 years later

Sarah Lerner, yearbook adviser at Marjory Stoneman Douglas High School, will take you through the steps of covering the events of Feb. 14, 2018, in the yearbook. She will also share how her experience has shaped advising five years later, as well as how those stories went on to become part of "Parkland Speaks."

Sarah Lerner, Marjory Stoneman Douglas High School, Parkland, Florida

8 a.m., Continental 4, Ballroom Level (475)

DESIGN

A designer's guide to what works, 2023

An up-to-date look at design and current trends from all forms of mass media and yearbook publications. The very best design is all around you and always has a thematic twist. Be inspired by what works best.

Rick Brooks, CJE, Jostens, Port Matilda, Pennsylvania
8 a.m., Continental 5, Ballroom Level (490)

NEWSGATHERING

Upping your interview game

Interviews are essential to bringing authentic voice to your publication. Learn how to go beyond the 5W's and an H to turn interviews into stories and layouts that get attention and drive sales. Discover tips to get even hard-to-access sources to agree to be interviewed.

Theresa Meyers, South Kitsap High School, Port Orchard, Washington

8 a.m., Continental 6, Ballroom Level (475)

GENERAL AUDIENCE

Creating a yearbook people want to buy

When staffs are in the trenches of deadlines, it is easy to focus on just getting the book done and not the relationship they have with buyers. By focusing on inclusion and innovative coverage, yearbook staffs can learn how to engage the student population and keep them coming back to buy something new each year that they are truly a part of.

Jennifer Parsons, CJE, Greenfield Junior High, Gilbert, Arizona, and Megan Sebold, CJE, Herff Jones, Tempe, Arizona

8 a.m., Continental 7, Ballroom Level (100)

ADVISING

Mayday: How to save a sinking ship

This session focuses on advice and strategies for advisers and student leadership whose programs are new or struggling, including staff recruitment and development, campus engagement, working with (and around) administration and finances.

Taylor Cissell, LEE High School, San Antonio, Texas
8 a.m., Continental 8, Ballroom Level (120)

ONLINE

Let's get digital, dig-i-tal

With apologies to Olivia Newton-John for the title ... it's an online newspaper's responsibility to transcend the written word and engage its audience in unique digital ways. We'll look

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.

8 a.m., Grand Ballroom A, Grand Ballroom Level

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

INDUSTRY LEADING QUALITY

Balfour VividPrint™



We have always been known for our world-class **quality**.

This will always be our #1 focus.

We're investing heavily to stay out-front in technology & sustainability, with \$54mm+ in investments, to bring you the latest innovations – exclusively available from Balfour.

- ✓ Best color consistency
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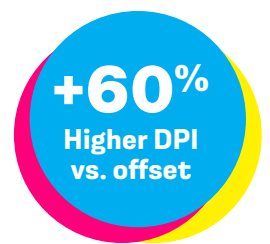
LINE SCREEN ABOVE COMMERCIAL GRADE

Line Screen = Lines of dots/inch

Most Yearbooks	Commercial Printing	Balfour Vivid Print™
150	200	220

INDUSTRY LEADING DOTS PER INCH (DPI)

Offset
1500 DPI
Balfour Vivid Print™
2400 DPI



SATURDAY 8 a.m.

at some fairly simple ways to accomplish this, ranging from video/audio embed to Google Maps to the Knight Lab suite of embeddable interactive products.

Bill Rawson, Pascack Valley High School, Hillsdale, New Jersey
8 a.m., Continental 9, Ballroom Level (100)

GENERAL AUDIENCE

God and the newsroom

Can you be a serious journalist and devout in your religion? At secular schools do you feel like the oddball? At Christian, Catholic, Jewish or other faith-based schools, do you battle censorship? Or pressure to use journalism to promote your religion? Or hear strange questions at conferences? Join us for a conversation.

Paul Glader, The King's College, New York
8 a.m., Franciscan A, Ballroom Level (100)

WRITING

In-depth reporting

A great investigative piece requires a lot of research and knowing exactly where to look to find it. Learn what information is available to you and where to find it from an award-winning investigative journalist.

Jenny Dial Creech, St. Mark's School of Texas, Dallas
8 a.m., Franciscan B, Ballroom Level (100)

LEADERSHIP & TEAM BUILDING

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, Christ Presbyterian Academy, Nashville, Tennessee
8 a.m., Franciscan C, Ballroom Level (100)

MULTIMEDIA BROADCAST

Building video stories

Every video feature story is built from a combination of interviews, b-roll and planning. This session will present planning options to video reporters for combining a-roll, b-roll, voiceovers, candid footage and other options to produce the best possible story under various reporting constraints. Lots of examples for you to consider.

Jim McCarthy, Joseph Gregori High School, Modesto, California
8 a.m., Imperial B, Ballroom Level (360)

EVENT

Publication exchange

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

8 a.m. to 7 p.m., Yosemite Foyer, Ballroom Level

EVENT

National Journalism Quiz Bowl (2 hours)

Four-person teams will compete in the live buzzer rounds. Come cheer on your school as a member of the audience.

8 a.m., Grand Ballroom A, Grand Ballroom Level (900)

EVENT

Quill and Scroll Awards Ceremony

Winners of our Writing, Photo and Multimedia, and Private School Journalism Contests will be recognized.

8 a.m., Grand Ballroom B, Grand Ballroom Level (2250)

[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
8 a.m., Nob Hill 2&3, Sixth Floor (90)

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
8 a.m., Nob Hill 4&5, Sixth Floor (90)

MEETING

JEA Scholastic Press Rights Committee meeting

Members of this committee will meet to make plans and set 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
8 a.m., Nob Hill 8&9, Sixth Floor (90)

9 a.m.

DESIGN

An inspired look book

Inquiring minds want to know: How'd they do that? From magazines to social media, we'll delve into cool, trendy design and then adapt them for yearbook coverage. We'll transform current design trends, offer different approaches and show you how yearbook staffs are adapting design inspiration.

Lizabeth Walsh, MJE, Jostens, Las Vegas, and Kel Lemons, Jostens, Austin, Texas
9 a.m., Golden Gate 6, Lobby Level (110)

GENERAL AUDIENCE

Saved by the bell

As American journalism continues to struggle, two retired California advisers are training high school students to fill the gap as paid education reporters who focus on their schools, districts and communities across the Sacramento region. Come hear the story of what they're doing and how their efforts

might be duplicated in your own community.

Steve O'Donoghue, California Scholastic Journalism Initiative, Sacramento, California, and Karl Grubaugh, CJE, retired journalism adviser, Cameron Park, California

9 a.m., Golden Gate 7, Lobby Level (110)

DESIGN

Theme's so right

Want a book your readers will remember? Make some time before you get too far into the theme selection process to take a deeper dive into how staffs from coast to coast have developed unifiers that really worked. More than a single cookie-cutter recipe for success, we'll look at themes and concepts and everything in between, noting high-impact strategies that truly helped advance the theme.

Tamra McCarthy, CJE, James Enochs H.S., Modesto, California, and Ann Akers, MJE, Herff Jones, Matthews, North Carolina
9 a.m., Golden Gate 8, Lobby Level (110)

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 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 High School, Colorado Springs
9 a.m., Continental 1, Ballroom Level (100)

PHOTOJOURNALISM

You, too, can be a great yearbook photographer

Get practical tips for improving your yearbook photography from two recovering photojournalists who have been around the block about a million times. You'll leave this session with ideas you can use as soon as you return to school. We'll discuss spring sports, selecting the right equipment, handling difficult lighting situations and more.

Jill Chittum, Walsworth Yearbooks, Fort Worth, Texas, and Jim McCrossen, Blue Valley Northwest H.S., Overland Park, Kansas
9 a.m., Continental 2, Ballroom Level (120)

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

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. Preregistration was required.

9-11 a.m., Imperial A, Ballroom Level



FEATURED SPEAKER



DIVERSITY EMPHASIS



GOOD FOR BEGINNERS

LOST AND FOUND

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

8 a.m. to 1 p.m., West Lounge, Ballroom Level

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., Continental 3, Ballroom Level (100)

PHOTOJOURNALISM

Photo storytelling

Great photos are a universal language. See award-winning examples of photo storytelling to help upgrade your yearbook photography as you tell the photo story of who you are as a school. This session will feature select winners from the 2022 NSPA Photo of the Year contest.

Margaret Sorrows, CJE, Jostens, Sherwood, Arkansas, and Marci Pieper, retired journalism adviser, Clayton, Missouri
9 a.m., Continental 5, Ballroom Level (490)

WRITING

Secrets to storytelling

Whether it is broadcasting, newspaper, yearbook or literary magazine, there are secrets to grabbing your audience and keeping their attention. Learn how to find the focus of your story, put a face to it and make your media more engaging from a media pro, professional storyteller and graphic design teacher.

Theresa Meyers, South Kitsap High School, Port Orchard, Washington
9 a.m., Continental 6, Ballroom Level (475)

DESIGN

Color me excited

Color is all around — but how do beginning designers use it effectively? What are the techniques and the language of color? How do we successfully take risks? Let's talk.

Tiffany Kopcak, CJE, Colonial Forge High School, Stafford, Virginia
9 a.m., Continental 7, Ballroom Level (100)

ADVISING

I'm a new adviser. Now what?

Attention, new advisers: You are not alone. Facilitated by both a longtime adviser with her CJE and a newbie with one year of journalism teaching experience, this session is geared toward providing new advisers with tips, tricks and networking tools for making their first few years as smooth as possible.

Alicia Merrifield, CJE, The Village School, Houston, and Randi Stones, Washburn Rural Middle School, Topeka, Kansas
9 a.m., Continental 8, Ballroom Level (120)

SATURDAY 9 a.m.

ADVISING

Water your program to grow

Want to grow your program and retain students? This session is designed for advisers who want to learn more about how to recruit and retain students in any journalism program. You also will learn some tips and tricks to make the classroom a warm and engaging environment where every student on staff feels part of the team.

Kaitlin Edgerton, CJE, Grosse Pointe South High School, Grosse Pointe Farms, Michigan
9 a.m., Continental 9, Ballroom Level (100)

LAW & ETHICS

Best practices on reader feedback and corrections

Does your newsroom manage reader feedback in a way that builds trust? How does it respond to requests for corrections, clarifications or retractions? Hear from a journalism professor who is a former Wall Street Journal reporter who built a tool to help newsrooms better manage this feedback.

Paul Glader, The King's College, New York
9 a.m., Franciscan A, Ballroom Level (100)

[2-HOUR SESSION]

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 insights and experiences. Share ideas and gain a network of support.

Chris Waugaman, MJE, Virginia State University Johnson Memorial Library, Petersburg, Virginia; David Ragsdale, CJE, Clarke Central High School, Athens, Georgia; Debra Klevens, CJE, Parkway West High School, Ballwin, Missouri; and Andrew Chambers, MJE, Richland Northeast High School, Columbia, South Carolina


9 a.m., Franciscan B, Ballroom Level (100)

DESIGN

Colorful storytelling: Verbal into vivid design

We're all about yearbook theme and the verbal that drives it. We'll cover how to take your words and create a vivid, cohesive design. We'll even discuss fonts, colors and graphics, examining several yearbooks and other sources of inspiration.

Heather Nagel, CJE, Meghan Milligan and Hattie Funk, Christ Presbyterian Academy, Nashville, Tennessee
9 a.m., Franciscan C, Ballroom Level (100)



EVALUATE SESSIONS IN THE APP
Please complete the session evaluation for each session you attend.

EVENT

Adobe certification testing

Advisers and students will have the opportunity to take a certification exam for Adobe InDesign, Photoshop and/or Premiere Pro. These exams are for intermediate- to advanced-level users. Preregistration was required.

9 a.m., Franciscan D, Ballroom Level (100)

EVENT

On-site critiques

Schools scheduled for critiques should bring up to three different issues of newspapers/newsmagazines, 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., Imperial A, Ballroom Level (360)

LAW & ETHICS

Covering controversial topics responsibly

We'll learn best practices for tactful reporting about controversial topics, including considering your why, interviewing experts, incorporating facts, establishing balance and not breaking the law. Then we'll brainstorm what you'd do in real law and ethics scenarios. Be prepared to discuss and share.

Julia Satterthwaite, MJE, Monta Vista High School, Cupertino, California

9 a.m., Imperial B, Ballroom Level (360)

PHOTOJOURNALISM

Get Certified: Photojournalism

If you're getting ready to take the CJE exam, this session will help you prepare for the photojournalism section. We'll review photo basics including manual camera controls and composition, delve into some common advising scenarios related to photojournalism, and answer any questions you might have about the exam. While the session is primarily geared toward advisers preparing for the CJE exam, all are welcome.

Rod Satterthwaite, MJE, Palo Alto (California) High School
9 a.m., Nob Hill 4&5, Sixth Floor (90)

MEETING

JEA Certification Committee meeting

Committee members will meet to discuss JEA certification procedures.

Amy Sorrell, MJE, Antwerp (Ohio) Local School
9 a.m., Nob Hill 8&9, Sixth Floor (90)



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SATURDAY 10 a.m.

INFORMATION DESK

Learn where to go, what to see and where to eat from locals serving on the convention committee. 8 a.m. to 1 p.m., West Lounge, Ballroom Level

10 a.m.

LAW & ETHICS

What's your policy?

Does your staff policy align with that of your district and your state? This session will walk students and advisers through one teacher's narrative of a battle with a school district policy and censorship. With help from the SPLC and local education association representation, one teacher and student staff can change district policy.

Kelly Johnson, CJE, Delta (Colorado) High School
10 a.m., Golden Gate 3, Lobby Level (110)

WRITING

Sports journalism: More than the score

Longtime Baltimore Orioles play-by-play announcer Gary Thorne shares the important role sports plays in our society and how it relates to strong journalistic coverage. Gary Thorne, Dunn School, ASU Cronkite School of Journalism, Solvang, California

10 a.m., Golden Gate 4, Lobby Level (110)

WRITING

Harness the powerful magic of words

Let's discuss ways writers can unlock mysteries surrounding captivating writing. We will unveil secrets to inspire and allow our audiences to take memorable journeys through our verbal images. Learn to incorporate compelling words using technique to reveal the essence of people's stories in yearbook, magazine, newspaper and digital formats.

Linda Ballew, MJE, Park University, Great Falls, Montana
10 a.m., Golden Gate 5, Lobby Level (110)

WRITING

Copy that

It's not just about design. Powerful writing can draw in readers. Let's elevate your yearbook writing with authentic coverage and dynamic language. We'll discuss how to write vibrant theme copy, follow story formulas, eliminate opinions, and craft robust quotes and captions. Let's make every word count.

Kel Lemons, Jostens, Austin, Texas
10 a.m., Golden Gate 6, Lobby Level (110)

LEADERSHIP & TEAM BUILDING

10 tips from top programs

If you're looking for ways to build a strong and healthy program that will benefit all the members of your team, come gather some ideas and then participate in a sharing exercise at the end of the session to have a chance to win some cool prizes.

Lizabeth Walsh, MJE, Jostens, Las Vegas
10 a.m., Golden Gate 7, Lobby Level (110)

LEADERSHIP & TEAM BUILDING

Accessibility in publication classes

Introducing students to information around students with disabilities, like IEPs, 504 plans, and common accommodations

and modifications. Editors and staff can move past "they aren't working," and have a set of tools to include everyone on staff. Charles Erikson, CJE, Alvord Unified School District, Riverside, California

10 a.m., Golden Gate 8, Lobby Level (110)

WRITING

Sources in all types of writing

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

Shari Adwers, MJE, Loudoun Valley H.S., Purcellville, Virginia
10 a.m., Continental 1, Ballroom Level (100)

WRITING

Craft your copy: Improving feature writing

Practical narrative writing strategies to make feature and sports feature writing come alive in student publications will be discussed in this session. Participants will have a chance to see award-winning models of writing, break down the strategies used in those models and try out some simple techniques. All participants will leave with some practical exercises they can take back to their staff writers.

Kathy Smith, Downers Grove (Illinois) North High School
10 a.m., Continental 2, Ballroom Level (120)

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., Continental 3, Ballroom Level (100)

ONLINE

Social media: Why you need it

This session will cover the basics of how to get started on various social media platforms (Facebook, Twitter, Instagram, TikTok and more), along with answering questions and tackling social media problems and issues.

Alicia Merrifield, CJE, The Village School, Houston, and Melissa Perner, Ozona High School, Ozona, Texas
10 a.m., Continental 4, Ballroom Level (475)

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 Kent State University Center for Scholastic Journalism.

7:30 a.m. to noon, Golden Gate 1&2, Lobby Level

ADVISING

You can quote me on that

Is getting good quotes a problem for your staff? The adviser of an award-winning yearbook shares some of her tricks for getting lots of good quotes and material that can be used throughout the year and all through the book. Learn how to write the questions so you get the answers you want.

Pat Hinman, retired journalism adviser, Fairfax Station, Virginia
10 a.m., Continental 5, Ballroom Level (490)

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 you can do to ensure that student media accurately reflect the reality of student life.

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

10 a.m., Continental 6, Ballroom Level (475)

LAW & ETHICS

Just because they can, doesn't mean they should

Even if you're at a public school without New Voices protection, you can have a public forum for student speech. Learn how to foster relationships with administrators and your community to help build student voices.

Andrea Negri, MJE, Bellaire (Texas) High School
10 a.m., Continental 7, Ballroom Level (100)

CAREER ADVICE

So you want to be a journalist?

This session will prepare students to make the best decisions on the paths to a career in the professional media.

Timm Pilcher, Drake University, Des Moines, Iowa
10 a.m., Continental 8, Ballroom Level (120)

GENERAL AUDIENCE

Tackling student journalism at independent schools

Private schools claim to foster student leadership and voice, yet many of our communities struggle with supporting an independent, censor-free student newsroom. This session will tackle common challenges, including misguided fears of supposed "bad press" hurting the bottom line. Attendees will also have the chance to share and receive feedback.

David Cutler, Brimmer and May School, Chestnut Hill, Massachusetts

10 a.m., Continental 9, Ballroom Level (100)

GENERAL AUDIENCE

Let's get teens to care about the media again

How is "fake news" and the decline of local news impacting scholastic journalism? Turns out, drastically. We studied the state

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

SATURDAY 11 a.m.

of Kansas for a graduate thesis to find out exactly how. Let's talk about what we found and practices we think could help reconnect the frayed relationship between teenagers and the media.

Christopher Heady, University of Kansas, Lawrence
10 a.m., Franciscan A, Ballroom Level (100)

GENERAL AUDIENCE

Surveys you can trust

Surveys are a popular way to find things out about your school, but most publications don't do them well. In this session, you will learn what to do (and what not to do) to get good data and present it well in your publication.

Tripp Robbins, CJE, Menlo School, Atherton, California
10 a.m., Franciscan C, Ballroom Level (100)

CAREER ADVICE

Digital content production tips for today's news

In this session, McCoy will give tips and direction for connecting with news agencies, setting up remote studios and related strategies, and freelancing your services for income. Experiences will be shared with Q&A to follow.

Ken McCoy, Ken McCoy Entertainment, Fresno, California
10 a.m., Imperial B, Ballroom Level (360)

GENERAL AUDIENCE

Top advisers discuss yearbook trends

Join a panel of honorees in JEA's 2022 H.L. Hall National Yearbook Adviser of the Year competition for a far-reaching discussion and Q&A session. Moderated by the Mike Simons 2021 Yearbook Adviser of the Year

Kristi Rathbun, MJE, Rock Canyon High School, Highlands Ranch, Colorado; Erinn Harris, MJE, Thomas Jefferson High School for Science and Technology, Alexandria, Virginia, and Mike Simons, Corning-Painted Post H.S., Corning, New York
10 a.m., Nob Hill 2&3, Sixth Floor (90)

WRITING

Using the genius of Ernie Pyle

This session will explore 10 of WWII correspondent Ernie Pyle's columns and how students can use these pieces to enhance their writing, as well as how to use these columns to engage the staff.

Erin Coggins, MJE, Sparkman High School, Harvest, Alabama
10 a.m., Nob Hill 4&5, Sixth Floor (90)

GENERAL AUDIENCE

JOY meet-up

Welcome state journalists of the year to this informal meet-

and-greet gathering.

Joe Humphrey, MJE, Journalist of the Year coordinator, Tampa, Florida, and Anushka De, Stanford University, Stanford, California

10 a.m., Nob Hill 8&9, Sixth Floor (90)

11 a.m.

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

11 a.m., Golden Gate 3, Lobby Level (110)

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

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SATURDAY 11 a.m.

drive your advisers mad and prevent your publication from reaching its full potential. But it won't just be complaints, we'll also include an Airing of Solutions so you can improve and impress your adviser and your readers.

Kathy Habiger, MJE, Mill Valley H.S., Shawnee, Kansas, and Amy Morgan, MJE, Shawnee Mission West H.S., Overland Park, Kansas
11 a.m., Golden Gate 4, Lobby Level (110)

GENERAL AUDIENCE

Oh, I see you, baby yerd

New? Overwhelmed? Lost in the sea of acronyms and jargon? Ever think you're doing everything right only to get slammed in a critique? Let's solve the great mystery of yearbooking for the real world. (Decoder ring not included.)

Steve Kent, PicaPlanet, Indianapolis, Indiana, and Nelson Helm, Pictavo, Roanoke, Virginia

11 a.m., Golden Gate 5, Lobby Level (110)

DESIGN

Crop it like it's hot: Create eye-catching designs

Have you ever felt stuck while designing? Struggled finding inspiration? This crash course on creating eye-catching designs can help. Participants will learn how to use white space, photo cutouts, create designs appropriate to article content, set the mood using designs and more.

Zainab Shaikh, University Preparatory Academy, San Jose, California

11 a.m., Golden Gate 6, Lobby Level (110)

WRITING

Yes, you can cover news beyond your school

Don't just interview the first five clueless kids in the hall, asking what they think about the Ukraine war or Roe v. Wade. How do you cover national and international news and why? Learn better ways to report national and international news, and find sources to put your audience's world in context.

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

11 a.m., Golden Gate 7, Lobby Level (110)

WRITING

Can we skip to the good part?

Attention spans are shorter than ever, but we all crave good content. Grab some interview tips that help you skip the basic sound bite and get to the highlight reel.

Betsy Brittingham, CJE, Herff Jones, Indianapolis

11 a.m., Golden Gate 8, Lobby Level (110)

WRITING

Strategies for attention-grabbing headlines

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

Shari Adwers, MJE, Loudoun Valley H.S., Purcellville, Virginia

11 a.m., Continental 1, Ballroom Level (100)

MULTIMEDIA BROADCAST

Tell me a story: Next-gen podcasting

Students will learn the most important elements of good storytelling. A good interview is not enough. Turn podcasts from boring to brilliant.

Fred Silverman, New York Film Academy, New York

11 a.m., Continental 2, Ballroom Level (120)

PHOTOJOURNALISM

Basics of off-camera flash

Sometimes, ambient light just isn't there — I'm looking at you, school dances. Learn how to use speedlights to supplement the ambient lighting and take your images to the next level. We'll learn some basic lighting techniques and talk about the gear needed to get started.

Heather Springer, CJE, Olatha (Kansas) South High School

11 a.m., Continental 3, Ballroom Level (100)

MULTIMEDIA BROADCAST

Sports reporting in today's evolving media age

Learn what sports reporting entails at the professional, college and high school levels from someone who's done it all, and continues to do so on the Bay Area's most high-profile, competitive beat — the 49ers. Stay for tips on reporting, writing, social media and more.

Cam Inman, Bay Area News Group, Pleasanton, California

11 a.m., Continental 4, Ballroom Level (475)

WRITING

Caption magic

Four easy steps for making your captions so much better.

Pat Hinman, retired journalism adviser, Fairfax Station, Virginia

11 a.m., Continental 5, Ballroom Level (490)

NEWSGATHERING

Diversity panel

How diversity in a newsroom plays into the issues your newsroom covers.

Jocelyn Moran, CBS Bay Area, San Francisco

11 a.m., Continental 6, Ballroom Level (475)

NEWSGATHERING

Interviewing for beginners

No matter the storytelling platform, interviews are the essential element to writing a compelling story. This session will help provide an interview tool kit for the beginning journalist. Yes, interviewing is a skill you can work at to improve.

Pete LeBlanc, CJE, Antelope (California) High School

11 a.m., Continental 7, Ballroom Level (100)

MARKETING & AUDIENCE ENGAGEMENT

Marketing your publication

In this session, you will learn how to maximize your yearbook, business ad and senior dedication sales. You will also learn how

to promote your publication around campus.

Sarah Lerner, Marjory Stoneman Douglas High School, Parkland, Florida

11 a.m., Continental 8, Ballroom Level (120)

WRITING

Opinion section

Have you ever wanted to spruce up your opinion section but didn't know how? Attend this session with David Cutler, adviser to the Brimmer and May School's award-winning online student newspaper, The Gator, and learn how to craft compelling opinion pieces that are backed by facts and data.

David Cutler, Brimmer and May School, Chestnut Hill, Massachusetts

11 a.m., Continental 9, Ballroom Level (100)

ADVISING

Advisers' legal 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. Bring your questions.

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

11 a.m., Franciscan A, Ballroom Level (100)

GENERAL AUDIENCE

Lit mag A-Z

This session 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

11 a.m., Franciscan B, Ballroom Level (100)

NEWSGATHERING

Quote checking your sources

For the last five years, our newspaper staff has been doing something unusual: sending sources the quotes they plan to use from interviews. We don't ask permission to use them, but we ask "if they sound right" to the source. This practice has helped us build trust with our school community and increase the accuracy of our reporting. If that sounds appealing, join us for this session.

Tripp Robbins, CJE, Menlo School, Atherton, California

11 a.m., Franciscan C, Ballroom Level (100)

ADVISING

Grow inspirational programs to serve all students

If students are inspired, they can accomplish anything. Whether you're starting a media program from scratch, combining products or revising an existing course, this session will introduce educators to numerous ways they can engage all learners. We will explore tools to tap into students' intrinsic motivation, encouraging them to take risks in story telling



FEATURED SPEAKER



DIVERSITY EMPHASIS



GOOD FOR BEGINNERS

LOST AND FOUND

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

8 a.m. to 1 p.m., West Lounge, Ballroom Level

formats. Using examples from 10 years in the classroom, Schneider will share lesson ideas for podcasts, social media posts, infographics, photo essays and more.

Erin Schneider, Redwood High School, San Francisco
11 a.m., Franciscan D, Ballroom Level (100)

GENERAL AUDIENCE

Reporting on tragedy

The unexpected deaths of students and faculty members can be difficult to report on. On Feb. 14, 2018, Marjory Stoneman Douglas High School was the site of a mass shooting that resulted in 17 deaths. See the student reporting that resulted from MSD's media programs, along with additional examples of reporting that resulted from other types of tragedies, including car accidents, illnesses and suicide. Get tips to help guide your reporting on death and tragedy.

Melissa Falkowski, Marjory Stoneman Douglas High School, Parkland, Florida
11 a.m., Imperial B, Ballroom Level (360)

SATURDAY 11 a.m.

WRITING

Humans of (your school)

We create "Humans of New York" inspired profiles to highlight every senior at our school. You can too.

Whitney Huang, CJE, Tiffany Chang, Michelle Wei, and Olivia Xu, The Harker School, San Jose, California

11 a.m., Grand Ballroom A, Grand Ballroom Level (900)

LAW & ETHICS

Student journalists' rights: From law to life

This session is for students and advisers who are looking for strategies on how to protect free speech in their publications. Mage will speak on her experience with California Ed Code 48907 (that she and a peer amended in 2010) and how she uses that experience now as an adviser. For students and advisers not in California, this session can also be used for learning how protecting student press freedoms can be of benefit to school administration for a symbiotic relationship.

Genevieve Mage, Berkeley (California) High School
11 a.m., Nob Hill 2&3, Sixth Floor (90)

GENERAL AUDIENCE

Jump for JOY

Come learn the ins and outs of the JEA Journalist of the Year application process. It's never too soon to start building a



EVALUATE SESSIONS IN THE APP

Please complete the session evaluation for each session you attend.

portfolio for your senior year.

Joe Humphrey, MJE, Journalist of the Year coordinator, Tampa, Florida, and Anushka De, Stanford University, Stanford, California

11 a.m., Nob Hill 4&5, Sixth Floor (90)

MEETING

JEA Awards Committee meeting

Committee members will meet to discuss award procedures. Erinn Harris, MJE, Thomas Jefferson High School for Science and Technology, Alexandria, Virginia

11 a.m., Nob Hill 8&9, Sixth Floor (90)

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



SATURDAY Noon

Noon

NEWSGATHERING

Building your brand by being 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

Noon, Golden Gate 3, Lobby Level (110)

GENERAL AUDIENCE

Not just school events belong in your yearbook

It may be a controversial opinion, but your yearbook should include anything (school appropriate) that makes your student body who they are. Your yearbook is the record of the year for every student in your school, so it only makes sense that you include all of the things they do outside of school as well as inside the school. Come to see some examples of alternative coverage and bring your disagreements — we will debate.

Liz Thompson, former publications adviser, Junction City, Oregon

Noon, Golden Gate 4, Lobby Level (110)

MARKETING & AUDIENCE ENGAGEMENT

Social media: Let's get ethical

This session will focus on creating eye-catching graphics, working against social media algorithms, and using your work in a creative and positive way. We will discuss how psychology plays a part in creating successful content, how to create consistency when posting, and how to go about using this powerful information in an ethical way.

Julia McDonnell, Hudson High School, Cuyahoga Falls, Ohio

Noon, Golden Gate 5, Lobby Level (110)

MULTIMEDIA BROADCAST

How to start a broadcast without a broadcast class

In this session you will learn how to incorporate your broadcast into your publications program. This is geared toward programs that are planning to start a broadcast or that have a small staff.

Elizabeth Hayes, LHS Publications, Lake St. Louis, Missouri

Noon, Golden Gate 6, Lobby Level (110)

LAW & ETHICS

Figuring out FOIAs

The Freedom of Information Act is a great asset for journalists looking to hold institutions accountable. But how can high school journalists use it? In this session geared at high school reporters, we'll break down some FOIA need-to-knows and discuss how they can help generate ideas.

Jacob Fulton, Northwestern University-Medill, Evanston, Illinois

Noon, Golden Gate 7, Lobby Level (110)

GENERAL AUDIENCE

Reach out to your other language audience(s)

While your publication likely has an English-reading audience, consider reaching out to other-language speakers in their languages as well as bringing other-language stories to English readers. This session could help capable staff members and advisers translate written content from one language to another.

Mark Webber, CJE, retired journalism adviser, San Antonio, Texas

Noon, Golden Gate 8, Lobby Level (110)

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 spring award winners. Kristi Rathbun, MJE, the 2022 H.L. Hall National Yearbook Adviser of the Year, will speak. Preregistration was required. Please bring your ticket. Herff Jones is the sponsor for this event.

Noon, Plaza Room, Lobby Level

MULTIMEDIA BROADCAST

BeReal with your b-roll

Why is BeReal popular? Authenticity and multiple perspectives. Bring the same concepts into your b-roll to up the quality of your video assignments.

Curtis Christian, McKinney (Texas) High School

Noon, Continental 1, Ballroom Level (100)

WRITING

The trap of false equivalency

Anti-vaxxers versus scientists, queer activism versus homophobia — some views aren't equivalent. In a highly divided political climate, journalists are the public's main source of information. This session explains the trap of false equivalency and provides tools to avoid giving a platform to radical ideas, hate speech and misinformation.

Kavi Vidya Achar, University Preparatory Academy, San Jose, California

Noon, Continental 2, Ballroom Level (120)

PHOTOJOURNALISM

Using your camera to shine light on the arts

This session will explain how to best capture the arts through photography. Attendees will learn how to ensure students in activities such as drama, orchestra and choir are fully represented in a yearbook. We will discuss page design and in-depth camera settings for these specific activities. Let's shine more light on the arts.

Alicia Hoppes, Hudson (Ohio) City Schools

Noon, Continental 3, Ballroom Level (100)

ONLINE

Law and social media

Truths versus facts. Misinformation and disinformation on

INFORMATION DESK

Learn where to go, what to see and where to eat from locals serving on the convention committee. 8 a.m. to 1 p.m., West Lounge, Ballroom Level

ADVISER RECOGNITION LUNCHEON

JEA and NSPA will present awards at this special event. New and renewing Certified Journalism Educators and Master Journalism Educators will be recognized, as well as several NSPA Pioneers and JEA's spring award winners. Kristi Rathbun, MJE, the 2022 H.L. Hall National Yearbook Adviser of the Year, will speak. Preregistration was required. Please bring your ticket. Herff Jones is the sponsor for this event.

Noon, Plaza Room, Lobby Level

7:30 a.m. to noon, Golden Gate 1&2, Lobby Level

social media. This session will address the strategic problem of the First Amendment for social media.

Dayo Abah, Washington and Lee University, Lexington, Virginia

Noon, Continental 4, Ballroom Level (475)

NEWSGATHERING

The hidden toll of student homelessness

Public Integrity journalists will share tips for reporting on student homelessness, filling information gaps that hurt vulnerable youth. Student journalists and educators will hear about simple and more involved stories they can tackle, as well as collaboration opportunities in the wake of a Public Integrity investigation on the subject.

Ashley Clarke, Amy DiPietro and Corey Mitchell, The Center for Public Integrity, Washington, D.C.

Noon, Continental 5, Ballroom Level (490)

ONLINE

6 images to boost your website

One rule for digital news media: Images attract eyes. If you want your audience to look at the content, an image on every story is the way to go. Learn six types of website featured images to make your site look interesting. Photographers, web editors, other editors and advisers should attend.

Logan Aimone, MJE, University of Chicago Laboratory High School, Chicago

Noon, Continental 6, Ballroom Level (475)

LEADERSHIP & TEAM BUILDING

Tools for teams

Rock Media editors will share a variety of methods used to develop journalism-related skills, including traditions and activities used throughout the year. Audience members will be invited to assist in demonstrations, receiving hands-on experience to relay back to their organizations. The demonstrations will consist of games to improve communication and strengthen connections between staff.

Rock Media editors-in-chief, Rock Canyon High School, Highlands Ranch, Colorado

Noon, Continental 7, Ballroom Level (100)

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



Spring award winners



H.L. Hall National Yearbook Adviser of the Year

Kristi Rathbun, MJE
ROCK CANYON HIGH SCHOOL
HIGHLANDS RANCH
COLORADO



Linda S. Puntney Teacher Inspiration Award

Aaron Manfull, MJE
FRANCIS HOWELL NORTH HIGH SCHOOL
SAINT CHARLES, MISSOURI

Distinguished Yearbook Advisers

Robin Christopher, CJE
DEL NORTE HS, SAN DIEGO

Andrea Negri, MJE
BELLAIRE (TEXAS) HS

Daniel Reinish, CJE
GEORGE C. MARSHALL HS
FALLS CHURCH, VIRGINIA

Special Recognition Yearbook Advisers

Sarah Kirksey, MJE
LADUE HORTON WATKINS HS
ST. LOUIS

Emily Pyeatt Arnold, CJE
ALEDO (TEXAS) HIGH SCHOOL

Jayna Rumble, MJE
UNIVERSITY OF CHICAGO LABORATORY HIGH SCHOOL

Sergio Luis Yanes, CJE
ARVADA (COLORADO) HS

Future Administrator

Daniel Sidwell
FREEDOM HIGH SCHOOL
TAMPA, FLORIDA

Diversity Award

Wendy Turner, CJE
PAUL LAURENCE DUNBAR HS LEXINGTON,
KENTUCKY

Lifetime Achievement

Ellen Austin, MJE
ROCKFORD, ILLINOIS

Michelle Coro, CJE
PHOENIX

Kim Green
HILTON HEAD, SOUTH CAROLINA

Yvette Manculich, CJE
HIGHLANDS RANCH, COLORADO

Susan Massy
LENEXA, KANSAS

Pat Monroe
EL PASO, TEXAS

Mark Murray
SANTA FE, NEW MEXICO

Marci Pieper
CLAYTON, MISSOURI

Rebecca Potter, CJE
TEXARKANA, TEXAS

Colleen Sanders
CENTERVILLE, OHIO

Sheri Scott
SANTA ROSA, CALIFORNIA

Tracy Anne Sena
SAN FRANCISCO

Ed Sullivan
RICHMOND, VIRGINIA

Ray Westbrook
DALLAS

Learn more about upcoming JEA awards deadlines, JEA certification and other JEA programs at JEA.org

Recent certification and renewal recipients

Certified Journalism Educator

- Lara Bergen**, Press Pass NYC, New York
- Sara Boyle**, Spring Branch Middle School, Houston
- Amber Elder**, Jostens, Bloomington, Minnesota
- Sarah Hands**, Oswego (Illinois) High School
- Michelle Kennedy**, Grain Valley (Missouri) High School
- Dixie McGrath**, Jostens, Austin, Texas
- Erin Radke**, Jessierville (Arkansas) High School
- Lyndsie Riggs**, Cherokee Trail High School, Aurora, Colorado
- Karissa Tumbusch**, Jostens, Minneapolis
- Julia Walker**, Olathe (Kansas) West High School
- Alexandra Wyland**, Dreher High School, Columbia, South Carolina

Master Journalism Educator

- Katie Moreno**, Organized Adviser, Katy, Texas
- Sergio Luis Yanes**, Arvada (Colorado) High School

CJE renewals

- Kathryn Campbell**, St. Paul (Minnesota) Academy and Summit School
- Terry Cassreino**, St. Joseph Catholic School, Madison, Mississippi
- Rachel Chushuk**, Blue Valley Southwest High School, Overland Park, Kansas
- Katy Hoffstatter**, Herff Jones, Indianapolis
- Yvette Manculich**, YJM Designs LLC, Highlands Ranch, Colorado
- Kyle Phillips**, SNO Sites, St. Louis Park, Minnesota
- Lindsey Skaggs**, Olathe (Kansas) East High School
- Christine Stricker**, Parkway Central High School, Chesterfield, Missouri
- Jennifer Swanson**, Arroyo High School, El Monte, California
- Angela Wolfe**, Omaha (Nebraska) Burke High School



MJE renewals

- Ellen Austin**, retired, Rockford, Illinois
- Thomas Kaup**, Auburn (Washington) High School
- Shannon Kuehmicel**, Berlin High School, Berlin, Wisconsin
- Elizabeth Levin**, Downers Grove (Illinois) North High School
- Margie Raper**, Rock Hill High School, Frisco, Texas
- Kristy Roschke**, Arizona State University, Phoenix
- Susan Tantillo**, retired, McHenry, Illinois
- Nathan Thompson**, Reach Cyber Charter, Harrisburg, Pennsylvania
- Chris Waugaman**, Virginia State University, Petersburg, Virginia

These individuals will be recognized during the adviser recognition luncheon at noon Saturday in Plaza Room, Lobby Level.

SATURDAY 1 p.m.

LEADERSHIP & TEAM BUILDING

Yearbook editor social masterclass

This session will focus on being a yearbook editor and how you can manage staff while also developing close bonds with the staff. We also will touch on how to use social media to your advantage.

Noemi Lara, West Campus High School, Sacramento, California
Noon, Continental 8, Ballroom Level (120)

STAFF MANAGEMENT

Make it magic: Reimagine your distribution day

Want everyone to look forward to your yearbook? Discover some solid tips, tools and marketing strategies to make distribution one of the highlights of the high school year and boost sales.

Caleb Osborne, South Kitsap High School, Port Orchard, Washington
Noon, Continental 9, Ballroom Level (100)

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.
Noon, Franciscan A, Ballroom Level (100)

LEADERSHIP & TEAM BUILDING

How to deal with pressure like a boss

Editors-in-chief Juli Mejia and Kaylee O'Dell discuss the importance of handling the stress that comes with filling the top positions on staff and how to create a healthy, collaborative journalistic production.

Juli Mejia and Kaylee O'Dell, Lafayette High School Student Publications, Wildwood, Missouri
Noon, Franciscan B, Ballroom Level (100)

GENERAL AUDIENCE

Journalism in action

Explore how journalism has shaped our understanding of history in the U.S. Meet the journalists who helped shine a light on important issues of their day through *Journalism in Action*, a newly expanded interactive website by PBS NewsHour Classroom based on primary sources from the Library of Congress.

Luke Gerwe, PBS NewsHour Classroom, Chicago
Noon, Franciscan C, Ballroom Level (100)

MULTIMEDIA BROADCAST

Livestream 101

Whether you want to begin a live stream for your school or you are looking to take your school's live stream to the next level, come learn everything you need from equipment to crew and

operation for a successful live stream program.

Ryan Kelly and Aaron Stepp, Westside H.S. Omaha, Nebraska
Noon, Imperial B, Ballroom Level (360)

GENERAL AUDIENCE

Newsroom Olympics

We'll play some high-energy, wild games that may or may not be found in newsrooms across the country. This tournament-style event will be a first-come, first-serve opportunity where staffs can compete for prizes and make fast new friends. Come as a full squad or as individuals where no skills are required, but the ability to have fun is a must. Media Now will host this session the only way it knows how — loud and slightly wild. Join us for Newsroom Olympics. It's like Dunder Mifflin's Office Olympics, but better.

Aaron Manfull, MJE, Francis Howell North High School, Saint Charles, Missouri, and Chris Snider, Drake University, Des Moines, Iowa
Noon, Grand Ballroom A, Grand Ballroom Level (900)

MARKETING & AUDIENCE ENGAGEMENT

How to market for the new generation

Holsinger and Birch will teach students how to use modern social media strategies and trends to maximize marketing your publication. They will also show how over the last two years they have grown their yearbook publication's social media platforms to increase engagement in order to sell more yearbooks.

Steven Holsinger and Thomas Birch, Eagle (Idaho) High School
Noon, Nob Hill 2&3, Sixth Floor (90)

NEWSGATHERING

Sourcing and creating the best story

This session will share tips and videos that will teach students how to use journalistic research, tips on investigative reporting, share interview basics and news gathering basics, and how to report with social media.

Max Darrow, KPPIX-TV- CBS San Francisco, San Francisco
Noon, Nob Hill 4&5, Sixth Floor (90)

1 p.m.

MULTIMEDIA BROADCAST

Started from the bottom: Now we're here

This session will focus on building a podcast and audio program from scratch. We will discuss equipment and room design — from audio characteristics to layout. After the room has been put together, the next step will be planning your podcast and taking on group roles. We will discuss what we learned through our process — from what worked to what didn't work — and show you how you can get a successful podcast in your school in under one year.

Faith Biltz, Hudson High School, Stow, Ohio
1 p.m., Golden Gate 3, Lobby Level (110)

DESIGN

Make it yearbook

You've seen the most amazing designs and techniques used in magazines but they just don't work for yearbook ... or do they? Any design can be adjusted to work in your book. Come and watch as we take some modern and unique designs from popular magazines and turn them into your yearbook pages.

Liz Thompson, former publications adviser, Junction City, Oregon
1 p.m., Golden Gate 4, Lobby Level (110)

LEADERSHIP & TEAM BUILDING

Stop, collaborate and listen

In this workshop, participants will learn how to effectively embrace their own leadership styles and strategies. Through enneagrams, you will learn how you lead effectively and help your team create a culture of celebration. You will leave feeling confident with strategies to communicate productively and have a greater understanding of yourself and those around you.

Sarah Pacer, Hudson (Ohio) High School, Hudson
1 p.m., Golden Gate 6, Lobby Level (110)

NEWSGATHERING

How to think like an investigative reporter

This session will introduce students to the basic concepts and skills of investigative reporting, including finding stories, using human sources and using public records.

Timothy Redmond, 48hills.org, San Francisco
1 p.m., Golden Gate 7, Lobby Level (110)

GENERAL AUDIENCE

Transgender inclusivity in journalism

Transgender rights have been a hot topic nationwide over the past few years. Why is transgender representation important, and how do you do it objectively? What are the ethics of identifying transgender students? This presentation will focus on audience discussions.

Ash Mehta, Anthro Magazine at Palo Alto (California) H.S.
1 p.m., Golden Gate 8, Lobby Level (110)

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, Goodheart-Willcox, Huntington Beach, California
1 p.m., Continental 1, Ballroom Level (100)

EDITING

Creating your publication's style guide

AP Stylebook covers nationwide issues, but how do you refer to school-specific terminology like buildings, grade levels and staff titles? This session explains the importance of a



FEATURED SPEAKER



DIVERSITY EMPHASIS



GOOD FOR BEGINNERS

SATURDAY 1 p.m.

publication's style guide and provides resources for creating one from scratch.

Kavi Vidya Achar, University Preparatory Academy, San Jose, California

1 p.m., Continental 2, Ballroom Level (120)

LEADERSHIP & TEAM BUILDING

Reflection as a process in student journalism

High school journalism offers a unique opportunity for students to experience the cycles of creative work. These cycles allow students numerous opportunities to reflect on their work. Feng will discuss the numerous ways high school journalists or advisers can incorporate reflection into their journalistic process.

Erik Feng, The Campanile, Palo Alto, California

1 p.m., Continental 3, Ballroom Level (100)

LAW & ETHICS

Speaking out: Achieving student press freedom

As a national leader in the Student Press Law Center's New Voices initiative for Student Press Freedom, Movva will talk about their experiences with censorship, legislators and the importance of sharing your story. Movva also will talk about the history and future of student press freedom and what

student journalists can do to protect their rights.

Rohan Movva, Student Press Law Center, Milton, Georgia

1 p.m., Continental 4, Ballroom Level (475)

MULTIMEDIA BROADCAST

Broadcast Q&A

Come talk with an experienced broadcast journalism adviser and student producers. This attendee-led Q&A will leave you with ideas on how to build or improve on your program from those who are doing it every day. We can talk equipment, scripts, student leadership, whatever your query.

Andrea Koebbe, Lake Braddock Secondary School, Fairfax, Virginia

1 p.m., Continental 5, Ballroom Level (490)


WRITING

Storytelling for reader understanding

Modern journalism requires a shift in focus toward helping the reader understand a story. These tools to help increase understanding won't require more words on the page. Editors and advisers setting goals and planning for next school year should attend.

Logan Aimone, MJE, University of Chicago Laboratory High School, Chicago

1 p.m., Continental 6, Ballroom Level (475)



EVALUATE SESSIONS IN THE APP
Please complete the session evaluation for each session you attend.

GENERAL AUDIENCE

5 ways to ramp up your high school publication

Want to improve your high school publication, but don't know where to start? Here are five things to bring your paper to the next level, from utilizing social media to reach a broader audience to using new formatting techniques on InDesign and SNO. This session will cover both print and digital journalism, including multimedia forms.

Kaitlyn Knopf, Naina Srivastava and Katie Tsang, The Oracle, Mountain View, California

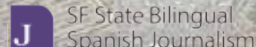
1 p.m., Continental 7, Ballroom Level (100)

JOURNALISM
ALISM
SPOKEN
HERE.

HABLEMOS
DE PERIODISMO.



IMAGE: Google Earth



Earn your bachelor's degree in Journalism, Photojournalism, or Bilingual Spanish Journalism from SF State Journalism - a program with equity at its core - on a campus celebrated for its legacy of activism and action toward change.

¿Hablas español? ¿Estás interesado en cubrir la comunidad Hispana/Latina para medios en inglés y en Español? El departamento de Periodismo en San Francisco State University ofrece una licenciatura en periodismo bilingüe que puede ayudarte a alcanzar esa meta.



SATURDAY 1 p.m.

NEWSGATHERING

Mastering the art of the interview



Interviewing is an essential skill in modern journalism but can be stressful. If handled correctly it can be very rewarding. Learn how to handle an interview with anyone from students to CEOs to celebrities and athletes.

Jenny Dial Creech, St. Mark's School of Texas, Dallas
1 p.m., Continental 8, Ballroom Level (120)

LEADERSHIP & TEAM BUILDING

What kind of leader are you?



Just like there are diverse points of view on any staff, there also are diverse ways of being a leader and not everyone does it the same way. Learn about different leadership traits and styles and get tips for bringing out their best on any staff.

Caleb Osborne, South Kitsap High School, Port Orchard, Washington
1 p.m., Continental 9, Ballroom Level (100)

MARKETING & AUDIENCE ENGAGEMENT

Carrying the banner

Make sure to tell the most important story: your publication's. Explore how to develop strong branding from a professional marketer that goes beyond the masthead to help improve your outlet's engagement and reputation. In this session, you'll be inspired by real-world examples and learn how to create a marketing campaign.

Tyler Arden, BlackRock, San Francisco
1 p.m., Franciscan A, Ballroom Level (100)

NEWSGATHERING

What your sources should know before you publish



As media literacy and trust in the media become hot topics in the journalism industry, one of the things that's most important as a young journalist is building source relationships that last. Here's how to start clear conversations with sources before, during and after the reporting process — especially if you're speaking with someone who isn't in the news often.

Ilana Arougheti, Northwestern University, Evanston, Illinois
1 p.m., Franciscan B, Ballroom Level (100)

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.

Michelle Coro, CJE, Grand Canyon University Phoenix
1 p.m., Franciscan C, Ballroom Level (100)

PHOTOJOURNALISM

Become a pro at sports photography

This session is dedicated to advisers and student photographers

that want to take their photography to the next level. Learn from two certified master photographers that photograph college and professional sports that started on their high school yearbook staff as well. Learn the tips per sport to capture the impactful and striking images that tell the story you have been looking for.

David Crandall, School Photographers of America, Greensboro, North Carolina
1 p.m., Imperial B, Ballroom Level (360)

PHOTOJOURNALISM

The importance of editing photos

Birch and Holsinger, both certified and experienced Adobe Portfolio users, have developed a course that delves into the value of photo editing with presets. This course aims to highlight the importance of well-edited photos in bringing publications to life and standing out in a world saturated with images. Students will learn how to leverage presets to streamline their editing process and achieve a desired look or style.

Steven Holsinger and Thomas Birch, Eagle (Idaho) High School
1 p.m., Nob Hill 2&3, Sixth Floor (90)

2:30 p.m.

GENERAL AUDIENCE

Chronological coverage: Modernizing your yearbook

Organize your yearbook in an effective and engaging chronological way. Look at how your staff can establish a routine, work in small groups and learn how to use each other's strengths to accomplish the spread. We also will take a look at working efficiently as a staff to meet the strict deadlines that this process entails.

Rhett Cunningham, Liberty H.S., Lake St. Louis, Missouri
2:30 p.m., Golden Gate 3, Lobby Level (110)

LEADERSHIP & TEAM BUILDING

How to make a yearbook class fun

West Campus High School editors will present ways to make yearbook class a more engaging and welcoming environment for students to feel seen while creating a safe and fun environment.

Noemi Lara and Maddie Mendoza, West Campus High School, Sacramento, California
2:30 p.m., Golden Gate 4, Lobby Level (110)

CAREER ADVICE

Moving up: Preparing to succeed in college media

Today's big-time college media outlets are more sophisticated than ever. Learn the skills and practices you should develop to get accepted and flourish at the universities with the best student news outlets.

Richard Craig, San Jose (California) State University
2:30 p.m., Golden Gate 5, Lobby Level (110)

CAREER ADVICE

Navigating journalism internships

This session will consist of a panel of high school journalists who landed internships at professional magazines. Learn how to get an internship, what the experience was like and what they learned from it.

Melody Xu and Jonas Pao, Palo Alto (California) High School
2:30 p.m., Golden Gate 6, Lobby Level (110)

CAREER ADVICE

How I taught my students to run billion-dollar companies

Students Neumeyer taught report for CBS, CNBC, NYTimes, LATimes, Bloomberg, AP and ESPN, but you don't have to go into journalism to use your high school journalism chops. Others design video games and theme parks, run nonprofits, sports franchises and tech start-ups. They say they used skills they learned working on the Chronicle. You can too.

Kathleen Neumeyer, retired journalism adviser, Los Angeles
2:30 p.m., Golden Gate 7, Lobby Level (110)

LEADERSHIP & TEAM BUILDING

The ups and downs of yearbook



New editors and advisers are normally thrown into the yearbook circle without a lot of support but expect the best. However, once the year starts, the rose-colored glasses are taken off. This session will inform you of the expectations of a yearbook classroom — running it from a leadership standpoint.

Jacky Ta, West Campus High School, Sacramento, California
2:30 p.m., Golden Gate 8, Lobby Level (110)

NEWSGATHERING

Covering the hard stuff



Student journalists, like professionals, may need to cover mental health and suicide, violence and death, poverty, homelessness, intolerance and political issues that affect the day-to-day life of their audiences. But student journalists must also protect vulnerable sources and create media for an audience as young as 14. It isn't easy.

Janet Ewell, MJE, Goodheart-Willcox, Huntington Beach, California, and Hillary Davis, Student Press Law Center, Washington, D.C.

2:30 p.m., Continental 1, Ballroom Level (100)

WRITING

Getting started in food journalism

As a student journalist in the United Kingdom, Hall has carved out a niche and had the opportunity to review some of the best restaurants in London. Learn how to get started in the food journalism world and the differences between student journalism in the U.K. and the U.S.

Oliver Hall, University of Oxford, England
2:30 p.m., Continental 3, Ballroom Level (100)

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

SATURDAY 2:30 p.m.

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 also will cover four extra items to watch for to make your photography extra special.

Kyle Carter, CJE, Richland R-1 School, Essex, Missouri
2:30 p.m., Continental 4, Ballroom Level (475)



NEWSGATHERING

Revamping your sports section

Take your sports section to the next level by coming up with timely, relevant topics that will give your readers far more than a score. Learn from a former professional sports editor and the current sports editors on the ReMarker staff how to find top-tier story ideas and execute them for your publication.

Jenny Dial Creech, St. Mark's School of Texas, Dallas
2:30 p.m., Continental 8, Ballroom Level (120)



CAREER ADVICE

I'm with the brand: A life in content marketing

If you think an interest in media limits you to working at news outlets, it's time for a remix. This session will provide a backstage pass into life as a content marketer from a former student journalist. Join for insight on a career in marketing and advice on starting out.

Tyler Arden, BlackRock, San Francisco
2:30 p.m., Franciscan A, Ballroom Level (100)

PHOTOJOURNALISM

How to make your photography have impact

Are you a student or adviser desiring to take your photography to the next level? Wait no longer. This will be action packed with incredible training and resources, and we will have prize drawings for new DSLR camera kits.

David Crandall, School Photographers of America, Greensboro, North Carolina
2:30 p.m., Franciscan B, Ballroom Level (100)

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.

Michelle Coro, CJE, Grand Canyon University Phoenix
2:30 p.m., Franciscan C, Ballroom Level (100)

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.

Michelle Balmeo, MJE, West Albany (Oregon) High School
2:30 p.m., Franciscan D, Ballroom Level (100)

CAREER ADVICE

Making the most of your first internship

Your first internship is a great way to find your passion in news, while meeting lifelong mentors. But how do you know what internship is right for you, and how do you make the most of your time there? We've been there, and we have the inside scoop.


Ilana Arougheti and Jacob Fulton, Northwestern University-Medill, Evanston, Illinois
2:30 p.m., Saturday, Imperial B, Ballroom Level (360)

MEETING

JEA board wrap-up

JEA board members meet to follow up on convention action items.

Sarah Nichols, MJE, Whitney High School, Rocklin, California
2:30 p.m., Saturday, Nob Hill 8&9, Sixth Floor (90)



EVALUATE SESSIONS IN THE APP
Please complete the session evaluation for each session you attend.

JEA/NSPA AWARDS CEREMONY

Winners of NSPA Pacemakers in Innovation, Literary Arts Magazine, Online and Yearbook, plus NSPA Best of Show publication and individual awards; and JEA National Student Media Contests, Journalist of the Year scholarships and Aspiring Young Journalist 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.

3:30 p.m., Saturday, Grand Ballroom B, Grand Ballroom Level

NSPA contest deadlines ahead



May 3

Our open competition with an annual Sweepstakes Award



June 1

The nation's top prizes in scholastic journalism, with dozens of categories.



June 9

Broadcast Newspaper/Newsmagazine Specialty Magazine



Join us Nov. 2-5 in Boston

Registration opens in September

Early bird rates

JEA and/or NSPA members \$125
Nonmembers \$175

Standard rates

JEA and/or NSPA members \$145
Nonmembers \$195

Sheraton Boston

Singles and Doubles \$249 per night
Triples and Quads \$274 per night
plus taxes and service fees

Volunteer your time and expertise at the fall convention

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 and nonmembers are not eligible for registration waiver.

BE A SPEAKER! We are now accepting speaker proposals for the fall convention. Whether you are a teacher, professional journalist or student leader, we know you have something to share. Sessions are accepted on all topics related to scholastic journalism. Proposals must be received by Aug. 15 for priority scheduling. We will continue to accept proposals through September or until the program fills.

JUDGE A CONTEST Hundreds of student entries need constructive critiques in the National Student Media Contests. Convention registration is not required for online contest judging. On-site contest judges are needed for Friday, Nov. 3 contest moderation and judging.

#nhsjc fall.journalismconvention.org

SPOTLIGHT JOURNALISM



JEA/NSPA National High School Journalism Convention
NOV. 2-5, 2023 • SHERATON BOSTON • HYNES CONVENTION CENTER

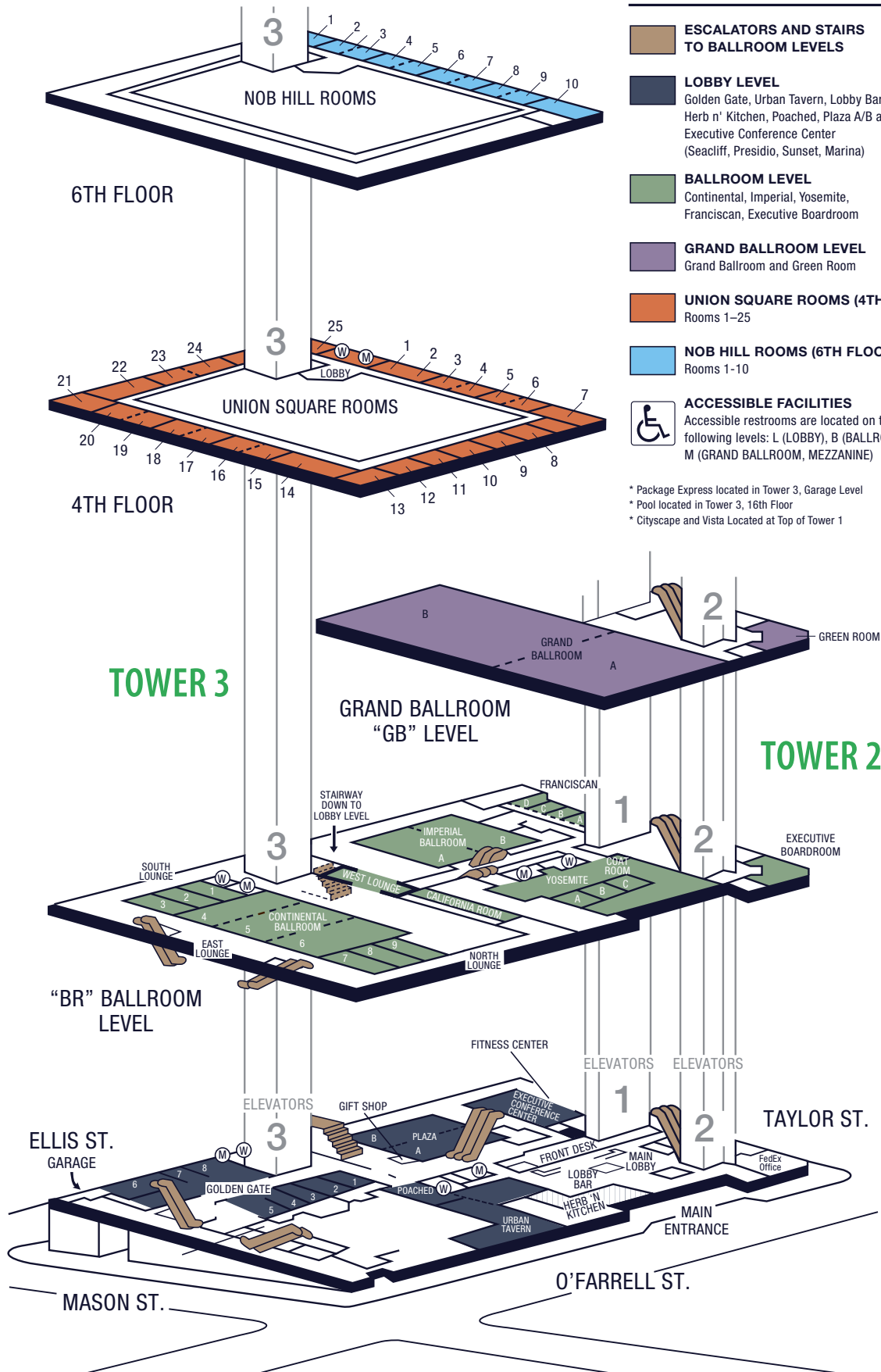
BOSTON

HOTEL MAPS

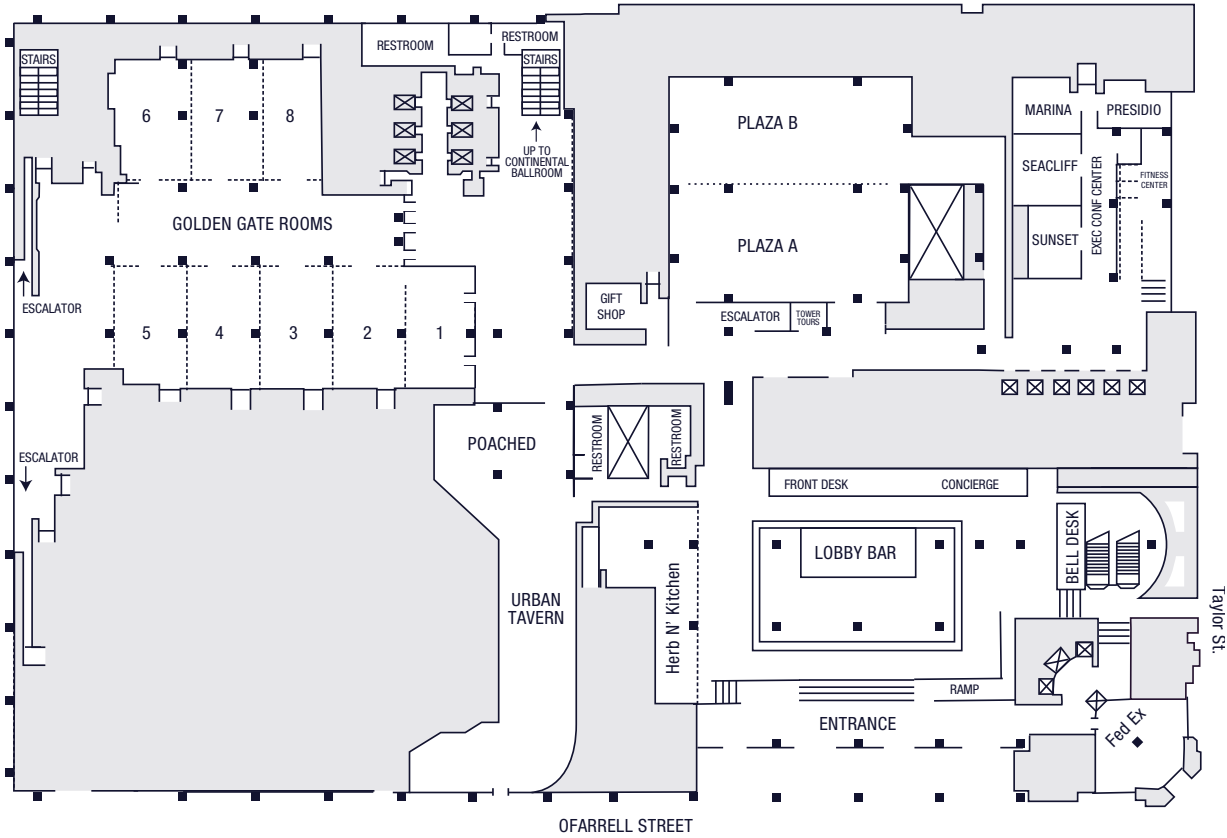
COLOR KEY

- ESCALATORS AND STAIRS TO BALLROOM LEVELS**
- LOBBY LEVEL**
Golden Gate, Urban Tavern, Lobby Bar, Herb n' Kitchen, Poached, Plaza A/B and Executive Conference Center (Seacliff, Presidio, Sunset, Marina)
- BALLROOM LEVEL**
Continental, Imperial, Yosemite, Franciscan, Executive Boardroom
- GRAND BALLROOM LEVEL**
Grand Ballroom and Green Room
- UNION SQUARE ROOMS (4TH FLOOR)**
Rooms 1-25
- NOB HILL ROOMS (6TH FLOOR)**
Rooms 1-10
- ACCESSIBLE FACILITIES**
Accessible restrooms are located on the following levels: L (LOBBY), B (BALLROOM), M (GRAND BALLROOM, MEZZANINE)

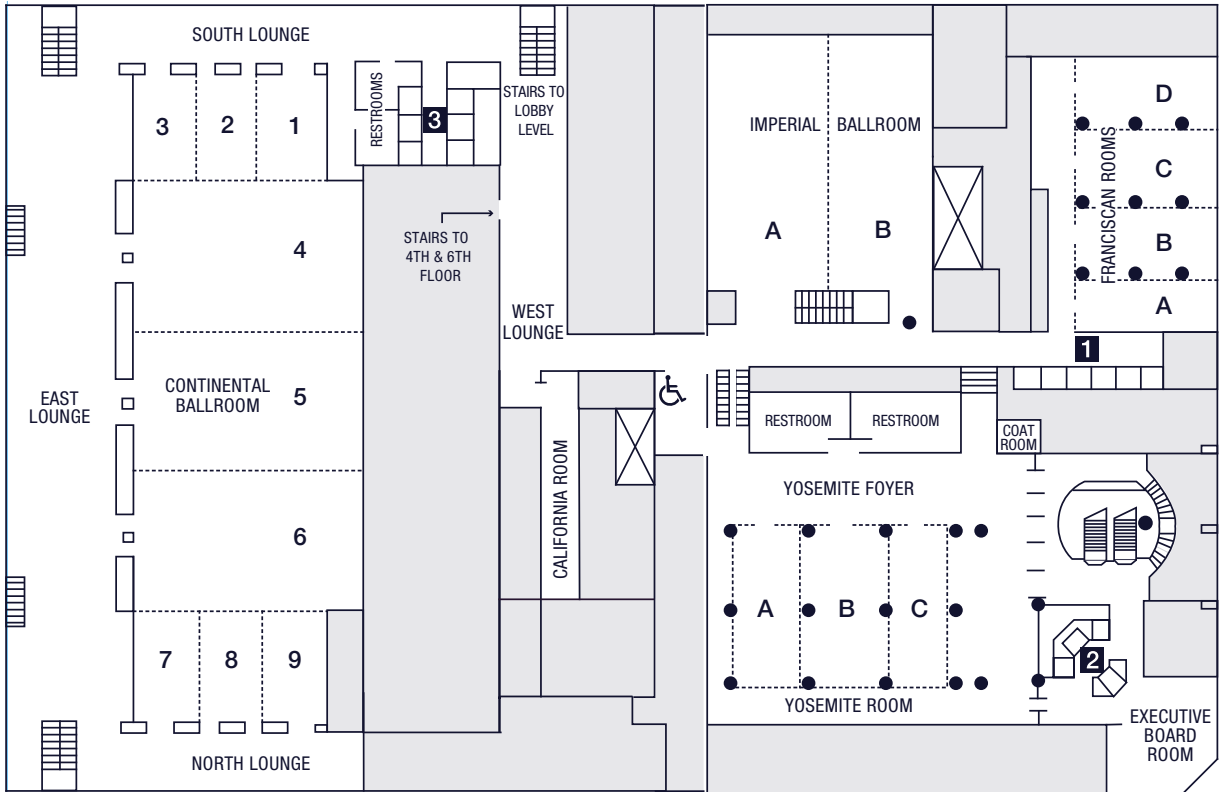
* Package Express located in Tower 3, Garage Level
 * Pool located in Tower 3, 16th Floor
 * Cityscape and Vista Located at Top of Tower 1



LOBBY LEVEL

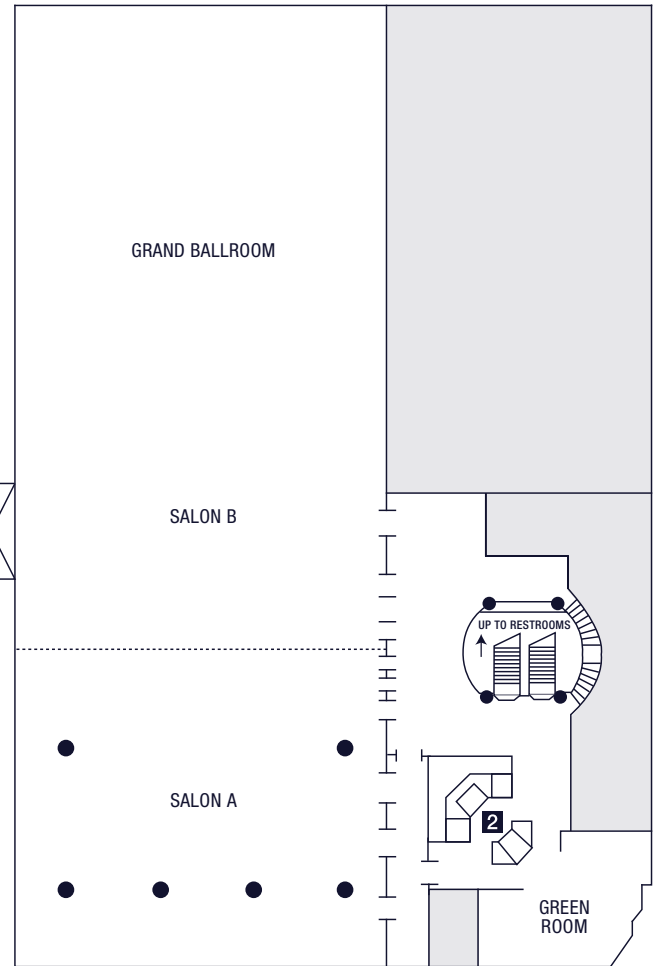


BALLROOM LEVEL

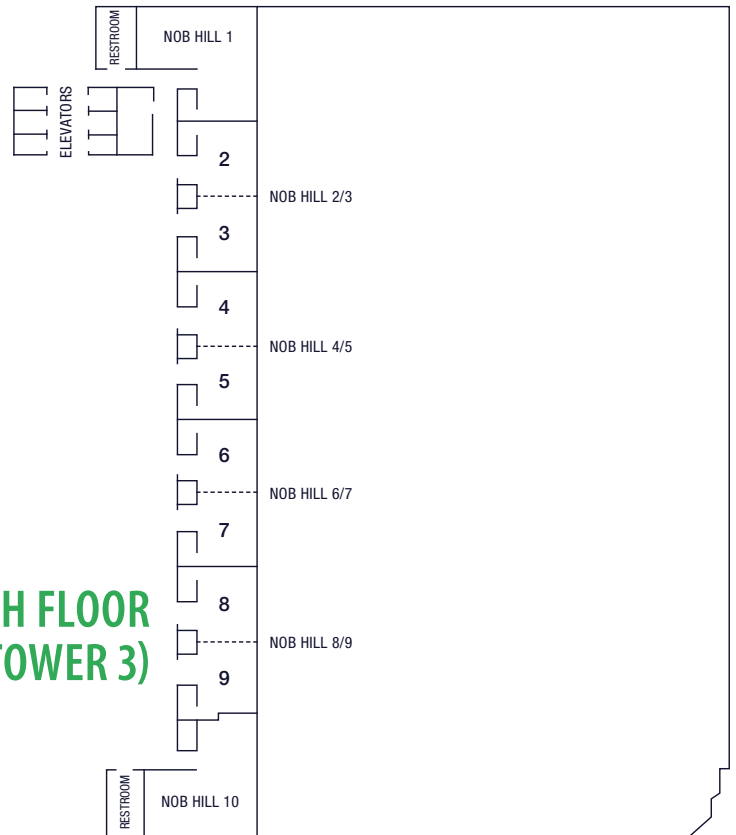
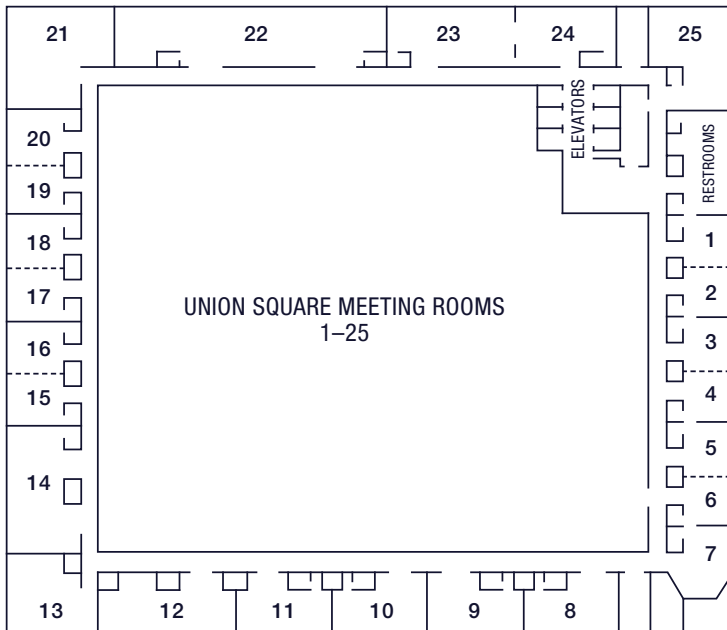


HOTEL MAPS

GRAND BALLROOM LEVEL (ACCESSIBLE VIA TOWER 2)



FOURTH FLOOR (ACCESSIBLE VIA TOWER 3)



SIXTH FLOOR (ACCESSIBLE VIA TOWER 3)



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 support and inspire scholastic journalism.

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!

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Newhouse School of
Public Communications



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WIN AN iPAD!



Bring your key to
the Jostens booth
and see if it unlocks
the prize box
containing an iPad!

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Promotion available only to attendees of the JEA-NSPA, age 18+, who visit the Jostens booth and unlock the prize box. Must claim by April 20th–April 21st. Maximum of one prize per person. Limited number available. Void where prohibited. Value of Prizes: \$200–\$400. Restrictions may apply. Sponsor reserves the right to extend, modify or discontinue this promotion at any time without notice. Sponsor: Jostens, Inc., 7760 France Avenue South, Suite 400 Minneapolis, MN 55435