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Welcome to our fair city, the City of Brotherly Love, Philadelphia, America’s Most Historic Square Mile. In this mile you can visit the Liberty Bell, the new National Constitution Center, Ben Franklin’s office and the place where the Constitution was signed, just a block from the beautiful Convention Center attached to the Philadelphia Downtown Marriott.

We hope you feel the love of this city as she beckons you to experience the history, the love of art, the love of sports, the love of adventure, the love of free expression.

This is the perfect place for you to get grounded in cutting-edge journalism as you hear Pulitzer Prize-winning writers, local broadcast anchors and national media leaders. Here is where you learn about how to put your newspaper online, do daily podcasting from your classroom and grapple with ethical approaches to covering sensitive issues. Perhaps you will even discover a few new PhotoShop tricks and ways to manage your staff.

Take some time to see history come alive down the street as you tour Independence Hall, see the Liberty Bell and visit the National Constitution Center where the First Ladies and The Kennedys exhibits are waiting for you.

In the Convention Center District, tantalize your palettes with foods from China, Indonesia, Thailand and Vietnam. If you are looking for American cuisine, the Hard Rock Café, The Melting Pot Restaurant and Delilah’s Southern Cuisine can tempt your taste buds, and they are right below your rooms.

If you are looking to report on sports, the Philadelphia 76ers game is waiting for you Friday night.

For theater buffs, head off to the Walnut Street Theatre, America’s oldest theater, to catch a show and write a review for your school paper.

Philadelphia is the birthplace of the liberty we love and the home of American’s first high school newspaper. Imagine freedom like Ben Franklin did. Come discover Philadelphia, where we proclaim Liberty First.

Jane Blystone and the Philadelphia 2007 Local Committee
We the people of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America. We the people of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America. We the people of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America. We the people of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America. We the people of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America.

The summer of 1776 was a hot one in Philadelphia, the site of the Second Continental Congress. Temperatures were rising in the small room where the delegates were meeting, and the tension around the issue of the day — independence — was doing nothing to cool things down. Eventually, the colonies declared their independence from Britain. The moment was announced with the chime of a bell, which rang out across the city.

War resulted, but within a few years the delegates in Philadelphia turned their attention from fighting for revolution to building the architecture of a new nation, one founded on liberty. Liberty was first in the minds of the founding fathers of our nation, and so should it be as you spend a long weekend improving your journalism skills.

We invited you to come to Philadelphia to be a delegate to one of the biggest conventions of high school journalists in the world. Keynote speakers with rich-textured stories to share, a knockout list of featured speakers, a slate of breakout sessions on a full range of topics — that’s what we have planned for you. But what makes the convention memorable and successful are the people. Volunteers on the local committee, presenters, judges and staff of the national associations have worked hard to make sure that our first Philadelphia convention is the best convention we’ve ever had.

You’re a big part of the convention’s success too. What inspiration will you take from Philadelphia? What words will you write? What values will you promote?

When Adams, Jefferson, Franklin and others wrote about equality and the right to life, liberty and the pursuit of happiness, they did so in Philadelphia. A decade later, when they wrote “We the people” and those 45 words of freedom beginning with “Congress shall make no law.” They did so in Philadelphia and from the inspiration that allows an idea to take hold, to grow and to spread. And in the centuries since, numerous artists and political figures have taken inspiration from Philadelphia, as have countless ordinary people, too.

In “Philadelphia Freedom” Elton John sings about that inspiration, about a light shining down to help realize the value of freedom. A story of an underdog boxer overcoming tremendous adversity to finally triumph is another Philadelphia story, “Rocky.” They are also part of the fabric of the city’s history, testament to the American spirit.

Whether for a Congress or a convention, the reason to come to Philadelphia is rooted in freedom. Learn about freedom. Learn about liberty. Learn about yourself and others. Learn to practice good journalism.

By the time you leave Philadelphia we hope you will take a little of that inspiration with you. Journalism is important in our democracy, and the ability to do it well comes from liberty first.

Linda S. Puntney
Logan Aimone
JEA Executive Director
NSPA Executive Director
National Scholastic Press Association

**Officers**
Jack Kennedy, MJE, president
Bob Bair, MJE, vice president
Susan Hathaway Tantillo, MJE, secretary
Ann Visser, MJE, past president and convention consultant

**Regional Directors**
Steve Matson, MJE, Region 1 Northwest
Kathy Gaber, Region 2 Southwest
Gary Lindsay, MJE, Region 3 North Central
Wayna C. Polk, Region 4 South Central
Brenda W. Gorsuch, MJE, Region 5 Southeast
Betsy Pollard Rau, Region 6 Mid-Atlantic and Great Lakes
Ron Bonadonna, CJE, Region 7 Northeast

**Commission Chairs**
Mark Newton, MJE, Certification
Norma Kneese, MJE, Multicultural
John Bowen, MJE, Scholastic Press Rights
Lori Oglesbee, CJE, Development and Curriculum
Anita Marie Wertz, CJE, Junior High/Middle School

**Editor/Webmaster**
Bradley Wilson, CJE, Periodicals and Web Site

**Liaisons**
Linda Barrington, MJE, NCTE
Julie E. Dodd, MJE, Scholastic Press

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**Journalism Education Association**

Association Directors
Logan AIMONE, MJE, NSPA
Candace Perkins Bowen, MJE, JEA
Listserv manager

**National Write-off Committee Co-chairs**
Cindy Bandow
Patricia Turley

**Headquarters Staff**
Linda S. Puntney, MJE, executive director
Connie Fulkerson, administrative assistant/bookstore manager
Sharon Tally, office manager/bookkeeper
Pam Boller, office assistant/advertising manager
Hannah Bick, intern
Alex Yocum, Lead intern

**Philadelphia Local Committee**
Janice Hatfield, CJE
Carol Lange, CJE
Jan Lowe
Michael McVitty
Wanda Pletcher
Reginald Ragland, CJE
Linda Shockley
Ed Sullivan
Keith Thompson
Denise Valerio

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**Press Association**
Jane
Logan
Sarah
Linda
Jack
Ann
First-time Adviser Attendee and Outreach Reception
Advisers who are first-time convention attendees and outreach participants are the guests of honor at this informal reception to meet the local committee, the JEA Board of Directors and JEA and NSPA staffs. The local convention committee will also be recognized at this time. This informal reception will follow the opening keynote.
9:30-11 p.m. Thursday, Liberty Salon A-B

Trade Show Exhibits
Numerous national and local vendors will educate and entertain at the trade show exhibit. Find out what’s new, chat with company representatives, pick up information and have some fun.
1-7 p.m. Thursday and 8 a.m. to 4 p.m. Friday, Franklin Hall B

Write-off Contest Check-in
If both your Write-off registration and JEA membership fees have been paid, your school’s Write-off packet containing student contest tickets, additional instructions and contest room assignments may be picked up at the Write-off desk. If you have not paid, you must do so at this time. Noon Friday is the deadline for substitutions in pre-registered categories. No new entries will be accepted at the convention. Lost tickets will not be replaced. Broadcast contest entrants in Videography, In-camera Feature and Broadcast Package must have their contest ticket before the 8 a.m. Friday orientation meetings.
Desk open: 1-7 p.m. Thursday and 8 a.m. to 3 p.m. Friday, Franklin Hall B

NSPA Best of Show
Will your staff bring home the trophy this year? See how your publication fares against others represented at the convention. High school publications are eligible if at least one student representative is attending the convention and junior high publications can enter if the adviser is a registered delegate at the convention. Drop off your newspaper, newsmagazine, literary arts magazine, video or yearbook at the Best of Show desk. Winners will be announced at the NSPA Awards Ceremony on Saturday.
Desk open: 1-7 p.m. Thursday, and 8 a.m. to 4 p.m. Friday, Franklin Hall B

JEA Bookstore
Check out the new books, and popular best-sellers, at the JEA Bookstore. Nearly 300 books relating to journalism are available, including textbooks, curriculum development, yearbook, newspaper, design, photography, writing, desktop publishing, advertising and broadcast. Did you forget Write-off supplies? Check here to buy photo mounting boards, dictionaries, thesauruses, stylebooks, paper, pens, pencils, rulers and erasers. Supplies are limited, so shop early.
1-7 p.m. Thursday; 8 a.m. to 5 p.m. Friday, and 8 a.m. to 3 p.m. Saturday, Franklin Hall I

Break with a Pro
This session allows students to relax and talk with professional journalists while enjoying a continental breakfast. There are two one-hour sessions. Check your ticket for your time.
Pre-registration was required. Tickets will be in the school registration packet. Students should be prepared with questions for the pros.
9 and 10 a.m. Friday, Franklin Hall A

Adviser Hospitality
Meet with your colleagues from across the country in the adviser hospitality suite, the hot spot for advisers. Local committee members will be available to recommend sightseeing, dining and entertainment options. NCompass Media will provide Friday morning hospitality; Newseum providing Friday p.m. hospitality; Friesens will provide Saturday morning hospitality.
8 a.m. to 5 p.m. Friday, and 8 a.m. to noon Saturday, Franklin Hall I

Friday Adviser Luncheon
Relax and dine with your colleagues in a relaxed setting. Arlene Morgan, associate dean of the Columbia University School of Journalism, will speak. Pre-registration was required. Please bring your ticket. Columbia Scholastic Press Association is sponsor for this event.
11 a.m. to 12:50 p.m. Friday, Liberty Salon A-B

Friday Adviser Presidential Reception and Benefit Auction
Advisers are invited to this social gathering to honor immediate past president Ann Visser. The evening will feature a fund-raising auction to benefit the Student Press Law Center and Pennsylvania School Press Association. Fun and serious items will be offered in the silent and live auctions, including photographs and paintings, books signed by noted authors, sports memorabilia, designer clothing and jewelry. Personal checks, MasterCard or Visa, and cash will be accepted. Those who are judging Write-off com-
Events

Students Dances
It’s time to relax and have some fun! Make the most of being at a national convention by taking time and making an effort to meet staffs from other parts of the country. Students must present their convention name badges to be admitted.

9-11:30 a.m. Friday, and 9-11:30 p.m. Saturday, Grand Ballroom

On-site Critiques
All advisers have received confirmations and critique appointments in the mail. All who have submitted newspapers, newsmagazines, yearbooks, videos and literary magazines for a critique are asked to check your appointment time posted in the registration area. A schedule will be posted near the critique area. Since critiques are only 30 minutes long, it is important that you be on time for your critique.

8 a.m. to 3:30 p.m. Friday and Saturday, Franklin Hall Foyer

Electronic Curriculum Exchange
If you sent in materials for the electronic curriculum exchange, your free CD of the submitted items is in your registration packet.

Media Swap Shops for Students and Advisers
Newspaper, newsmagazine, yearbook, literary magazine and broadcast swap shops are prime opportunities for preregistered students and advisers to share useful ideas and concepts with others. Bring at least 10 copies of your newspaper, literary magazine or one copy of your yearbook to show at your table are mail copies when you get home. Each delegate attending a Swap Shop must have a ticket, which will be in the school registration packet. Please check the ticket for your assigned time.

9 and 10 a.m. Saturday, for high school students, 11 a.m. for junior high and advisers, Franklin Hall A

Hands-on Computer Sessions
If you are interested in getting some hands-on computer experience, sign up and get a ticket at the registration desk for one or more of the scheduled sessions. There is a 34-person limit, so no more than two people per school per session may sign up. Walsworth Publishing Co. has provided the lab.

Friday and Saturday, Room 402-403

Saturday Adviser Recognition Luncheon
JEA, NSPA and Dow Jones Newspaper Fund will present awards. New and renewing Certified Journalism Educators and Master Journalism Educators will be recognized. Speakers will be Bobby Hawthorne, JEA’s Carl Towley Award winner, and Jim McGonnell, Dow Jones Journalism Teacher of the Year. Pre-registration was required. Please bring your ticket. Herff Jones has underwritten this event.

Noon to 2:20 p.m. Saturday, Liberty Ballroom

Award Ceremonies
Award presentations will be separated into two ceremonies. NSPA will honor winners of Best of Show, Pacemakers and other individual awards at 3:30-5:30 p.m. Saturday in the Grand Ballroom. JEA will announce winners of the Write-off competitions, Ryan White Awards and Future Teacher Scholarships during the closing ceremony, 8:30-11:30 a.m. Sunday in the Grand Ballroom. The ceremonies offer an opportunity to share with others and celebrate as a staff. They are convention highlights your staff won’t want to miss.

Convention Survey
Advisers have a chance to win $50, $25 or $15 gift certificates to the JEA Bookstore if they fill out and turn in a JEA convention exit survey. Surveys were stuffed into adviser bags. Drop boxes will be available at the convention registration desk, awards ceremonies and in the JEA Bookstore (Franklin Hall 1). The drawing will be Sunday during the closing award ceremony. You need not be present to win.

Knight Foundation Press Conference
Last year in its pilot year in Philadelphia, the Prime Movers program created after-school media clubs at six high schools where none previously existed and developed a plan to scale up student media across the city. The John S. and James L. Knight Foundation funded the program. At this press conference, Eric Newton, vice president of the journalism program for The Knight Foundation, will announce the awarding of two new grants of $250,000 each, to George Washington University’s Prime Movers program and the School District of Philadelphia to expand Prime Movers and create new media clubs in an additional 18 Philadelphia high schools during the 2007-08 school year.

2:30 p.m. Saturday, Room 414-415 (110)
Jackie Spinner is a staff writer for The Washington Post and has appeared on major television and radio news shows. She won the Distinguished International Reporting award from the Washington Baltimore Newspaper Guild for her reporting in Iraq.

Spinner’s 2006 book, “Tell Them I Didn’t Cry,” is her vivid and intensely personal story of being a journalist in Iraq — where for nine months she covered the war from its center in Baghdad, Fallujah, Kurdistan and Abu Ghraib — and of being transformed, eventually, from a rookie correspondent into a seasoned foreign reporter. By turns lighthearted, grave, vulnerable and fiery, Spinner eloquently chronicles what occurred behind her headlines as she struggled to preserve her sanity, and sometimes her life, while also doing the one job in which she had found true meaning. 7:30 p.m. Thursday, Grand Ballroom

George E. Curry is editor in chief of the National Newspaper Publishers Association News Service and BlackPressUSA.com. His weekly column is syndicated by NNPA to more than 200 African-American newspapers, with a combined readership of 15 million.

Curry’s work at the NNPA has ranged from being inside the Supreme Court to hear oral arguments in the University of Michigan affirmative action cases to traveling to Doha, Qatar to report on America’s war with Iraq. While in the Persian Gulf, Curry obtained the first exclusive interview with Brig. Gen. Vincent Brooks after the fall of Baghdad. Prior to joining the NNPA, Curry was editor in chief of Emerge: Black America’s Newsmagazine from 1993 until June 2000. He is past president of the American Society of Magazine Editors, the first African-American and non-New York based editor to hold the association’s top office. 1 p.m. Friday, Grand Ballroom
DOROTHY BROWN

Telling stories that probe, reveal, give perspective, impassion, outrage, and maybe in some way make this world a better place, has driven Dorothy Brown’s career in newspapers, at the former Philadelphia Bulletin and for the last 25 years at The Philadelphia Inquirer. Initially, she did that as a reporter, but then moved to editing, where she has found satisfaction in nurturing reporters and helping them do their best work. For 10 years, until 2001, Brown was The Inquirer’s Science and Medical editor. While her signature accomplishment might have been editing the 1997 Pulitzer Prize series, “Seeking the Good Death,” she said it is the day-to-day work of marshalling the talents of photographers, graphic designers, reporters and the news desk to produce major enterprise that keeps her blood racing. 9 a.m. Friday, Grand Salon H

ART FENNELL

Art Fennell, with more than 20 years as a news veteran, has received nearly 100 awards for outstanding journalism and community service. Fennell’s current assignment is anchor and managing editor of “Art Fennell Reports,” an honest, candid and interactive look at the news, issues and events that have people talking. Most recently, Fennell served as anchor and managing editor for CNB’s 7 p.m. and 10 p.m. newscasts. Previously, Fennell held various positions with WCAU-TV in Philadelphia, including anchor, reporter and producer. His background also includes positions with WAVY-TV in Portsmouth, Va.; WSAV-TV in Savannah, Ga.; WCB-D-TV in Charleston, S.C.; WBTW-TV in Florence, S.C.; and The South Carolina Educational Television Network. He was president of the National Association of Black Journalists. During his tenure as NABJ president, Fennell was selected by Ebony magazine as one of the top 100 most influential African-Americans in the country. In 2001, he founded The Arthur Fennell Foundation, which is committed to raising funds and awareness to assist community-based organizations dealing with disease, education and prevention in diverse, underserved populations. 10 a.m. Friday, Grand Salon G

SHERRY HOWARD

Sherry Howard is executive editor of Philadelphia Inquirer Online. She has held numerous positions at the print paper before retreating and moving online at the advent of Philly.com. She is treasurer of the Philadelphia Association of Black Journalists. 10 a.m. Friday, Grand Salon H

MICHAELE DAYS

Michael Days is an executive vice president and editor of the Philadelphia Daily News. Since joining the paper he has served in a number of supervisory positions, including that of managing editor and deputy managing editor, before being named paper’s editor in 2005. He joined the staff in January 1986 as a reporter, moving quickly to City Hall to cover former Mayor W. Wilson Goode. He has also covered the Philadelphia public school system for the paper. Days had directed for three years the paper’s Urban Journalism Workshop, which is geared primarily to high school students interested in careers in journalism. He came to the Daily News from the Philadelphia bureau of The Wall Street Journal, where he had covered utilities and consumer product companies. He’s worked at the Louisville Courier-Journal as both a general assignment reporter and higher education/private schools reporter; and at the Democrat & Chronicle in Rochester, N.Y., in a number of positions — cops reporter, general assignment reporter, features writer and TV-radio critic. He has served on the advisory board of the Knight Center for Specialized Journalism, and is currently on the board of the Pennsylvania Society of Newspaper Editors. He has served as a juror for the Pulitzer Prizes, and recently received the Lillian Award, for outstanding service to journalism, from the Delta Sigma Theta sorority. 11 a.m. Friday, Grand Salon F

SUSAN SNYDER

Susan Snyder, 44, has been an education writer at The Philadelphia Inquirer since 1998. An Allentown, Pa. native, she is the lead reporter covering the 172,000-student Philadelphia School District for the Inquirer. Snyder started her career at a small weekly in Cooperstown, N.Y., and worked at several smaller dailies in Pennsylvania before coming to the Inquirer. In addition to the above-listed awards for the writing series, Snyder last year was part of a team that won a first-place award from the national Education Writers Association for breaking news. She recently was awarded one of 10 Dart Center Ochberg fellowships on reporting on violent and traumatic events. 9 a.m. Friday, Grand Salon H

DALE MEZZACAPPA

Dale Mezzacappa spent 29 years at the Philadelphia Inquirer, and for 20 of those years wrote about K-12 education in Philadelphia and surrounding suburbs. Now, she works with Prime Movers, a Knight Foundation-funded initiative to establish journalism clubs that produce newspapers, online publications and radio shows in Philadelphia public high schools with the help of professionals. Mezzacappa teaches a journalism course in the English Department at Swarthmore College. 11 a.m. Friday, Room 407
FEATURED SPEAKERS

organizations dealing with disease, education and prevention in diverse, the country. In 2001, he founded The Arthur Fennell Foundation, which During his tenure as NABJ president, Fennell was selected by Ebony in Florence, S.C.; and The South Carolina Educational T elevision Net WSAV-TV in Savannah, Ga.; WCBD-TV in Charleston, S.C.; WBTW-TV background also includes positions with WAVY -TV in Portsmouth, Va.;...

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Overcoming a LARGE Problem of Incorporating a Broadcast Medium..., Room 310 TV/Journalism Class Collaborations, Room 407

Prime Movers: Bringing Student Journalism to the Inner City, Room 407

Open Forum on Prior Review and Legal Issues, Room 310

Noon

Overcoming a LARGE Problem of Incorporating a Broadcast Medium..., Room 310 TV/Journalism Class Collaborations, Room 408-409

1 p.m.

Keynote — George Curry, Grand Ballroom

2:30 p.m.

The Business Side of Student Publications, Grand Salon L Building Journalism Programs Outside the Curriculum, Room 408-409 How Good Journalism Supports Character Education, Room 308

Saturday

8 a.m.

Student Journalists in Court: The Latest Cases, Grand Salon K 12

9 a.m.

Establishing a National PLC for Journalism Teachers and Advisers, Meeting Room 502

10 a.m.

Doing National Board Certification with Journalism, Meeting Room 502 Intensive Journalistic Writing Works, Room 301

1 p.m.

First Amendment in the Information Age, Room 408-409

Saturday

8 a.m.

Shoot to Thrill, Grand Salon D

13 Ways to Make Yearbook Spreads Ugly, Room 307

9 a.m.

Middle Madness, Meeting Room 501

10 a.m.

Little Things Mean a Lot, Grand Salon C Reach Your Readers, Meeting Room 502 Multimedia on the Cheap, Room 302-303 More Than Blue in a Box of Crayons, Room 404 Bring Human Interest to Your Publication, Room 406

11 a.m.

Designing with Purpose, Grand Salon E What's Your Story? Writing Random Profiles, Grand Salon L Motivational Games, Liberty Salon B Featuring the Feature, Meeting Room 502 Avoiding Plagiarism, Room 401

Noo

The AP Style Game, Meeting Room 501 Magic in the Middle, Room 307 Get Free Stuff for Your Publication, Room 412

2:30

Everybody Has One, Liberty Salon C ABCs of NATural Sound, Room 305-306 Dancing with Words, Room 412
**Friday**

**9 a.m.**
Yearbook Trends, Standards and Considerations I, Grand Salon F
Love Your Copy, Grand Salon K

**10 a.m.**
Yearbook Trends, Standards and Considerations II, Grand Salon F
10 Easy Steps for Improving Editing, Room 407
Themes … It's All About the Story, Room 408-409

**11 a.m.**
Better By Design, Grand Salon F
Broadcast Tips and Tricks, Room 304
Trends? How About Basics? Room 408-409
Storytelling for the Hurried, Room 414-415
Deadline — A Not So Dirty Word, Room 407

**1 p.m.**
Show, Don’t Tell, Grand Salon C
You Can Quote Me on That, Room 305

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**Saturday**

**8 a.m.**
Be a Great Pundit: Tools for Writing Columns, Room 408
Is Your Media Cutting Edge? If Not, Converge! Liberty Salon B

**9 a.m.**
Writing for Broadcast, Room 302-303
Take Your Online Journalism to the Next Level, Room 304

**10 a.m.**
Elements of a Newscast: The Team Behind the Anchor, Room 302-303
New Audiences and More Contests! Room 304

**11 a.m.**
This American (and Journalistic) Life, Grand Salon J
Getting Ready for a Broadcasting Career, Room 302-303
Broadcast Tips and Tricks, Room 304

**Noon**
Pardon the Interruption But There’s a Game Here (2 hours), Room 302-303

**1 p.m.**
Learning How to Write in Broadcast Style, Room 304

**2:30 p.m.**
HDTV Documentary Filmmaking, Room 302-303
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<th>1 - 5 p.m.</th>
<th>EVENING</th>
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<td>Independence Salon II</td>
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<td>JEA Board Meeting (8:30 a.m. - 3 p.m.)</td>
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<td>Franklin 3</td>
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<td>Writers’ Workshop (8:30 a.m. - 5 p.m.)</td>
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<td>Room 409</td>
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<td>JEA Outreach Academy (8:30 a.m. - 5 p.m.)</td>
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<td>Rooms 402-403</td>
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<td>Photoshop for Beginners (8:30 a.m. - 5 p.m.)</td>
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<td>Franklin Hall</td>
<td>Registration(Hall B)/Exhibits (Hall B)/Bookstore (Hall 1) (open 1-7 p.m.)</td>
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<td>Grand Ballroom</td>
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<td>Adviser Orientation 6:30 p.m.</td>
<td>Keynote 7:30 p.m.</td>
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<td>Liberty A</td>
<td>Leadership Seminar (8:30 a.m. - 5 p.m.)</td>
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<td>Reception 9:30 p.m.</td>
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<td>Franklin 2</td>
<td>Redesign Seminar (8:30 a.m. - 5 p.m.)</td>
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<td>Room 407</td>
<td>Reimagining Your Website (8:30 a.m. - 5 p.m.)</td>
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<td>Room 408</td>
<td>Mentor Training (8:30 a.m. - 5 p.m.)</td>
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<td>Rooms 411-412</td>
<td>Maestro Project (8:30 a.m. - 5 p.m.)</td>
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<td>Conference Suite I-11</td>
<td>Write-off Headquarters</td>
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Numerous national and local vendors will educate and entertain during the trade show exhibit. Find out what’s new, chat with company representatives, pick up information and have some fun.
1-7 p.m. Thursday, 8 a.m.-4 p.m. Friday, Franklin Hall B

8:30 a.m.

ADVISERS
JEA Outreach Academy
A plethora of resources awaits you at the JEA Outreach Academy. The program includes discussion of teaching journalism to highly diverse populations, effective instructional techniques, resources for teachers in and out of the classroom, and organizations ready to help advisers. Pre-registration was required.
Linda Shockley, Dow Jones Newspaper Fund, Princeton, N.J.
8:30 a.m. to 5 p.m. Thursday, Room 409 (15)

GENERAL AUDIENCE
Writers’ Workshop
If you’re looking for ways to sharpen and brighten your writing so others will be clamoring to read it, this day-long, interactive seminar is for you. This seminar will entertain and inspire as well as give you a chance to analyze excellent writing and apply what you learn to your own work. Pre-registration required.
Dan Austin, Casa Roble High School, Orangevale, Calif.
8:30 a.m. to 5 p.m. Thursday, Franklin 3 (50)

MEETING
JEA Board Meeting
JEA board members meet to discuss ongoing projects and other agenda items.
Jack Kennedy, MJE, Rock Canyon High School, Highlands Ranch, Colo.
8:30 a.m. to 3 p.m. Thursday, Independence Salon II (35)

GENERAL AUDIENCE
Leadership Seminar
Learn more ways to effectively lead the way as the school year progresses. This special session will give new editors the chance to learn not only what it means to be a good leader but how to be a good leader. From understanding who your team is and how it can better work together to solve problems and manage time, this intense day of interactivity and motivation will help editors produce some of the best publications and manage the best staff ever. Pre-registration was required.
Kim Hocott, Deer Park High School, Deer Park, Texas
8:30 a.m. to 5 p.m. Thursday, Liberty Salon A (60)

NEWSPAPER
Redesign Seminar
This seminar will take students through a discussion of advanced packaging techniques, grid design, typography and infographics. Students should to bring their own publications for sharing as well as their three favorite professional magazines or newspapers. Participants are asked to bring scissors, glue, paper and tape. Pre-registration required.
Pete LeBlanc, Center High School, Antelope, Calif.
8:30 a.m. to 5 p.m. Thursday, Franklin 2 (56)

COMPUTER TECHNOLOGY
Photoshop for Beginners
Learn to use Adobe Photoshop in this daylong session. Pre-registration required.
Mark Murray, Arlington ISD, Arlington, Texas
8:30 a.m. to 5 p.m. Thursday, Room 402-403 (34)

ONLINE
Reimagining Your Web Site: From Passive to Interactive
Involve your audience in your Web site. Learn creative online storytelling techniques. Pre-registration was required.
Elynn Angelotti and Wendy Wallace, The Poynter Institute, Saint Petersburg, Fla.
8:30 a.m. to 5 p.m. Thursday, Room 407 (25)

ADVISERS
Mentor Training
Advisers who have been selected as mentors will be given training and ways to expand the JEA mentoring program.
Nick Ferentinos, Saratoga, Calif.
8:30 a.m. to 5 p.m. Thursday, Room 408 (20)

GENERAL AUDIENCE
Maestro Project
Students participating in the Maestro Project will receive instruction about the concept and then work in teams of three (writer, designer and photographer or videographer) to create actual story packages. This is not a contest. Students may need to come back after the 7:30 p.m. opening ceremony for final editing of their projects. A Maestro Wrap-up session is scheduled for 10 a.m. Saturday. Pre-registration required.
Amy DeVault, CJE, WSU Elliot School of Communication, Wichita, Kan., and Jill Chittum, Blue Valley High School, Stilwell, Kan.
8:30 a.m. to 5 p.m. Thursday, Room 411-412 (54)

ADVISERS
First-Time Adviser Orientation
First time attendee advisers are encouraged to meet with convention officials for a quick orientation session on getting the most out of the convention experience.
Linda Puntney, MJE, JEA, Logan Aimeone, MJE, NSPA, Sarah Rice, NSPA, and Jane Blyston, Local Committee
6:30 p.m. Thursday, Grand Ballroom

Write-off Check-In
If both your Write-off registration and JEA membership fees have been paid, your school’s Write-off packet containing student contest tickets, additional instructions and contest room assignments may be picked up at the Write-off desk. If you have not paid, you must do so at this time. Noon Friday is the deadline for substitutions in pre-registered categories. No new entries will be accepted at the convention. Lost tickets will be replaced for $5 each.
Check Convention update for write-off rooms. 1-7 p.m. Thursday, and 8 a.m.-5 p.m. Friday, Franklin Hall B

NSPA Best of Show
Will your staff bring home the trophy this year? See how your publication fares against others represented at the convention. High school publications are eligible if at least one student representative is attending the convention and junior high publications can enter if the adviser is a registered delegate at the convention. Drop off your newspaper, newsmagazine, literary arts magazine, video or yearbook at the Best of Show desk. Winners will be announced at the NSPA Awards Ceremony on Saturday. 1-9 p.m. Thursday, 1-4 p.m. Friday Franklin Hall B

JEA Bookstore
Check out the new books, as well as popular bestsellers, at the JEA Bookstore. Nearly 300 books relating to journalism are available, including textbooks, curriculum development, yearbook, newspaper, design, photography, writing, desktop publishing, advertising and broadcast. Did you forget Write-off supplies? Check here to buy dictionaries, thesauruses, stylebooks, paper, pens, pencils, rulers and erasers. Supplies are limited, so shop early.
1-7 p.m. Thursday, 8 a.m.-5 p.m. Friday, and 8 a.m.-3 p.m. Saturday Franklin Hall 1
Meet, Eat and Greet

JEA invites teacher and adviser delegates to attend one of seven Meet, Eat and Greet sessions led by JEA regional directors. It's a great way to network with others in your region and offer suggestions on how JEA can better meet your needs as a journalism teacher. Those attending a JEA/NSPA convention for the first time are especially encouraged to stop by, as tips for getting the most from a national convention will be shared. If you are interested, you may be linked with a mentor. A continental breakfast will be served at 7:15 a.m.; then you are invited to the JEA General Information Meeting at 8 a.m.

Region 1/Northwest Meet, Eat and Greet
Region 1/Northwest
Steve Matson, MJE, Charles Wright Academy, Tacoma, Wash.
7:15 a.m. Friday, Room 401 (50)

Region 2/Southwest Meet, Eat and Greet
Arizona, California, Colorado, Hawaii, Nevada, New Mexico and Utah
Kathlyne Gaber, Montrose High School, Montrose, Colo.
7:15 a.m. Friday, Room 404 (55)

Region 3/North Central Meet, Eat and Greet
Illinois, Iowa, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin
Gary Lindsay, MJE, John F. Kennedy High School, Cedar Rapids, Iowa
7:15 a.m. Friday, Room 405 (55)

Region 4/South Central Meet, Eat and Greet
Arkansas, Kansas, Louisiana, Missouri, Oklahoma and Texas
Wayna Polk, Abilene High School, Abilene, Texas
7:15 a.m. Friday, Room 408-409 (110)

Region 5/Southeast Meet, Eat and Greet
Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Tennessee
Brenda Gorsuch, MJE, West Henderson High School, Hendersonville, N.C.
7:15 a.m. Friday, Room 406 (55)

Region 6/Mid-Atlantic and Great Lakes Meet, Eat and Greet
Delaware, Indiana, Kentucky, Maryland, Michigan, Ohio, Virginia, West Virginia and Washington, D.C.
7:15 a.m. Friday, Room 407 (55)

Region 7/Northeast Meet, Eat and Greet
Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont
Ron Bonadonna, Nutley High School, Nutley, N.J.
7:15 a.m. Friday, Room 410 (55)

Adviser Hospitality
Meet with your colleagues from across the country in the adviser hospitality suite, the hot spot for advisers. Local committee members will be available to recommend sights, seeing, dining and entertainment options. NCompass Media will provide Friday morning hospitality; Newseum providing Friday p.m. hospitality; Friesens will provide Saturday morning hospitality.
8 a.m.-5 p.m. Friday, Franklin Hall 1

Trade Show Exhibits
Numerous national and local vendors will educate and entertain during the trade show. Find out what’s new, chat with company representatives, pick up information and have some fun.
8 a.m. - 4 p.m. Friday, Franklin Hall B

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. Drop off your newspaper, newsmagazine, literary arts magazine, video or yearbook at the Best of Show desk. Winners will be announced at the NSPA Awards Ceremony on Saturday.
8 a.m.-4 p.m. Friday, Franklin Hall B

JEA Bookstore
Check out the new books, as well as popular bestsellers, at the JEA Bookstore. More than 200 books relating to journalism are available, including textbooks, curriculum development, yearbook, newspaper, design, photography, writing, desktop publishing, advertising and broadcast. Check here for Write-off supplies.
8 a.m. -5 p.m. Friday, Franklin Hall 1

Broadcast Moderators Meeting
Moderators for contests 39 In-camera Feature, 42 Broadcast Package and 43 Videography will meet to get instructions for the contests they will oversee.
7:30 a.m. Friday, Room 301 (50)

Broadcast Orientation Meetings
Students in contests 39 In-camera Feature, 42 Broadcast Package and 43 Videography will meet with contestants to receive their assignments. Write-off ticket is required for participation.
8 a.m. Friday, Room 408-409 (110)

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 future plans and goals.
Jack Kennedy, MJE, Rock Canyon High School, Highlands Ranch, Colo.
8 a.m. Friday, Room 408-409 (110)

ChronoLOGICAL
It just makes all the sense in the world in which your readers live. Reinvent the organization of your coverage to reflect the reality of the high school experience. Strongly journalistic in nature, a chronological approach to coverage opens up yearbook minds to all the daily possibilities worthy of storytelling — and it’s really quite easy.
John Cutinger, Jostens, Ocoee, Fla.; Casey Nichols, CJE, Rocklin High School, Rocklin, Calif., and Sarah Nichols, MJE, Whitney High School, Rocklin, Calif.
9 a.m. Friday, Grand Salon A (160)
Singled Out
Coverage of individuals and their stories often captures readers’ attention. But what about design? Can single-page design satisfy readers’ wants and needs as well as traditional spread design? Come to this session on the wins and losses in single-page design.
Martha Alken, Loudoun Valley High School, Purcellville, Va.
9 a.m. Friday, Grand Salon B (160)

NEWSPAPER
Maggots, Rat Guts and Feeling Good About Throwing Up
Interviews are the heart of feature stories. Learn why and how interviews can make a difference in your stories.
Rhonda Moore, McCallum High School, Austin, Texas
9 a.m. Friday, Grand Salon D (160)

GENERAL AUDIENCE
Investigative Reporting Techniques for Today’s 21st Century Students
As the old Graham Nash song went, “We can change the world, rearrange the world; It’s dying to get better.” Good investigative reporters are the last line of defense against problems in the world, and it’s never too early to learn modern investigative reporting techniques using great interviews, reporting methods, records digging and computer techniques. This Texas columnist shows how.
Dave Lieber, Fort Worth Star-Telegram, Keller, Texas
9 a.m. Friday, Grand Salon D (160)

Laugh In
Laughter can truly be the best medicine when it has a purpose. Humor writing can spice up a publication, but you have to know when it’s funny and where the line is.
Lori Oglesbee, CJE, McKinney High School, McKinney, Texas
9 a.m. Friday, Grand Salon E (650)

YEARBOOK, NEWSPAPER, MAGAZINE
Yippee Skippy — It’s Hippie Trippy!
Yeah, you read it right. Go ahead and giggle; it’s OK. It is kind of funny and goofy looking, let alone sounding ... but this new design trend, as dubbed by the professionals of Step Inside Design magazine, is quite possibly the hottest trend and freshest approach to color, texture, layers, art and photography all rolled into one. Come on along for this way-out ride as we dissect and take you on a psychedelic path of exploration of this trend. By the end of this flower-powered trip you will leave shouting, “Yippee Skippy — Now I’m Hippie Trippy!”
9 a.m. Friday, Grand Salon F (650)

Writing for Their Lives: Creating a Series
Learn how this education writer and her editor crafted the five-part series, “Writing for Their Lives,” about a class of inner-city eighth graders who poured out their thoughts and feelings on paper about the mounting violence in their lives and city. The series was published in June 2006 and has won several awards including a first place National Headliner award for education writing and a citation from Columbia University’s Graduate School of Journalism. The project also included an online piece in which students read from their journals.
Susan Snyder and Dorothy Brown, The Philadelphia Inquirer, Philadelphia
9 a.m. Friday, Grand Salon H (650)

YEARBOOK
What Color is Your Year?
Struggling with how to use color in an effective and attractive way without overdoing it? You are not alone. This session will provide you with ideas for how to talk about color with your designers, how the professionals are using color, and most importantly, how to have a beautiful, colorful yearbook.
9 a.m. Friday, Grand Salon I (110)

GENERAL AUDIENCE
Localize the Big Stories
Your school news organization can report fresh angles on nearly every story covered by professional news organizations. The trick is to give your readers, viewers and listeners information only you can provide. This session will describe how to spot good stories and cover them by using sources at or near your school. You’ll also help list the top stories you should consider when you return from the convention.
John Kupetz, College of Lake County, Grayslake, Ill.
9 a.m. Friday, Grand Salon J (110)

GENERAL AUDIENCE
How to Motivate the Unmotivated
Are there people on your staff who just don’t seem to care? Are you tired of asking them time and time again to do something they never seem to do? Never fear! This session will give you some great ideas that will put the fire back in their eyes — or at least under their seat!
Brian Hayes, CJE, Ball State University, Muncie, Ind.
9 a.m. Friday, Grand Salon L (110)

ISSUE SEMINAR, GENERAL AUDIENCE
Violence and Disaster: No ’Tabloid’ Coverage Allowed (2 hours)
Statistically, school-related violence is still a rare occurrence — but not rare enough. Student journalists still are faced with covering shootings, robberies, devastating storms and other events they certainly wish had not happened in their community. Of course no one can plan for such events, but that doesn’t mean students shouldn’t think about them in advance. When a crisis is near your campus, you need to have some ideas of what to keep in mind, what works and what doesn’t when reporting the unimaginable. This seminar lets both professional and student reporters share what they dealt with in the past and lets participants explore what they might need to think about for future situations.
Panelists: Denise James, WPVI-TV, Philadelphia; Betsy Rau and Elisabeth Dion, H.H. Dow High School, Midland, Mich.
9-10:50 a.m. Friday, Liberty Salon B (140)

NEWSPAPER
Writing with Authority: The Search for Key Sources
If you want to make your news and feature stories stand out, finding the voices that will speak with authority in your stories is KEY. Too many publications know they need sources for their stories and know they must have quotes but too often they go after mediocre sources and ask mediocre questions which results in stories with no sense of power or authority. Learn ways to challenge yourselves and other staff members to get the interviews that count.
Nancy Freeman, MJE, Clayton High School, Clayton, Mo.
9 a.m. Friday, Grand Salon K (110)

Break With a Pro
This session allows students to relax and talk with professional journalists while enjoying a continental breakfast. There are two one-hour sessions. Check your ticket for your time. Pre-registration was required. Tickets will be in the registration packet. Students should be prepared with questions.
9 and 10 a.m. Friday, Franklin A
How to Cover Meetings and Speeches

Want to win in the Write-offs? This how-to-do it will tell you how to listen for the lede, to capture the quotes you need and to write a story that readers will want to read. No “The French Club met Monday” ledes.

9 a.m. Friday, Liberty Salon C (380)

NEWSPAPER

Tell Stories New Ways

Charticles, Q&As and other graphics will draw in readers and help you tell stories in interesting, memorable ways. Brainstorm ideas at this interactive session and learn more about The Poynter Institute’s groundbreaking EyeTrack research.

Wendy Wallace, The Poynter Institute, St. Petersburg, Fla.
9 a.m. Friday, Independence Salon II-III (140)

MIDDLE SCHOOL, GENERAL AUDIENCE

Middle Madness

If you are a middle school or junior high staff member or adviser, this session is a MUST. We will discuss convention highlights and contests just for middle school, present tips on the Write-off contests, engage in team building activities, and look at latest trends in publication design. Come meet, learn, share and receive handouts and door prizes.

Anita Wertz, CJE, Cesar Chavez High School, Stockton, Calif.; Mary Patrick, CJE, Maize South Middle School, Wichita, Kan., and Wendi Solinger, CJE, Alice Vail Middle School, Tucson, Ariz.
9 a.m. Friday, Meeting Room 501 (60)

NEWSPAPER, YEARBOOK

Creating Your Staff Manual

Staff manuals can help overburdened editors work efficiently, meet the crush of deadlines and pursue excellence. Manuals pull together information about policies, job descriptions, deadlines, copy and design, and the best manuals are updated annually to be a living document, integral to a staff’s needs. Explore the content of a staff manual and a process advisers and editors can use to create one.

Steve Matson, MJE, Charles Wright Academy, Tacoma, Wash.
9 a.m. Friday, Meeting Room 502 (60)

BROADCAST

So You Want to Be an Anchor?

It takes more than a great haircut and a smile to be an anchor. Learn pathways to and responsibilities of the profession from a Fox 29 anchor.

Dave Huddleston, Fox 29, Philadelphia
9 a.m. Friday, Room 302-303 (110)

ADVISERS, BROADCAST

Getting Off the Ground and On the Air

Are you new to broadcast journalism? Two veteran teachers — one in broadcast journalism and one in television production — will offer start-up suggestions about curriculum. The session will include a roundtable discussion of common issues related to growing a broadcast journalism program. Experienced teachers are also invited to attend and contribute.

Phillip Harris, Springfield, Va., and Janet Kerby, Roane County High School, Spencer, WV.
9 a.m. Friday, Room 304 (60)

BROADCAST

The Widening World of High School Sports

Sports broadcast journalism today means more than just reporting basketball and football scores. Learn how to find interesting stories through play-by-play and talk shows featuring both revenue and non-revenue sports.

Michael Spillman, Ball State University, Muncie, Ind.
9 a.m. Friday, Room 305-306 (120)

GENERAL AUDIENCE

Wanna Be a Journalism Dork?

Inject your publications class with passion, energy, teamwork and fun. Come and get ideas to make your year one to remember.

Mitch Eden, Kirkwood High School, Kirkwood, Mo.
9 a.m. Friday, Room 307 (60)

YEARBOOK

Plan on It

Do deadlines drive you crazy? Does there never seem to be enough time? This session will offer time-saving organizational strategies that will ensure work is done on time and there is still time left for fun.

Meghan Percival, McLean High School, McLean, Va.
9 a.m. Friday, Room 308 (50)

GENERAL AUDIENCE, LAW/ETHICS

The ‘Bong Hits 4 Jesus’ Case

Despite its wacky facts, the latest Supreme Court decision regarding First Amendment Rights of students could have unforeseen impact on free expression and press freedom in your school. Learn about the decision, what it could mean and how to protect yourselves against its impact.

Mark Goodman, Washington, D.C.; John Bowen, MJE, Kent State University, Kent, Ohio; and Jack Kennedy, MJE, Rock Canyon High School, Highlands Ranch, Colo.
9 a.m. Friday, Room 309 (50)

GENERAL AUDIENCE

Triad Relationships Create Open Forums

It takes three: adviser, administrator and student. Responsibility and communication are key. Learn from programs that have found success.

Deb Buttleman Malcolm, MJE; Tim Wernentin, David Whalen and Grant Kilmer, Davenport Central High School, Davenport, Iowa
9 a.m. Friday, Room 310 (60)

ADVISERS

New JEA Mentor Teacher Project Under Way

Meet with JEA’s newly formed Mentoring Committee and mentors to learn about the first round of mentor training and find out how your state can become part of the effort. Discuss ideas about what JEA can do to help support new journalism teachers.

JEA’s three-year commitment of people, time and resources is one of the largest and most ambitious undertakings in JEA history. We are eager to hear your perspective on what new journalism teachers need and the best way to provide that support.

Linda Barrington, MJE, Brookfield, Wis.; Julie Dodd, MJE, University of Florida, Gainesville, Fla.; Candace Bowen, MJE, Kent State University, Kent, Ohio; Nick Ferentinos, Saratoga, Calif.; Peggy Gregory, CJE, Greenway High School, Phoenix, Ariz.; Sandy Jacoby, Salem, Wis.; Norma Knesse, MJE, Snake River High School, Blackfoot, Idaho; and Steve O’Donoghue, California Scholastic Journalism Initiative, Sacramento, Calif.
9 a.m. Friday, Room 401 (50)

YEARBOOK

Way Cool InDesign Effects

Come and learn some of the coolest techniques to make your book different from any book you’ve ever done. If you are using InDesign, you will want to come to this session. You will learn several tricks you didn’t know before. Sign up and get ticket at registration area.

Eric Manto, Walsworth Publishing Co., Prosper, Texas
9 a.m. Friday, Room 402-403 (74)

NEWSPAPER, MAGAZINE

Observational Writing

A key to well-written fiction and nonfiction is observation. While observing, the writer notes all five senses, colors, comparisons and contrast. Observe a place away from home, use observation notes and write.

Mary Dolson, Langlely High School, McLean, Va.
9 a.m. Friday, Room 404 (55)

GENERAL AUDIENCE

Interviewing Tips

This session is designed to help you overcome the fears of asking tough questions. Somebody needs to raise those issues and it might as well be you!

Frank Ragulsky, Northwest Scholastic Press, Corvallis, Ore.
9 a.m. Friday, Room 405 (55)

ADVISERS

Mending Your Publication’s Broken Reputation

Sometimes you inherit a publication with a poor reputation in your school or something has happened in the past that has tainted its...
standing. This session provides some public relations techniques you can use to help bring the publication back to its rightful place as a necessary and vital part of your school.

Sally Turner, Eastern Illinois University, Charleston, Ill.
9 a.m. Friday, Room 406 (55)

ADVISERS

Training Editors to Be Effective
Ever wonder why editors don’t live up to our expectations? A lot of the time it’s because we don’t let them know what those expectations are. Come hear how giving them daily advice early on could be the solution.

Aaron Manfull, MJE, Francis Howell North High School, Saint Charles, Mo.
9 a.m. Friday, Room 407 (55)

GENERAL AUDIENCE, LAW/ETHICS

MySpace, etc.: Web Publishing Outside of School
Use of personal networking sites by high school students is growing. Learn about your rights and responsibilities when you publish from home.

Adam Goldstein, Student Press Law Center, Arlington, Va.
9 a.m. Friday, Room 408-409 (110)

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.

Bob Blair, MJE, Blair High School, Blair, Neb.
9 a.m. Friday, Room 410 (55)

ADVISERS

Adviser Materials: Why Reinvent the Wheel?
Beginning yearbook advisers: Are you overwhelmed by the paperwork it takes to be an adviser? Come get a CD of rich-text-format materials created for you by advisers who have “been there.” There is everything from course descriptions, staff manuals, style quizzes to final exams, letters to parents to staff application forms — not all of it written by the speakers, but all of it useful to you. If you are a new adviser, or you hate reinventing the wheel, this session is for you. First come, first served. Limit 50 CDs. Bring a jump drive in case we run out.

Christy Briggs, CJE, and Lizabeth Walsh, MJE, Reno High School, Reno, Nev.
9 a.m. Friday, Room 411 (55)

PHOTOGRAPHY

Working with Artificial Light
The key to using artificial light in your photographs is to make it look as natural as possible. Learn ways to use an electronic flash that won’t give you red-eye and ugly shadows behind your subject.

Mark Murray, Arlington ISD, Arlington, Texas
9 a.m. Friday, Room 412 (55)

ADVISERS

Teaching with The Times
Learn how every aspect of journalism, from reporting and writing, to the First Amendment and ethics, can be taught using the New York Times as your daily textbook.

Robert Greenman, Brooklyn, N.Y.
9 a.m. Friday, Room 413 (50)

ADVISERS, ADMINISTRATORS

Why Consider JEA Certification?
Advisers can demonstrate their professionalism by earning Certified Journalism Educator status and even become Master Journalism Educator. This session tells how the JEA certification works and how advisers can gain their CJ E or MJE.

Mark Newton, MJE, Grand Junction High School, Grand Junction, Colo.
9 a.m. Friday, Room 414 (55)

YEARBOOK

How Professional Publications Influence Design
From magazines to Web sites, see how professional publications can drive your design. John Cutsinger, Jostens, Ocoee, Fla., and Michelle Morris, Northview High School, Duluth, Ga.
10 a.m. Friday, Grand Salon A (160)

YEARBOOK

When Three’s Not a Crowd
You’ve listened to the experts and accumulated the content for your spread, but there’s just too much material for two pages. What happens now? Add to the group and go for three (or more). Explore what happens when you allow your content to dictate the number of pages a topic receives and how that content affects the material’s presentation.

Martha Akers, Loudoun Valley High School, Purcellville, Va.
10 a.m. Friday, Grand Salon B (160)

GENERAL AUDIENCE

Little Things Mean a Lot
When writing that top-notch article, you need to pay attention to the little things. Learn how to grab the reader without losing your credibility.

10 a.m. Friday, Grand Salon C (160)

PHOTOGRAPHY

The Art of the Interview
How do you get sources to tell you more than they should? How do you get the information out of reluctant sources? How do you get sources to trust you? How do you prepare for an interview? How do you conduct follow-ups? Texas columnist Dave Lieber shows great interview techniques supported by real stories from his long career.

Dave Lieber, Fort Worth Star-Telegram, Keller, Texas
10 a.m. Friday, Grand Salon D (160)

YEARBOOK

Overhaulin’ — Story Style
You’ve laid the groundwork. Checked the facts. Plugged in the quotes. Even written the story. But it just doesn’t drive right. It’s time for an intervention. A makeover. Maybe even a major overhaul. Come see what it takes to take an OK story (even a pretty decent one) from acceptable to spectacular. It’s just a matter of finding the right words.

10 a.m. Friday, Grand Salon E (650)

GENERAL AUDIENCE

CSI: High School
Who killed timely and relevant reporting and writing in student publications? This session will examine crimes against high-quality journalism and will provide clues on how to enforce rules and arrest potential offenders.

Bobby Hawthorne, Austin, Texas
10 a.m. Friday, Grand Salon F (650)

GENERAL AUDIENCE, FEATURED SPEAKER

Open Letter to 21st Century Journalists
Covering the tough issues in your school, your community and your world with sensitivity and responsibility can be done. From school violence to war to politics and plain people, this veteran broadcaster draws upon decades of experience to give students some guides for their own work and life.

10 a.m. Friday, Grand Salon G (650)

GENERAL AUDIENCE, FEATURED SPEAKER

Online Redesign on the Run
Online journalism brings readers immediate information. How do you keep the stories, pictures, RSS and other components coming as you redesign, rethink and switch to a new way of doing things? This veteran newspaper editor-turned-online news leader talks about the recent changes at Philadelphia Inquirer Online and those she sees on the horizon for the media industry. Young journalists will hear how they can produce news for the user adhering to journalism’s core values.

Sherry Howard, Philadelphia Inquirer, Philadelphia
10 a.m. Friday, Grand Salon H (650)

COMPUTER TECHNOLOGY

Dueling InDesign Divas
The bet is on as these two presenters will face off in an InDesign challenge. Come help...
How to Cover the Death of a Student or Teacher
Tragedy is usually unexpected when it strikes a campus, but responsible coverage of a death of a student or member of the faculty requires the newspaper or yearbook to have a plan in place about how they will handle it if it happens. This session will discuss how to write an obituary, how to handle the feelings of a bereaved school community sensitively while still covering the story in a professional manner, how to pay tribute to the victim without succumbing to maudlin displays, and how to be even-handed in your coverage. Should you mention the cause of death? What if it was suicide?
10 a.m. Friday, Independence Salon C (280)

ADVISORS
Moving’ on Up
You’ve started your broadcast program. Do you have questions about production operations or studio layout? Are you now considering expanding? What equipment is top priority and what is luxury? How can you find the funds? What instructional resources would be of use to you? Explore your options in a discussion with two veteran teachers.
Phillip Harris, Springfield, Va., and Janet Kerby, Roane County High School, Spencer, W.Va.
10 a.m. Friday, Room 304 (60)

ONLINE BROADCAST
Broadcast News in a Digital World
Learn how to write clear, crisp copy and shoot video that also works on non-broadcast platforms such as Web sites. Find out if you have what it takes to be a “video journalist” in today’s changing media environment.
Mary Spellman, Ball State University, Muncie, Ind.
10 a.m. Friday, Room 305-306 (120)

ADVISORS
Best Dang Sports Pages Ever
If you want to know the best way to put together a sports page, make it to this session. There are tons of problems publication staffs have coming up with ideas or deciding what is best in sports. You’ll get solutions here.
Jeff Nardone, Grosse Pointe South High School, Grosse Pointe Farms, Mich.
10 a.m. Friday, Room 307 (60)

ADVISORS
Handling Headaches and Horrors
Natural disasters happen every day in publication classes. How do you cope? Come get real-life, practical strategies for making your classroom run smoothly; everything from motivation to grading, problem-solving to starting at a new school.
Susan Benedict, CJE, Pacific High School, Pacific, Mo., and Michele Dunaway, MJE, Francis Howell High School, Saint Charles, Mo.
10 a.m. Friday, Room 308 (50)

ONLINE, NEWSPAPER, BROADCAST
Multimedia on the Cheap
ASNE’s webmaster shows you how easy it is to post stories, photos, audio and video on my.highschooljournalism.org. The site hosts school newspapers, radio and TV news programs. The tools are a means to an end — your real challenge is to produce great journalism.
Craig Branson, ASNE High School Initiative, Reston, Va.
10 a.m. Friday, Room 302-303 (110)

ADVISORS, BROADCAST
Get Them While They’re Young
Upbeat outreach to young, diverse voices creates tolerance and First Amendment cheerleaders. You’ll get a lot of instruction and fun activities for advisers and students.
Tim Wermentin, Deb Buttleman Malcolm, MJE, and All Cultural Achievement Academy, Davenport Central High School, Davenport, Iowa; and Vanessa Shelton, Quill and Scroll Society, Iowa City, Iowa
10 a.m. Friday, Room 310 (60)
Journalism and NCTE Standards: They Go Together

Having problems justifying your journalism class as part of the curriculum? No doubt what you’re doing in that class already meets the NCTE/IRA national standards for English language arts. Find out how when you attend this session by the authors of “Applying NCTE/IRA Standards in Classroom Journalism Projects: Activities and Scenarios.”

Candace Perkins Bowen, MJE, Kent State University, Kent, Ohio, and Susan Hathaway-Tantillo, MJE, McHenry, Ill.

10 a.m. Friday, Room 401 (50)

ONLINE, BROADCAST

Hands-on Podcasting (2 hours)

Podcasting = iPod + broadcasting. Don’t be fooled — you do not need an iPod to podcast. Many newspapers, radio stations and schools have podcasts. Do you know how to find them? We’ll teach you how to get podcasts of all kinds — audio, enhanced and video. If you want to know the difference between all those join us for this hands-on session. You’ll also learn how to make a podcast from recording, editing, adding podcasts background music, and then preparing the final mp3 file. Don’t worry. We provide free software and an easy-to-understand approach to all terms, hardware and software that you’d need. Bring your questions, curiosity and enthusiasm.

Participants should have basic computer use skills. Not restricted to broadcast students or advisers. (Sign up and get ticket at registration area. Limit 34.)

Judy Robinson, University of Florida, Gainesville, Fla.

10 a.m. Friday, Room 402-403 (34)

NEWSPAPER, YEARBOOK, MAGAZINE

Bring Human Interest to Your Publication

This session reviews the basic elements of feature writing and ways to include the “life” of your school in your newspaper, yearbook or magazine.

Sally Turner, Eastern Illinois University, Charleston, Ill.

10 a.m. Friday, Room 406 (53)

YEARBOOK, NEWSPAPER, ONLINE

Moving Your Publication Online

Looking to move your publication online? Not sure where to start or what your options are? Worried it won’t be “good enough”? The yearbook and newspaper staffs at Francis Howell North have been working at it the last three years and have some advice for you.

Aaron Manfull, MJE, Francis Howell North High School, Saint Charles, Mo.

10 a.m. Friday, Room 407 (55)

GENERAL AUDIENCE

Management of the Absurd

If there were a recipe for success as a leader, we would all follow it. But being a leader on your staff is more complex and more complicated than any recipe. This session suggests a number of paradoxes in what we do, and may point the way to you finding your own leadership style and philosophy.

Jack Kennedy, MJE, Rock Canyon High School, Highlands Ranch, Colo.

10 a.m. Friday, Room 408-409 (110)

GENERAL AUDIENCE, LAW/ETHICS

Sure-Fire Strategies to Avoid Censorship, Prior Review

Here is how to build rapport with the principal and inspire school officials to support a free and responsible student press without prior review. Swikle, a board member of the Illinois Press Foundation and JEA’s Scholastic Press Rights Commission, he was trained as a First Amendment mentor by Newsweek. The tips he offers are sure to help you in exercising your First Amendment rights.

Randy Swikle, CJE, McHenry, Ill.

10 a.m. Friday, Room 410 (55)

ADVISERS

The Notebook (NOT the Sappy Novel)

This class will give advisers a series of assignments for students to compile in a student-created notebook that will help you teach headlines, captions, alternative copy treatments, echoed color, cool tools, layout design and writing. The final product will also help students brainstorm for the next year. The materials can be applied to yearbook or newspaper classes.

Christy Briggs, CJE; and Lizabeth Walsh, MJE, Reno High School, Reno, Nev.

10 a.m. Friday, Room 411 (55)

ADVISERS

How Not to Let the Administration Push You Around

Learn how administrators attempt to manipulate, intimidate and subvert high school reporters, editors and advisers and what you can do about it.

Robert Greeman, Brooklyn, N.Y.

10 a.m. Friday, Room 413 (50)

BROADCAST

Commercial: Funding a Broadcast Program

Learn how to tell a story in 30 seconds or less, entertain your audience and earn money for new equipment all at the same time. This session will teach you how to sell, plan and produce award-winning commercials.

Kathlyne Gaber, Montrose High School, Montrose, Colo.

10 a.m. Friday, Room 414 (55)

10 a.m.

ONLINE

Convergence Journalism: Get on the Web!

Join the 21st century and learn how to tell stories across multiple platforms using the Web: multimedia shows, blogs, stories and photo galleries. Schools of any size or budget can make it happen.

Alan Weintraut, CJE, Annandale High School, Annandale, Va.

11 a.m. Friday, Grand Salon A (160)

NEWSPAPER, YEARBOOK, ADVISERS

The Writing Lab

Think of this presentation as a “greatest hits” of three writing presentations. Style Imitation will help you practice the craft of writing through imitation and repetition. The 12-Step Program is all about reporting. Rehabilitate your writing process by coming to the realization that yearbook and newspaper...
Friday

writing is about reporting first and writing second. Piece of Pie will give beginning writers a formula to create professional feature copy. A lot of handouts will be distributed.
Pete LeBlanc, Antelope High School, Antelope, Calif., and Dan Austin, Casa Roble High School, Orangevale, Calif.
11 a.m. Friday, Grand Salon B (160)

GENERAL AUDIENCE. PHOTOGRAPHY

How Photography Changed My Life
“I was a kid in high school that could have been given the title ‘Most likely to end up in prison,’” Dave LaBelle wrote. “I hated school and ditched most of my sophomore year, that is until school authorities caught me and took me and my parents to court. I was asked what could be done to keep me in school. After much convincing, school authorities let me in a photo class. I was a junior at the time and failing every class ... until that magical voice of photography changed my life. Sappy, but true.”
Dave LaBelle, University of Kentucky, Lexington, Ky.
11 a.m. Friday, Grand Salon C (110)

NEWSPAPER

Injecting Humor into Your Writing
Nothing in a newspaper is more effective than great humor writing. But humor writing is an art form. Do it right and everyone laughs and loves you. Do it wrong, and, well ... you get in a lot of trouble. Texas columnist Dave Lieber, who has taught at the Erma Bombeck Writer’s Workshop, shows how to walk the fine line between good humor and bad jokes. You’ll learn how to make readers laugh, and how to find the humor in everyday situations.
Dave Lieber, Fort Worth Star-Telegram, Fort Worth, Texas
11 a.m. Friday, Grand Salon D (160)

YEARBOOK

Designing with Purpose
This session will focus on content-driven design — finding headlines, photographs and graphic styles to not only fit the personality/concept/theme of your yearbook, but also to tell the individual story on each spread. Learn to use different designs throughout and yet maintain a consistency within the book.
Crystal Kazmerski, Arrowhead Christian Academy, Redlands, Calif.
11 a.m. Friday, Grand Salon E (160)

FEATURED SPEAKER. NEWSPAPER. TECHNOLOGY

The People Paper: Telling the Stories Readers Live
This Philly native will talk about covering his city with all of its troubles but where people also thrive and enjoy life. He’ll explain his perspective on how media is changing to reach readers with new technology and using old-fashioned journalistic ingenuity to break stories and make a difference.
Michael Days, Philadelphia Daily News, Philadelphia
11 a.m. Friday, Grand Salon F (160)

NEWSPAPER ONLINE

Five Tips for Helping Readers Find the Good Stuff Online
We’ll discuss some best practices and creative ideas for how your newspaper can get the most out of its content using Internet tools and interactive multimedia. Specifically we will take a look at ways to create rich content and unique ways of connecting users with it.
Ellyn Angelotti, The Poynter Institute, Saint Petersburg, Fla.
11 a.m.-Noon Friday, Grand Salon J (650)

NEWSPAPER

Adviser Luncheon
Arlene Morgan, associate dean of the Columbia University School of Journalism, will speak at this luncheon for advisers. Prior to joining Columbia in 2000, Morgan was assistant managing editor for readership, hiring and staff development at the Philadelphia Inquirer, where she worked for 31 years. Co-author of “The Authentic Voice,” Morgan will have a book signing after her talk. This luncheon is being sponsored by the Columbia Scholastic Press Association. Preregistration and a ticket is required for this event.
11 a.m.-1 p.m. Friday, Liberty Salon A

BUSINESS/ADVERTISING

Advertising Sales Dazzle and Daring Design
Learn great techniques to sell advertising and build up the financial backbone of your publication. Also, learn sure-fire ways to capture the readers’ attention and draw them into your ads through design.
Beth Fitts, CJE, Mississippi Scholastic Press Assn, University, Miss.
11 a.m. Friday, Grand Salon I (110)

NEWSPAPER

Empowering Student Editors: A Panel Presentation
How do you get the student newspaper to truly be the STUDENT newspaper? Come hear how our editors do it all — from redesign to staff meeting planning to workshopping stories. Whose paper is this anyway?
Nancy Freeman, MJE, Nava Kantor and Kelly Moffitt, Clayton High School, Clayton, Mo.
11 a.m. Friday, Grand Salon J (110)

1-2-3: Focus on Leads
Discover how to spice up your stories by refining your leads. We’ll look at lead styles, read some great examples and develop a pre-writing strategy to start your writing strong.
Lindsay Porter, Derby High School, Derby, Kan.
11 a.m. Friday, Grand Salon K

NEWSPAPER/YEARBOOK

What’s Your Story? Writing Random Profiles
Random personality profiles are a genre unto themselves. It requires interviewing with your ears, eyes and heart. Come hear how one journalism staffer turned her once-a-month series into an eight-page pull-out section with an entire staff writing 12 student personality profiles chosen at random from the school population.
Dawn Pendergrass, Biddeford High School, Biddeford, Maine
11 a.m. Friday, Grand Salon L (110)

GENERAL AUDIENCE

Motivational Games
Sometimes we need a kick in the pants to maintain a positive attitude, and sometimes we need to be reminded that being on staff is fun. Learn the “Camp Vicky” approach to keeping your staff motivated, happy and working as a team. Come to this session prepared to play.
Vicky Wolfe, Herff Jones Yearbooks, Centreville, Va.
11 a.m. Friday, Liberty Salon B (140)

PHOTOGRAPHY. NEWSPAPER. YEARBOOK

When You Least Expect It
Most students don’t get experience covering spot news, but in this session we’ll look at some photographs and discuss some stories to help students be prepared to cover spot news. It can happen at your school.
Bradley Wilson, CJE, North Carolina State University, Raleigh, N.C.
11 a.m. Friday, Liberty Salon C (280)
Advanced InDesign Tips and Tricks
If you’re using InDesign to place photos in headline text, flow text on a path and create layered designs, you’ve probably got the basics down. But are you using the eyeprober to do more than pick up color? Have you figured out nested styles and compound paths? When you master Setting Preferences, you can make InDesign work for you … rather than you working with InDesign. For the techiest of your techy designers, this session will show you InDesign tricks beyond your imagination.
Jon Erickson, Herff Jones, Indianapolis, Ind.
11 a.m. Friday, Independence Salon II-III (140)

NEWSPAPER, ONLINE
Make Your Web Site a Must-read
Turn your newspaper’s Web page into THE place students and faculty need to go each day for the news and information they need. Get tips on how to update your Web site frequently with information that will draw an audience.
Lori Demo, Ball State University, Muncie, Ind.
11 a.m. Friday, Meeting Room S01 (60)

NEWSPAPER
Featuring the Feature
This session will focus on feature writing with emphasis on writing quality leads.
John Hudnall, University of Kansas, Lawrence, Kan.
11 a.m. Friday, Meeting Room S02 (60)

GENERAL AUDIENCE
Every Body Needs a Voice
Why cover health issues? Do you think covering topics from teen pregnancy and AIDS to tattooing, steroid use and anorexia nervosa is too controversial or not of interest to your readers? Meet with a Philadelphia Inquirer health reporter to learn approaches to get the facts and report on these important topics and others you may be considering. Learn how to improve your entries in the Ryan White Excellence in Journalism contest.
Mane McCullough, Philadelphia Inquirer, Philadelphia
11 a.m. Friday, Room 302-303 (110)

ADVISERS, BROADCAST
Lights, Camera ... Now What?
How do I keep everyone on task when I don’t have much equipment? How do I find time to TEACH? How can I grade when everyone does something different? This session will be “teacher talk” and give you some techniques for managing your classroom to maximize production as well as instruction.
Phillip Harris, Springfield, Va., and Janet Kerby, Roane County High School, Spencer, WV.
11 a.m. Friday, Room 304 (60)

BROADCAST, LAW/ETHICS
Don’t Say That on the Air!
Why should you worry about that legal stuff? Say something wrong and you’ll find out why.
Learn about changing rules and court cases, and how libel and privacy apply to radio, TV and the Web.
Michael Spillman, Ball State University, Muncie, Ind.
11 a.m. Friday, Room 305-306 (120)

GENERAL AUDIENCE
Motivation Is Not a Dirty Word
We need to look at ways to help students get the job done. Let’s look at what motivates kids, and perhaps we can use that knowledge to help them do a better job.
Jeff Nardone, Grose Pointe South High School, Grose Pointe Farms, Mich.
11 a.m. Friday, Room 307 (60)

GENERAL AUDIENCE, LAW/ETHICS
Protecting Privacy vs. Publishing the Truth
Personal privacy sometimes conflicts with a journalist’s obligation to report the facts. Learn where the law draws the line regarding what you can publish and how journalists make good ethical decisions about balancing the two.
Adam Goldstein, Student Press Law Center, Arlington, Va.
11 a.m. Friday, Room 308 (50)

GENERAL AUDIENCE
Leaders are Made, Not Born
If you have the desire and willpower, you can become an effective leader. This session is for editors and wanna-be editors. We will cover tips for developing leadership skills, resolving conflicts, maintaining a positive attitude and coaching writers: It’s all about people skills and communication.
Linda Barrington, MJE, Brookfield, Wis.
11 a.m. Friday, Room 309 (50)

GENERAL AUDIENCE, LAW/ETHICS
Open Forum on Prior Review and Legal Issues
Tell us about your experiences with prior review. Members of JEA’s Press Rights Commission will listen and discuss prior review with anyone who has experienced it or is interested in finding out more about this unconstitutionally sound practice. This session, open to all students, advisers and administrators, is only part of an ongoing investigation into the practice of prior review in scholastic media.
John Bowen, MJE, Kent State University, Kent, Ohio, and members of the JEA Press Rights Commission
11 a.m. Friday, Room 310 (60)

GENERAL AUDIENCE, LAW/ETHICS
Avoiding Plagiarism
The Internet provides journalists with tons of information, along with substantial legal and ethical dilemmas. Learn what you can use from the Web and how to credit it. This session will also cover how evaluating organizations plan to crack down on plagiarism in contests.
Candace Perkins Bowen, MJE, Kent State University, Kent, Ohio
11 a.m. Friday, Room 401 (50)

ADVISERS
Clear and Concise
Curious about National Board Certification? This session will offer a general overview of the standards. Open to all educators who are looking at the NBPTS for the first time.
Steven Lindgren, CJE, Buchholz High School, Gainesville, Fla.
11 a.m. Friday, Room 406 (55)

FEATURED SPEAKER, GENERAL AUDIENCE
Prime Movers: Bringing Student Journalism to the Inner City
A professional education writer will talk about what she learned covering public schools for two decades, how she is applying that knowledge to Prime Movers, a new initiative to establish journalism programs in Philadelphia public high schools with the help of professionals, and how teachers can enlist professional journalists as partners in their schools.
11 a.m. Friday, Room 407 (55)

BUSINESS/ADVERTISING
Ice Cream to Eskimos
Want to learn how to sell a bunch of ads and make a bunch of money? Come find out some secrets on selling, even to businesses that think they DON’T want ads!
11 a.m. Friday, Room 408-409 (110)

ADVISERS
Basic and Advanced Yearbook Design
In this course, new yearbook advisers will learn about basic design rules, how to design in the “mod grid,” and how to use each kind of design to the school’s best advantage. Powerpoint presentations of the class will be available on CDs. Limit 50.
Christy Briggs, CJE, and Elizabeth Walsh, MJE, Reno High School, Reno, Nev.
11 a.m. Friday, Room 411 (55)

NEWSPAPER
Take Your Review Writing to the Next Level
Learn from a film critic how to choose what to review and how to tell your readers why they should or shouldn’t see it themselves.
Brendan Praeger, Kansas State University, Manhattan, Kan.
11 a.m. Friday, Room 414 (55)

NEWSPAPER
Double Truck CPR
Join this discussion for advisers, editors and designers for how to overhaul tired in-depth
YORKBOOK

Improve Club and Academic Coverage
Congratulations! You’ve been selected to organize your club and academic sections! Now what do you do? Look at last year’s book? WRONG. It’s time to change how you organize your club and academic sections. This session will give you ideas and suggestions for ways to make your clubs and academic pages just as exciting as the rest of the book.
Noon Friday, Grand Salon K (110)

ONLINE

Multimedia Storytelling for Journalists
Looking for a new way to tell great stories and drive traffic to your Web site? Learn how journalists use basic multimedia tools to create a photo slide show with compelling audio. It’s simple and cost effective.
Mary Spillman, Ball State University, Muncie, Ind.
Noon Friday, Grand Salon L (110)

YORKBOOK

Dynamic Design
Learn how to design fun and trendy layouts using everyday products ranging from magazine layouts and brochures to DVD menus and Web sites. You will walk away seeing design trends everywhere you look.
Lisa Courter, CJE, Wayne Valley High School, Wayne, N.J., and Caren Demyen, Herff Jones Yearbooks, Cranford, N.J.
Noon Friday, Independence Salon II-III (140)

YORKBOOK

Columns: The Heartbeat of a Newspaper
Columns, especially those on editorial and feature pages, give life and personality to a newspaper. Through the use of professional and scholastic models, this session will cover column characteristics, topics, voice and writing style.
Karen Flowers, CJE, University of South Carolina, Columbia, S.C.
Noon Friday, Liberty Salon B (140)

YORKBOOK, NEWSPAPER, MAGAZINE

Professional Design: It’s Easier Than You Think
If you can operate a computer mouse, you can learn to design yearbooks, magazines and newspapers like the pros. This session shows step-by-step activities that will elevate the quality of your publications.
Chris Holmes, Hazelwood West High School, Hazelwood, Mo.
Noon Friday, Liberty Salon C (280)

YORKBOOK

The AP Style Game
Play “Stump the Teacher,” an interactive game that helps teach Associated Press style. At the end of this session, you will learn how to download a copy of the game that you can tailor for use in the classroom or the newspaper.
Lori Demo, Ball State University, Muncie, Ind.
Noon Friday, Meeting Room 501 (60)

NEWSPIER

The Definitive Opinion
Readers want to know what we think. The opinion page provides this information. This session deals with opinion page contents.
John Hudnall, University of Kansas, Lawrence, Kan.
Noon Friday, Meeting Room 502 (60)

PHOTOGRAPHY

Photography Portfolio Basics
There is much more to creating a portfolio than simply “collecting your 10 best pictures.” Know how a portfolio should look while gaining tips to improve your photography. Bridge the gap between high school photography and college photography.
Bryan Farley, Brooks Institute of Photography, Santa Barbara, Calif., and Mark Murray, Arlington ISD, Arlington, Texas
Noon Friday, Room 304 (60)

YORKBOOK, MIDDLE SCHOOL

Magic in the Middle
Big or small, middle school yearbooks can be fun and unique as well as journalistically excellent. Get some valuable tips and techniques from a middle school adviser who managed to develop a successful yearbook program and produce an award-winning book — all while maintaining her sanity.
Noon Friday, Room 305-306 (120)

NEWSPIER, NEWSPAPER, MAGAZINE

Can I Use That? Understanding Copyright Law
Copyright law limits your ability to use other people’s cartoons and photos and protects your works from use by others. Learn what is legal and what is not.
Adam Goldstein, Student Press Law Center, Arlington, Va.
Noon Friday, Room 308 (50)

BUSINESS/ADVERTISING

It’s a Business. Manage It!
you are running a business. Learn how to set up your business like corporations do, from creating a mission statement and setting goals to getting a market plan. You also will learn management skills for your staff leaders to use when dealing with and motivating other staff members.
Noon Friday, Room 309 (50)

BROADCAST/ADVISERS

Overcoming a LARGE Problem of Incorporating a Broadcast MEDIUM on a SMALL Budget
Take a practical look at how to get a broadcast (radio and/or television) program started in your high school. The session will deal with clearing the hurdles of technology, space and costs.
Leslie Nichols, Wyoming Valley West High School, Plymouth, Pa.
Noon Friday, Room 310 (60)

NEWSPIER

Keeping Your Staff Under Control
How does your newspaper staff work? This will explain the ins and outs of staff management, including deadline organization, photo requests, effective communication and ways to make sure stories are done.
Barbara McLachlan, Durango High School, Durango, Colo.
Noon Friday, Room 401 (50)

COMPUTER TECHNOLOGY

Tricks in Using InDesign
This hands-on session will give you advanced tips and tricks in using InDesign. Handouts and tutorials will be provided. (Limit 34. Sign up and get ticket at registration desk.)
Susan Roberts, MJE, LaPorte High School, LaPorte, Texas, and Hal Schmidt, PS Graphics Inc., Kingwood, Texas
Noon Friday, Room 402-403 (34)

BROADCAST/ONLINE

What Time is Your Show On?
Take an inside look as to how podcasting (both video and audio) can take your production to the next level. You’ll learn how to get started and the benefits of podcasting.
Matt Ruganek, Westside High School, Omaha, Neb.
Noon Friday, Room 407 (55)

NEWSPIER, BROADCAST

TV/Journalism Class Collaborations
Tips, practices and systems that govern our long and fruitful collaboration between TV production and journalism. Learn how such a collaboration can benefit your school.
David Motes and Jean Zimmerman, Wayzata High School, Plymouth, Minn.
Noon Friday, Room 408-409 (110)
2:30 p.m.

MEETING

**PSPA Awards Ceremony**
Pennsylvania School Press Association will honor its award winners.
2:30 p.m. Friday, Conference Suite III (20)

NEWSPAPER

**Getting Ready to Report and Write**
Reporting and writing are two separate entities in journalism. Both require preparation prior to picking up the phone and interviewing sources. This session will help aspiring journalists develop interview questions, think of different angles to approach stories and dig deeper than the basic five questions.
Hannah Blick and Adrianne DeWeese, Kansas State University, Manhattan, Kan.
2:30 p.m. Friday, Grand Salon I (110)

GENERAL AUDIENCE

**Narrative Writing Brings Stories to Life**
High school students can use a narrative writing approach with appropriate articles. Such writing can bring your stories and the people in them to life for your readers. The session will offer examples and advice for reporters and writers willing to try this approach.
Helen Fallon, Point Park University, Pittsburgh, Pa.
2:30 p.m. Friday, Grand Salon J (110)

NEWSPAPER

**Creating the Double-Page Spread**
Step-by-step instruction from brainstorming to completion on creating visually pleasing and journalistically balanced feature spreads will be the focus of this session.
Patricia McHale, Laguna Blanca High School, Santa Barbara, Calif.
2:30 p.m. Friday, Grand Salon K (110)

BUSINESS/ADVERTISING

**The Business Side of Student Publications: A Fun Approach**
Here is how to get the whole staff to participate in getting ads for your publications because they WANT TO. It’ll be a ton of fun, too! We will cover several considerations that can help you raise dollars, put out a better publication, improve morale and reward the staff for its hard work. We have a lot of give-aways.
Randy Swikle, CJE; McHenry, Ill., and Gerry Appel, CJE, Ball State University, Muncie, Ind.
2:30 p.m. Friday, Grand Salon L (110)

**A Fresh Approach to Magazine Design**
Take a look at one magazine’s approach to design, with inspiration from professional magazines adapted to a new format. We will follow with a round table discussion of literary magazine design issues and questions.
Bretton Zinger, CJE, Chantilly High School, Chantilly, Va.
2:30 p.m. Friday, Independence Salon I (70)

**Everybody Has One**
An opinion, that is. And if you’re like most teens, you don’t mind sharing your opinion with others. A few tips on maximizing your chances to be noticed, heard and remembered.
Bobby Hawthorne, Austin, Texas.
2:30 p.m. Friday, Liberty Salon C (280)

**A Designer’s Guide to What Works Today**
A unique collection of up-to-date samples from all areas of mass media will be presented. Creative shadowing concepts without infringing on others copyrighted materials will be explained. Color theory, design and typography are examined and discussed. What concepts from all forms of mass media work best in yearbooks and what does not work?
Rick Brooks, Jostens, Port Matilda, Pa.
2:30 p.m. Friday, Independence Salon II-III (140)

**All the Students, All the Time**
How diverse is your school’s population? Does your newspaper, yearbook or broadcast outlet reflect the student population? This presentation will explain how to improve the diversity in your media and how to make sure you are doing a good job.
Stan Zeller, CJE, Rolling Meadows High School, Rolling Meadows, Ill.
2:30 p.m. Friday, Meeting Room 501 (60)

**Rethinking Critical Thinking for Editorial Leadership**
Personal decision making is one thing; but GROUP decision making is another — and often tougher and trickier. Learn how to apply tried-and-true principles of critical thinking and intellectual engagement to effectively enhance your staff leadership skills, publication coverage and image, and advance the goals of your media.
Reginald Ragland, CJE, DCEJA, Washington, D.C.
2:30 p.m. Friday, Meeting Room 502 (60)
Take Your Newspaper Online

You know print. But what happens when you want to take your journalism online? Do the rules change? And why would you want to publish online anyway? Join an editor from The Online NewsHour, as he delivers practical and free tools for moving your journalism program online.

Adrian Waple, The Online NewsHour, Arlington, Va. 2:30 p.m. Friday, Room 304 (60)

BROADCAST

ABCs of NATural Sound

School bells signal a new day, a wrestler groans, branches snap and a creek runs nearby as a group moves in the woods. Radio and TV students use natural sound in the field to take the listener to the scene and to more effectively tell the story. The right equipment, techniques and three minutes of planning in the field can enhance a piece. Learn why and how from a KYW pro.

Bill Roswell, KYW, Philadelphia, Pa. 2:30 p.m. Friday, Room 305-306 (120)

ADVISERS, ADMINISTRATORS

How Good Journalism Supports Character Education

Journalism courses help fulfill the civic mission of schools and give a place for all stakeholders to speak out. Gain administrators’ support for your journalism program by showing how good journalism programs fulfill the principles of effective character education.

Becky Sipos, MJE, Character Education Partnership, Washington, D.C. 2:30 p.m. Friday, Room 308 (50)

YEARBOOK, BUSINESS/ADVERTISING

Smooth Sailing: Yearbook Marketing Made Easy

We will cover all of the different aspects of how to raise money for your yearbook program. This session will be informative for advisers, editors and business managers.

Rosemary Phelps, Northern High School, Owings, Md. 2:30 p.m. Friday, Room 309 (50)

YEARBOOK

Cover All Your Bases

Secondary coverage adds depth to your yearbook. Why not look to the professionals to see where and how you can add secondary coverage packages that go in-depth and get more students into the book.

Emmy Kachel, Taylor Publishing Co, West Chester, Pa., and Reida Lazer, Taylor Publishing Co., Saint Louis Park, Minn. 2:30 p.m. Friday, Room 310 (60)

YEARBOOK

Plan to Fail? Fail to Plan?

Your yearbook can be a financially successful venture. Acquire the basic tools and learn basic and advanced concepts on managing a yearbook budget.

Matthew Bloom, Walsworth Publishing Co., Gaithersburg, Md. 2:30 p.m. Friday, Room 401 (50)

COMPUTER TECHNOLOGY

Phenomenal Photoshop

Amaze and astound your fellow staff members with some new knowledge of Photoshop techniques to take home. Learn how to color correct images, make and use contact sheets, make cutouts and paint out color. Bring your questions about other techniques and we’ll work together to get them answered and help you use this great software like a pro. (Sign up and get ticket at registration area. Limit 34.)

Eric Manto, Walsworth Publishing Co., Prosper, Texas 2:30 p.m. Friday, Room 402-403 (34)

ADVISERS

CJE/MJE Certification Study Session

Teachers who will be taking the JEA certification tests today are invited to this pre-test study session.

Mark Newton, MJE, Grand Junction High School, Grand Junction, Colo. 2:30 p.m. Friday, Room 404 (55)

ADVISERS

Defining Moments Help Teach the Basics

This teaching unit for advisers incorporates the basics of interviewing, telling a story through quotes, following directions, especially in attention to details, style and editing, composing on the computer, use of sidebars and much more.

Karen Flowers, CJE, University of South Carolina, Columbia, S.C. 2:30 p.m. Friday, Room 405 (55)

ADVISERS

GSSPA Welcomes New Jersey Advisers

Garden State Scholastic Press Association invites all New Jersey teachers/advisers to this session to learn more about their state organization. Meet others in your state and start networking.

Ron Bonodonna, CJE, Nutley High School, Nutley, N.J., and Steve Chiger, CJE, University Academy Charter High School, Jersey City, N.J. 2:30 p.m. Friday, Room 406 (55)

ADVISERS

Student Free Expression and the First Amendment: How to Initiate

This session will show participants how to understand the political climate and whether the time is right to introduce a student expression bill. Participants also learn how to find a state representative or senator to sponsor the bill, how to gain support from scholastic journalism peers and educator, and much more.

Angela Thomas, Ball State University, Muncie, Ind. 2:30 p.m. Friday, Room 407 (55)

GENERAL AUDIENCE

Building Journalism Programs Outside the Curriculum

How do we meet the challenge of creating journalism programs in urban schools? Prime Movers at George Washington University has come up with one solution — after-school media clubs. The panel will talk about the six media clubs that were started in Philadelphia high schools with Knight Foundation funding during spring 2007 and the additional 18 that were scheduled to be started by October 2007.

Moderator: Dorothy Gilliam, Prime Movers, George Washington University, Washington, D.C. Panelists: Acel Moore, Wyncote, Pa.; Christopher Wink, Temple University, Philadelphia; Judith Singh, Lincoln High School, Philadelphia; Mike Levin, The Philadelphia Inquirer; Philadelphia; Leslie Maddray, Prime Movers, School District of Philadelphia 2:30 p.m. Friday, Room 408-409 (110)

GENERAL AUDIENCE, LAW/ETHICS

Sensitive Issues and the Threat of Censorship

This session will identify and define sensitive issues, discussing why they should be covered, how they might offend, and how they can be handled professionally.

Merle Dielemann, CJE, Bettendorf, Iowa 2:30 p.m. Friday, Room 410 (55)

YEARBOOK

How to Win Yearbook Design Contests

If you or your students are competing in the yearbook contests Friday afternoon, you should attend this class. Taught by seasoned design judges, this class offers practical advice on how to design an award-winning layout that would actually be useful in your school’s yearbook.

Christy Briggs, CJE, and Elizabeth Walsh, MJE, Reno High School, Reno, Nev. 2:30 p.m. Friday, Room 411 (55)

NEWSPAPER, YEARBOOK, MAGAZINE

Dancing with Words

Zig and zag to the copy-editing beat as you maneuver your way to meaning. Make words rock ‘n’ roll with style. Expect to choreograph words with your feet and to remember with your brain. Lead readers to dance with content on your pages.

Howard Spanogle, Asheville, N.C. 2:30 p.m. Friday, Room 412 (55)

GENERAL AUDIENCE

What is Waiting for You if You Major in Journalism?

About 500 colleges in America offer a major in journalism, but most of them do not call their major journalism, and all of them require their journalism students to take a lot of non-journalism classes. This session is dedicated to helping students sort it all out.

Joe Miranda, CJE, Saint Thomas Aquinas High School, Hammond, La. 2:30 p.m. Friday, Room 413 (50)
Adviser Reception and Auction

Advisers are invited to this social gathering to honor immediate past president Ann Visser. The evening will feature a fund-raising auction to benefit the Student Press Law Center and Pennsylvania School Press Association. Fun and serious items will be offered in the silent and live auctions, including photographs and paintings, books signed by noted authors, sports memorabilia, designer clothing and jewelry. Personal checks, MasterCard or Visa, and cash will be accepted. Those who are judging Write-off competitions are especially encouraged to attend after they finish judging. Ball State University is sponsor for this event.

8:30 - 11 p.m., Friday, Liberty Salon C

2:45 p.m.

Advisers Write-off Moderators Meeting

Those who have volunteered to be moderators for the JEA Write-off competition must attend this meeting to get instructors and moderator packets for their contests.
Cindy Bardow, Junction City High School, Junction City, Ore., and Patty Turley, Junction City, Ore.
2:45 p.m., Friday, Liberty Salon A-B (200)

3:30 p.m.

Advisers CJE/MJE Certification Testing (2-1/2 hours)

Advisers who have applied to take the, CJE or, MJE tests will do so at this time.
Mark Newton, MJE, Grand Junction High School, Grand Junction, Colo.
3:30 p.m., Friday, Room 402-403 (34)

4 p.m.

Write-off Contests

See Convention Update for contest room assignments.
Student must have their ticket, name badge, and any supplies required for the contest. It is recommended that participants arrive at their assigned room 15 minutes before the contest time. Students may be disqualified for being late. Computer design, photography, newspaper layout, podcasting and broadcast carry-in contests require the students bring their entry and stay for a two-hour critique session.

6 p.m.

Advisers Write-off Dinner and Judging

If you have agreed to judge a Write-off contest, please check in at the table outside this room to get your dinner ticket and contest assignment.
6 p.m., Friday, Liberty Salon A-B (200)

Thursday

Jackie Spinner
“Tell Them I Didn’t Cry”
9 p.m. (after keynote), Grand Ballroom Foyer

Friday

Arlene Morgan
“The Authentic Voice”
12:30 p.m., Liberty A Foyer

Dave Lieber
“The Dog of My Nightmares”
after 9, 10 and 11 a.m. sessions, Grand Salon D

Bobby Hawthorne
“Longhorn Football: An Illustrated History” and “The Radical Write” 11 a.m., Grand F Foyer

Saturday

Dave LaBelle
“The Great Picture Hunt 2”
10 a.m., Grand Foyer

Robert Greenman and Carol Greenman
“More Words That Make a Difference”
11 a.m., Franklin Hall 1 Foyer
Photography

Shoot to Thrill

Want to stop them in their tracks? Let’s talk about some techniques you can use to take impressive photos no matter what kind of camera you have. Come see a thrilling display of student photography.

Deanne Brown, Westlake High School, Austin, Texas
8 a.m. Saturday, Grand Salon D (160)

Advisers

Minnesota High School Press Association Meeting

Minnesota advisers are invited to this breakfast meeting.

Logan Aimone and Sarah Rice, National Scholastic Press Association, Minneapolis, Minn.
8 a.m. Saturday, Conference Suite III

Photography

Shoot to Thrill

Meet with your colleagues from across the country in the adviser hospitality suite, the hot spot for advisers. Local committee members will be available to recommend sightseeing, dining and entertainment options. NCompass Media will provide Friday morning hospitality; Newsseum providing Friday p.m. hospitality; Friesens will provide Saturday morning hospitality.

8 a.m.-5 p.m. Friday, Franklin Hall 1

8 a.m.

Advisers

JEA Certification Commission Meeting

Commission members will meet to discuss JEA certification procedures.

Mark Newton, MJE, Grand Junction High School, Grand Junction, Colo.
7:30 a.m. Saturday, JEA Suite

7:30-9 a.m.

Friday

Saturday

7:30-6 p.m.

Saturday

7:30-9 a.m.

Saturday

7:30 a.m.

YEARBOOK

Steal or No Steal

Find inspiration for an awesome theme right in your mailbox. That’s right, take those college brochures, cards and fliers and use them to inspire your theme and theme design. Take a walk of inspiration using the stuff that suits your mailbox.

Mike Taylor, Taylor Publishing Co., Dallas, Texas, and Lori Oglebee, CJE, McKinney High School, McKinney, Texas
8 a.m. Saturday, Grand Salon H (650)

NEWSPAPER, MAGAZINE

Let’s Face It

Every story has a face behind it. As a reporter, it’s your job to find the face and tell the story. Sure, you use the facts, but facts alone are quite boring. People want to read about people.

Jeanne Acton, University Interscholastic League, Austin, Texas
8 a.m. Saturday, Grand Salon I (110)

GENERAL AUDIENCE, LAW/ETHICS

Student Journalists in Court: The Latest Cases Involving the High School Press

Learn about the latest court cases and legal controversies involving high school student media from around the country.

Adam Goldstein, Student Press Law Center, Arlington, Va.
8 a.m. Saturday, Grand Salon K (110)

PHOTOGRAPHY

Shooting Sports — Keys to Success

Use these tips from the professionals to take your publication’s sports photography to the limit. Follow this adviser’s quest to become a member of the Sportsshooter online community.

8 a.m. Saturday, Liberty Salon A (280)

GENERAL AUDIENCE, ONLINE

Is Your Media Cutting Edge? If Not, Converge!

Sure, you can write, but do you know how to write a TV script? And anyone can make a podcast, but how do you get people to your Web site to listen to it? One word: convergence. As more media come together to produce a packaged product, it’s the industry of the future.

Larry Studinski, Ball State University, Muncie, Ind.
8 a.m. Saturday, Liberty Salon B (140)

GENERAL AUDIENCE

Think Differently

In journalism, just as in almost every other aspect of life, we are given rules we are told to follow. These guidelines help to move us in the right directions. As writers, photographers and designers, however, we sometimes need to take creative liberties, bending those rules to suit a certain project’s mission or throwing a curve to help us tell a better story. If you want to intentionally break the rules, you first have to effectively understand the fundamentals, and then, you must know the consequences resulting from your reasons for breaking the rules. Then, take the plunge into the cutting edge and think differently.

Linda Baliew, Great Falls High School, Great Falls, Mont.
8 a.m. Saturday, Liberty Salon C (280)

COMPUTER TECHNOLOGY, NEWSPAPER, YEARBOOK

A Library of Consistency

Learn how the library in InDesign helps to maintain consistency in your publication. The speaker has started using this tool this year, and it has prevented students from having to ask questions about what fonts we are using, what style do we use for pull quotes, etc. This feature will not only prevent errors in consistency, but make life easier for you and your staff.

Sara Williamson, Evanston Township High School, Evanston, Ill.
8 a.m. Saturday, Room 304 (60)

MEETING

JEA Scholarship Committee Meeting

Members of the JEA Scholarship Committee (Journalist of the Year) will meet.

Wayna Polk, Abilene High School, Abilene, Texas
8 a.m. Saturday, Room 306

YEARBOOK

13 Ways to Make Yearbook Spreads Ugly

Learn how to turn your ugly duckling spreads to beautiful swans by avoiding some common design, photography and writing flaws.

Susan Duncan, CJE, Pine Tree High School, Longview, Texas
8 a.m. Saturday, Room 307 (60)

GENERAL AUDIENCE

Reporting Diversity, Not Stereotypes

Publications should always reflect a community as a whole, but reporters may sometimes find it difficult to cover diversity while avoiding stereotyping entire groups. This session will discuss acceptable ways to cover religious, racial and social diversity.

Kelly Cheung and Morgan Kendall, Convent of the Sacred Heart High School, San Francisco, Calif.
8 a.m. Saturday, Room 309 (50)
Scholastic Press Rights Commission Meeting

Members of this commission will meet to make plans and goals for the upcoming year. Other advisers who are interested in being part of the commission are invited to attend.
John Bowen, MJE, Kent State University, Kent, Ohio
8 a.m. Saturday, Room 310 (66)

Junior High/Middle School Commission Meeting

Come meet with other advisers who teach at the junior high/middle school level to see how you may get involved at the national level. Share your ideas to further the commission.
Anita Wertz, CJE, Cesar Chavez High School, Stockton, Calif.
8 a.m. Saturday, Room 401 (50)

Meet the New Y ork Times and other great media.

Writing Columns

Want to write columns that will hit your readers right between the eyes? Learn opinion writing techniques used by the big names at the New York Times and other great media.
Andi Mulshine, Communication High School, Wall, N.J.
8 a.m. Saturday, Room 408-409 (110)

Designing for Coverage

Learn tips on how to design yearbook spreads to include more coverage of the events in your school. See examples that show how other schools make complete coverage appealing.
Sandra Starrl, Carlson High School, Gibraltar, Mich.
9 a.m. Saturday, Grand Salon A-B (520)

Great Photography is as Simple as TLC: Timing, Light and Composition

The “scales” of photographic education, these three core principles will make your photography better instantly.
Dave LaBelle, University of Kentucky, Lexington, Ky.
9 a.m. Saturday, Grand Salon C (160)

Drivers Wanted

In life, there are drivers and passengers. Get in the driver’s seat of your yearbook and take your readers on the ride of a lifetime — their lifetime. Relevant coverage means more than just covering the same old story. Follow the roadmap of content-driven design and earn your license to thrill.
John Cutsinger, Jostens, Ocoee, Fla., and Mark Herron, CJE, Jostens, Dallas, Texas
9 a.m. Saturday, Grand Salon G (650)

Hi Yearbook

From coverage to design, the professional press shows us what to do and hundreds of ways to anchor our yearbooks in the coverage year. For more ideas than you could ever use, this look at what’s fresh will help you start a list of your own. Due to years of having to speed through the second half of the presentation, this show has been split into back-to-back sessions. We will have a short break from 9:50 to 10 a.m. before resuming with Part II.
9 a.m. Saturday, Grand Salon F (650)

Winning the Prior Review Battle

This past year, the Crier newspaper made national news when a photograph was censored from its pages. From January until May, the newspaper lobbied to maintain its status as a forum for student expression. This session...
YEARBOOK

Yearbook Design: Look to the Future

Start by taking a look back at yearbook designs of the past century. Then look at some contemporary yearbooks at the scholastic and collegiate levels. Our outcome will be some speculations about where yearbook design might be headed.

Bradley Wilson, CJE, North Carolina State University, Raleigh, N.C.
9 a.m. Saturday, Liberty Salon C (280)

GENERAL AUDIENCE

Meet the Press (2 hours)

Meet key, local representatives of the four national ethnic-minority media organizations that form UNITY-Journalists of Color Inc. and the National Lesbian and Gay Journalists Association for an extended Q&A panel discussion of tips, issues, insight and motivation. From improving reporting and editing skills, to handling “sticky” diversity matters, becoming newsroom savvy and learning the many benefits of their student memberships, it’s designed to enhance your growth as a student AND a journalist.

(Back-to-back sessions; come for one or stay for both.)
Moderator: Reginaid Ragland, CJE, JEADC, Washington, D.C.
9-10:50 a.m. Saturday, Meeting Room 501 (60)

GENERAL AUDIENCE

Establishing a National PLC for Journalism Teachers and Advisers

OK, so you teach journalism and advise student media all by yourself — but your principal wants you to be in a Professional Learning Community with the speech teacher. Come and brainstorm some ideas to establish a PLC with other j-teachers across the county. Think we can make it work?

Mark Newton, MJE, Grand Junction High School, Grand Junction, Colo., and Jim Streisel, Carmel High School, Carmel, Ind.
9 a.m. Saturday, Meeting Room 502 (60)

YEARBOOK

Be Radical; Get Responsible

In 1947, a Chicago-based commission came up with five tenets to show what a socially responsible press should do for its community. This session will show how 60-year-old advice still speaks to a 21st-century high school journalist. Are you radical enough to be socially responsible? This session might help you with five ways to measure the fire in your belly.

John Kupetz, College of Lake County, Grayslake, Ill.
9 a.m. Saturday, Room 301 (50)

YEARBOOK

What Goes Around

Yearbook coverage is getting more complicated and more exciting each year. Come see how some staffs are using cross referencing techniques to get readers to move back and forth from one part of the book to another.

Gary Bender, CJE, Westfield High School, Chantilly, Va., and Vicky Wolfe, Herff Jones, Yearbooks, Centreville, Va.
9 a.m. Saturday, Liberty Salon B (140)

NEWSPAPER ONLINE

Take Your Online Journalism to the Next Level

Are you looking for ways to pump up your newspaper’s Web site, keep your content fresh between print runs, or foster communication with your school community? An editor at “The Online NewsHour” will share online trends and show you how to start using blogs, podcasting and a lot of other free tools to take your online journalism to the next level.

9 a.m. Saturday, Room 304 (60)

GENERAL AUDIENCE

Covering Controversial and Sensitive Issues

This session deals with strategies for covering controversial and sensitive issues and will cover legal aspects of student press rights to help students and advisers work with their administrators.

John Tagliareni, Bergenfield High School, Bergenfield, N.J.
9 a.m. Saturday, Room 305 (60)

GENERAL AUDIENCE

Produce a Winning Journalist-of-the-Year Portfolio

Do you want to win your state Journalist of the Year contest? Would you like to win the national JOY scholarship? This session will cover every aspect of compiling a winning portfolio and you will see some of the best, and the worst, examples of student portfolios. Advisers can learn ways to help students build their journalism portfolios into something that will take them from contests to careers.

Wayna Polk, Abilene High School, Abilene, Texas
9 a.m. Saturday, Room 306 (60)

YEARBOOK

Meeting Deadlines Through Expectations

Deadlines are a problem for many schools, yet if you set up a few simple processes and make sure the staff knows your expectations, then deadlines are not worth stressing over. Put an end to those late-night hours and late fees.

Stuart Prince, Todd Beamer High School, Federal Way, Wash.
9 a.m. Saturday, Room 307 (60)
That can add some spice to those plain yearbook spreads, increasing coverage and readership of your publication.
Linda Drake, CJE, Chase County High School, Cottonwood Falls, Kan.
9 a.m. Saturday, Room 405 (55)

Newspaper, Law/Ethics
Covering Sensitive Issues
Got a story idea but are scared to even pitch it to your editor because it's a sensitive topic? The top five sensitive topics won't surprise you, but what happens because of them might.
Cathy McCandless, CJE, Timberland High School, Wentzville, Mo.
9 a.m. Saturday, Room 406 (55)

Advisers
I'm a 'Yearbook Adviser': Now What?
This is a very basic session for new advisers. We will discuss how to get organized, where to begin and staff/money management.
9 a.m. Saturday, Room 309 (50)

Issue Seminar, General Audience, Law/Ethics
Copyright in the Digital World: What CAN Student Media Use? (2 hours)
Just because you can download everything from still photos of President Bush to a catchy little tune to run with your B roll on the weekly news show, should you do that? What is permissible to use and, if it's legal, how should you attribute it? If it's not legal, what avenues do you have to gather photos, video or audio you need but don't have at your disposal? This issue seminar will give you the legal angles, the ethical guidance and the down-and-dirty tips the pros use.
Moderator: Tom Gayda, MJE, North Central High School, Indianapolis, IN.
Panelists: Adam Goldstein, Student Press Law Center, Arlington, VA; Brian Hayes, CJE, Ball State University, Muncie, IN., and Jake Palenske, NCompass Media LLC, McKinney, Texas
9-10:50 a.m. Saturday, Room 310 (60)

General Audience
Creating the Staff Manual
Who needs a staff manual? Everyone! Learn how to create the manual and what must be included for it to be useful and effective.
Susan Everett, MJE, William L. Dickinson High School, Jersey City, NJ.
9 a.m. Saturday, Room 401 (50)

Yearbook, Computer Technology
Way Cool InDesign Effects
Come and learn some of the coolest techniques to make your book different from any book you've ever done. If you are using InDesign, you will want to come to this session. I guarantee you will learn several tricks you didn't know before. (Sign up and get ticket at registration area. Limit 34.)
Eric Mant, Walsworth Publishing Co., Prosper, Texas
9 a.m. Saturday, Room 402-403

Yearbook
Design Ideas Made Easy
We will look at some creative magazine ideas that can add some spice to those plain yearbook designs.
Eric Mant, Walsworth Publishing Co., Prosper, Texas
9 a.m. Saturday, Room 402-403

Business/Advertising, Yearbook
Fundraising for Your Publications
Come to this session to learn ways to increase your income for publications through book sales, fundraising and advertising.
9 a.m. Saturday, Room 408-409 (110)

Photography
Photography with Impact
This session is an overview of the elements of photo composition as they relate to high school publications: newspapers, news magazines and yearbooks. Concepts such as fill the frame, clean background, perspective, rule of thirds and leading lines (as well as many others) will be discussed and illustrated.
Julie Chapin, Andover Central High School, Andover, Kan.
9 a.m. Saturday, Room 407 (55)

Yearbook, Newspaper, Magazine
Chart-O-Matic 2.0
When it comes to planning a story, using a lot of text and photos comes to mind, but the best solution may be something completely different: a chart. Yes, the chart — underutilized and undereappreciated — deserves a new look. Magazines, newspapers and yearbooks have an excellent opportunity to draw the reader while delivering content in a simple easy-to-read way. The improved Version 2.0 includes a gallery of examples from around the nation taken from publications submitted to NSPA for contests and critiques. Come learn the magic a humble chart can bring to your page.
Logan Armone, MJE, National Scholastic Press Association, Minneapolis, Minn.
10 a.m. Saturday, Grand Salon A-B (320)

Yearbook, Yearbook, Magazine
Adaptation
Keep your publications current by learning how to adapt. The professionals have it down, you can too. Discover where to find and how to choose great ideas, as well as how to use them once you do.
You will leave this hands-on session with ideas ready to use.
Lori Eastman, Metropolitan State College of Denver, Denver, Colo., and Kristi Yellico Rathbun, Ralston Valley High School, Arvada, Colo.
10 a.m. Saturday, Grand Salon D (160)

Yearbook, Yearbook, Magazine
Features Students Want to Read
This hands-on session is especially aimed at students who fear they will never know the...
necessary skills to pull readers into their copy. You will learn some tips that will make your writing come alive for your readers. Be prepared to participate!
Kathy Daly, Parker, Colo.
10 a.m. Saturday, Grand Salon E (650)

YEARBOOK

Yearbook Trends, Standards and Considerations II
While this is technically a continuation of a 9 a.m. session, we'll start anew at 10 a.m. with another set of guidelines and examples. From coverage to design, the professional press shows us what to do and hundreds of ways to anchor our yearbooks in the coverage year. For more ideas than you could ever use, this look at what's fresh will help you start a list of your own.
10 a.m. Saturday, Grand Salon F (650)

YEARBOOK

Pages with Personality
Ugh. Baby ads. (Because so many parents want to sell their children, right?) These needn't be tagged on at the end of the book like an afterthought. Find new ways to sell your seniors and add some personality to your yearbook. Included will be samples of letters to parents, contracts, organizational ideas and a lot of design ideas.
Crystal Kazmerski, Arrowhead Christian Academy, Redlands, Calif.
10 a.m. Saturday, Grand Salon G (650)

Photography:

‘Wow! That’s an Awesome Picture of Me’
Nothing pleases students like great photos. Learn how you can get the best photography ever in your yearbook.
Jud Coolidge, Taylor Publishing Co., Avon Lake, Ohio; Lori Oglesbee, CJE, McKinney High School, McKinney, Texas; Marilyn Scoggins and Mike Taylor, Taylor Publishing Co., Dallas, Texas
10 a.m. Saturday, Grand Salon H (650)

YEARBOOK

The Greatest Stories Ever Told
No one ever reads your yearbook? Think again. Yes! They’ll read it from cover to cover with these tried-and-true methods to build great stories.
Kim Green, MJ E, Columbus North High School, Columbus, Ind.
10 a.m. Saturday, Grand Salon I (110)

Editors Only

Editors 201: Design on a Dime
Discussion continues from “Editors 101” about working with a minimal “dime-like” budget, solving layout problems, meeting deadlines, solving layout problems, meeting deadlines, peer pressure, staffers saying they’ll do the work and then won’t. It’s all gotta happen with little time for big impact! Come prepared to talk as “you’re the boss.” Student editors only.
No advisers please.
10 a.m. Saturday, Grand Salon J (110)

YEARBOOK

A Peek Into the Mind of a Yearbook Judge
Learn why you should submit your books for critique and how the typical judge evaluates your work. Dispel myths and embrace the benefits of having “another pair of eyes” provide constructive criticism for improvement.
Mary Kay Downes, CJE, Chantilly High School, Chantilly, Va.
10 a.m. Saturday, Grand Salon K (110)

NEWSPAPER

Comprehensive Sports Writing
This session will deal with sports writing coverage and writing strategies designed to work regardless of your publication’s format or frequency. Game coverage, as well as feature writing, briefs coverage, opinion pieces and dealing with college and pro sports coverage will be discussed. Also, the session will devote time to obtaining professional credentials, training a staff and looking at major issues facing high school sports writers.
Dean Hume, Lakota East High School, Liberty Township, Ohio
10 a.m. Saturday, Grand Salon L (110)

YEARBOOK

Confessions of a Font Fanatic
Learn how to make the best use of all those fonts on your computer. With a little knowledge, you can create contemporary headlines that give your book the attention it deserves.
10 a.m. Saturday, Liberty Salon A (280)

GENERAL AUDIENCE

Everyone Has a Story
Are your personality profiles always about the popular kids? Can’t find the interesting aspects of the student who eats alone at lunch? Come to this interactive session to learn how to find a good story in anyone’s life.
Gerry Appel and Adam Maksl, Ball State University, Muncie, Ind.
10 a.m. Saturday, Liberty Salon B (140)

YEARBOOK

The Worst Section in Your Yearbook
Don’t be satisfied with the weak coverage in your sports section. You know this section is a favorite of your readers. These two sports fans will cover ways to pack these pages with the action and intensity a sports section deserves, all while preserving the details of the season and incorporating trends in copy and design.
Casey Nichols, CJE, Rocklin High School, Rocklin, Calif., and Sarah Nichols, MJ E, Whitney High School, Rocklin, Calif.
10 a.m. Saturday, Liberty Salon C (280)

ADVISORS, ADMINISTRATORS

Doing National Board Certification with Journalism
Many teachers across the country are pursuing National Board certification through NBPTS. This session will show teachers of journalism how they can tailor their lessons in journalism and publications to meet the national standards and become NBPTS certified.
Patie Graft, MJ E, La Cueva High School, Albuquerque, N.M.
10 a.m. Saturday, Meeting Room 502 (60)

ADVISORS

Intensive Journalistic Writing Works (2 hours)
Strengthen your school’s English and journalism programs by incorporating journalism models and approaches into your English class. Intensive Journalistic Writing (now approved through the AP Audit) brings real experience into the academic setting. Meet with teachers who will share IJW activities and answer your questions.
10:45-11:50 a.m. Saturday, Room 301 (50)

BROADCAST

Elements of a News cast: The Team Behind the Anchor
Ever wonder what it takes to produce a television newscast? It takes a team of anchors, reporters, writers, producers, editors, photographers, graphic artists and broadcast technicians to get a program on the air. The speaker will explain the jobs and take you behind the scenes from the newscast to the control room.
10 a.m. Saturday, Room 302-303 (110)

BROADCAST

New Audiences and More Contests!
Interested in scholarships? Prize money? Free equipment? Expense-paid trips to places like New York or Washington, D.C.? Got room on the shelf in your room for another trophy or two? Are you ready to take your finished show to a larger audience and enter more contests?
We'll let you know some of the many outlets and contests that are looking for your best work.

**Phillip Harris, Roane County High School, Springfield, Va., and Janet Kerby, Roane County High School, Spencer, WV.**

10 a.m. Saturday, Room 304 (60)

**GENERAL AUDIENCE**

**How the Pros Can Help You**

The panel will interact with the audience about ways professional journalists and newspapers can interact with school journalism programs to lend support in controversies, create exciting learning opportunities, advance First Amendment education and help in many other ways. Find out why many professional journalists are hesitant to support Student Press Rights legislation.

**David Bennett, Illinois Press Association, Springfield, Ill.**

**Randy Svikle, CJE, McHenry, Ill.**

**Vincent DeMiero, CJE, Mountlake Terrace High School, Mountlake Terrace, Wash.**

10 a.m. Saturday, Room 305 (60)

**NEWSPAPER**

**10 Steps to an Award-winning Publication**

Have you been coming to conventions or sending your publication for evaluation and you aren’t doing as well as you would like? This session offers 10 steps to quickly improving your publication so you, too, can be called out for an award.

**Georgia Dunn, Well Dunn Images, South Lebanon, Ohio**

10 a.m. Saturday, Room 306 (60)

**GENERAL AUDIENCE**

**Maestro Wrapup**

Students who participated in Thursday’s maestro project are invited to this special session to review the results of their efforts.

**Amy DeVault, CJE, WSU Elliot School of Communication, Wichita, Kan., and Jill Chittum, Blue Valley High School, Stilwell, Kan.**

10 a.m. Saturday, Room 307 (60)

**ADVISERS**

**Building a Program Through Structure and Collaboration**

For the past four years three new teachers at State High publications have worked to rebuild their journalism program, focusing on creating collaborative possibilities with computer services, other teachers, students and publishers and establishing more low-maintenance structures and organization in order to include the success of the program... and their own sanity. This session will include structural and organizational ideas that work in the classroom as well as tips on getting funding and support from people outside your journalism program. We will show you how we went from tired to inspired, frantic to fantastic!

**Rebecca Torren and Jennifer Vest, State College Area High School, State College, Pa.**

10 a.m. Saturday, Room 309 (50)

**ADVISERS**

**Evaluating Students in Production Classes**

In the midst of making deadlines, grading can be difficult. Learn tips to make evaluation more objective so you can devote time to helping your students create better publications.

**Ann Vissi, MJE, Pella Community High School, Pella, Iowa**

10 a.m. Saturday, Room 401 (50)

**COMPUTER TECHNOLOGY**

**InDesign Tricks**

This session is for students and advisers who have some knowledge of InDesign but want to be more productive using this software program, and be more creative with your designs. (Sign up and get a ticket at the convention registration desk. Limit: 34.)

**Linda Drake, CJE, Chase County High School, Cottonwood Falls, Kan.**

10 a.m. Saturday, Room 402-403

**NEWSPAPER**

**It’s Your Opinion: Get It Right**

Session is on clear strategies for writing staff editorials. Step-by-step suggestions will be given with explanations for each step.

**Ron Bonadonna, Nutley High School, Nutley, N.J.**

10 a.m. Saturday, Room 405 (55)

**NEWSPAPER**

**It’s OK to Be Funny**

Most student publications list entertaining their audience as one of their purposes, but many student publications are devoid of humor. If done right, humor can be a powerful way to encourage readership. Focusing on examples from professional and student publications, this session will explore specific ways to incorporate humor into your publication without losing journalistic credibility.

**Rod Satterthwaite, Dexter High School, Dexter, Mich.**

10 a.m. Saturday, Room 406 (55)

**NEWSPAPER, YEARBOOK**

**10 Easy Steps for Improving Editing**

Learn how to improve copy editing (and coverage) on your school’s publication. This hands-on session will highlight some different approaches to copy editing as well.

**Lori Keekley, CJE, St. Louis Park High School, St. Louis Park, Minn.**

10 a.m. Saturday, Room 407 (55)

**YEARBOOK**

**Themes ... It’s All About the Story**

The Walt Disney Co. is known for its theming and storytelling. Find out from a former Disney cast member how you can develop the story behind your book by using Disney storytelling and creative techniques.

**Doug Blemker, Ball State University, Muncie, Ind.**

10 a.m. Saturday, Room 408-409 (110)

**NEWSPAPER**

**Monthly and Relevant? Here’s How**

Having a hard time getting readers interested in your monthly or quarterly newspaper? Come to this session to learn real, hands-on ways to make and keep your paper engaging and informative.

**Holly Ojale, Packer Collegiate Institute, Brooklyn, N.Y.**

10 a.m. Saturday, Room 410 (55)

**ADVISERS**

**Waking the Dead between Deadlines**

This presentation provides activity ideas for advisers to use during the down time that exists between deadlines. A hands-on activity using the writings of Ernie Pyle is used during the presentation.

**Erin Coggins, CJE, Sparkman High School, Harvest, Ala.**

10 a.m. Saturday, Room 411-412 (110)

**NEWSPAPER**

**Make Maestro Work**

Bring photographers, designers and writers together to create the best possible package through the maestro concept. Also learn how to use secondary coverage to expand your pages.

**Alex Youcum, Kansas State University, Manhattan, Kan.**

10 a.m. Saturday, Room 413 (50)

**NEWSPAPER**

**Why Nobody Reads Your Paper**

Learn how to make the very next issue of your paper more interesting, relevant, timely, consequential and journalistically impressive than the one you just published.

**Robert Greerman, Brooklyn, N.Y.**

10 a.m. Saturday, Room 414-415 (110)

**NEWS**

**That’s Entertainment**

Review writing can be fun, but you must tell the reader what they need to know. Learn how to improve your reviews.

**Rhonda Moore, McCallum High School, Austin, Texas**

11 a.m. Saturday, Grand Salon A-B (320)

**GENERAL AUDIENCE**

**The Pacemaker**

Since 1927, the Pacemaker has been the highest honor NSPA gives to its members and one of the top honors in scholastic journalism. Come and see a collection of the finest publications in the country and how they are setting trends. We can’t promise you a...
This session focuses on the good, the bad and the ugly. Come see what not to do. (No children or puppies will be harmed in this live demonstration.)

**This American (and Journalistic) Life**

“This American Life,” an hour-long radio show on NPR, often produces several stories on one specific theme — kind of like a radio centerspread. They also do cool profiles. Listen to satirical and serious excerpts of the show and leave with some original ideas that you can transfer to your newspaper or yearbook.

Derek Smith, MJE, Peninsula High School, Gig Harbor, Wash.

11 a.m. Saturday, Grand Salon J (110)

**NEWSPAPER, YEARBOOK, BROADCAST**

**So You Want to Be a Columnist**

Writing a regular column is a “dream job” for most student journalists. But writing it effectively and building readership takes a lot of skill and work. Find out how to be the best columnist you can be.

Pat Graff, MJE, La Cueva High School, Albuquerque, N.M.

11 a.m. Saturday, Grand Salon K (110)

**GENERAL AUDIENCE, LAW/ETHICS**

**Using Public Records to Cover Your School**

Learn how you can use freedom of information laws to get facts about your school that make for great stories.

Adam Goldstein, Student Press Law Center, Arlington, Va.

11 a.m. Saturday, Grand Salon L (110)

**BROADCAST**

**Getting Ready for a Broadcasting Career**

This session will offer ideas for students who are planning to major in broadcast journalism when they get to college. This discussion will focus on what to do inside and outside the classroom to enhance a student’s preparation for college.

Anthony Moretti, Point Park University, Pittsburgh, Pa.

11 a.m. Saturday, Room 302–303 (110)

**NEWSPAPER, YEARBOOK, BROADCAST**

**Broadcast Tips and Tricks**

This prime session is ALL good stuff and the production tricks will come to you at no fast we guarantee you’ll want to hit the pause button to ask questions. You’ll get a lot of quick and easy tips and tricks to improve your show and impress your audience.

Phillip Harris, Roane County High School, Savannah, Va.; and Janet Kerby, Roane County High School, Spencer, W.Va.

11 a.m. Saturday, Room 304 (60)

**GENERAL AUDIENCE, LAW/ETHICS**

**Open Forum on Censorship and Other Legal Issues**

Members of JEA’s Scholastic Press Rights Commission will field questions and discuss issues with students and advisers on everything from print press rights to those on the Internet.

John Bowen, MJE, Kent State University, Kent, Ohio

11 a.m. Saturday, Room 310 (60)
JEA Awards Committee Meeting
Committee members will meet to review award applications.
Susan Hathaway Tantillo, MJE, Naples, Fla.
11 a.m. Saturday, Room 401 (50)

ADVISERS, COMPUTER TECHNOLOGY
Teaching InDesign
This hands-on session for advisers only will provide information on how to teach InDesign. Hands-on experience, handouts and lists of resources to aid in teaching are provided. (Sign up and get ticket at convention registration desk. Limit 34.)
11 a.m. Saturday, Room 402-403 (55)

BUSINESS/ADVERTISING, YEARBOOK
Bring in the Big Bucks
Want to do cool things in your book, add more color, add a gatefold or get new computers? Come learn how this staff earns $40,000 to $45,000 a year in ad sales. They will give you a few tips/pointers on how spending a little can earn big money for your publication. They will also share how to organize it all once you have all the paperwork to keep track of.
Renée Burke, CJE, Wm. R. Boone High School, Orlando, Fla.
11 a.m. Saturday, Room 405 (55)

NEWSPAPER
Newsworthiness: Two Keys to Knowing What is News
Every issue editors must ask themselves what goes in the newspaper and what gets left out. How does one decide? What if reporters, editors and an adviser all disagree? The answers to these questions become clearer and a staff can work toward commonly shared goals. We also will discuss some practical policies for making news decisions, such as editorial policies, a decision-making flow chart, and ways in which press law impacts one’s decision as to what to include in the newspaper.
Steve Matson, MJE, Charles Wright Academy, Tacoma, Wash.
11 a.m. Saturday, Room 406 (55)

NEWSPAPER, YEARBOOK
Deadline — A Not So Dirty Word
Learn several easy tips on how to make your deadlines less painful and easier to manage. Time will be provided for questions and answers.
Lori Keekley, CJE, St. Louis Park High School, St. Louis Park, Minn.
11 a.m. Saturday, Room 407 (55)

YEARBOOK
Trends? How About Basics?
Yearbook design is ever changing and sometimes “trends” become too trendy. Learn how to not forget the basic design principles by following simple steps to clean up your designs and create more interest in your book.
Doug Blemker, Ball State University, Muncie, Ind.
11 a.m. Saturday, Room 408-409 (110)

ADVISERS
I’m an Adviser, Not an Editor!
This session for advisers will deal with creating and maintaining a strong editorial board. Staff members should be making the important decisions, and a good editorial board facilitates that. Come learn (or share) strategies to organize your editors into a cohesive team of publication managers.
Jon Reese, Decatur High School, Decatur, Ga.
11 a.m. Saturday, Room 410 (55)

NEWSPAPER
Design Idol 2007
Vote for this year’s Design Idol! See top-notch student work from all over the country and help determine who the winner is.
11 a.m. Saturday, Room 411-412 (110)

BUSINESS/ADVERTISING
Advertising for Beginners
In this session, students will learn the basics of advertising for their student publications as well as for their future careers.
Kyle Martinek, Kansas State University, Manhattan, Kan.
11 a.m. Saturday, Room 413 (50)

GENERAL AUDIENCE
Storytelling for the Hurried
Here’s an edgy thought: Compelling storytelling is becoming increasingly rare in the high school and professional press. This session concentrates on 300- to 800-word stories that help us connect with our humanity. No AV wizardry. We’re just about the words.
Jack Kennedy, MJE, Rock Canyon High School, Highland Ranch, Colo.
11 a.m. Saturday, Room 414-415 (110)

YEARBOOK
YEARBOOK
I Wanna Be a Rock Star
Jump on the tour bus and head out on the Faces Tour 2008. It’s time to let the laser light show go crazy and the music ring loud and clear so every person in your building feels like a Rock Star — in the spotlight on center stage in numerous places throughout the book. Fans and groups keep the Rock Star on tour. Students are the Fans (readers), and they need relevant reasons to not only want, but need, this year’s book. Come catch this limited-engagement performance to learn how to create reader relevancy for your very own fans and groups of the yearbook.
Mark Herron, CJE, Jostens, Dallas, Texas.
Noon Saturday, Grand Salon G (650)

YEARBOOK, COMPUTER TECHNOLOGY
Bridging the Gap — Adobe Bridge
In this session we will cover using Adobe Bridge as a tool to simplify yearbook production.
Noon Saturday, Grand Salon D (160)

YEARBOOK, MAGAZINE
Narrative Nirvana
Learn the art of telling true stories from identifying topics and choosing angles to in-depth interviewing and vivid writing. This session combines instruction, examples and audience participation.
Chris Holmes, Hazelwood West High School, Hazelwood, Mo.
Noon Saturday, Grand Salon C (160)
**Life After High School Journalism**

If you love working on your student media in high school, there’s no need to stop once you graduate. Opportunities abound wherever you go to college for continued involvement in student media, and you could get paid for it. These college students will share how life on media staffs can continue after high school.

Student journalists from Kansas State University, Manhattan, Kan.  
Noon Saturday, Grand Salon J (110)

**Editorials:**  
**Make Sense with Opinion**

You’re entitled to your opinion. To persuade readers, you have to make sense with that opinion. This session will describe steps to help your editorials do that. You’ll discuss how to address tough subjects, recognize opposing views and lead the community. Your editorials can and should discuss the legitimate news you cover, and they should help your community in its self-righting process.

John Kupetz, College of Lake County, Grayslake, Ill.  
Noon Saturday, Grand Salon J (110)

**Working with Administrators to Prevent Censorship**

Learn how to prevent censorship of controversial school topics by working with school administrators. Successfully gather the facts for a story and discover ways to develop an open and trustful relationship with administrators. Also discussed will be the First Amendment and student press rights.

Harinand Tyagi, Brown University, Providence, R.I.  
Noon Saturday, Room 301 (50)

**Pardon the Interruption, But There’s a Game Here**  
**(2 hours)**

Have you ever been interested in a career in sports broadcasting? Now’s your chance. Learn how to approach and throw a slow, curved back spin strike. It’s rich. Learn how to cover athletes, the season and the coaches through a unique perspective. This session will teach you how to put the stories together and cover the most important parts of your school’s athletics.

Alex Yocum, Kansas State University, Manhattan, Kan.  
1 p.m. Saturday, Grand Salon C (160)

**Just Where Does That Comma Go?**

Is passive voice the pane of your existence? Just what is “AP” style? What’s the difference between AM and p.m.? In short snapshot lessons, you’ll learn the “need to know” editing rules, how to copy edit and how to coach your writers.

Christina Geabhart, CJE, Oak Park High School, Kansas City, Mo.  
Noon Saturday, Room 408-409 (110)

**From Good to Great**

This interactive session will explore strategies on taking your literary art magazine to the next level. Whether it is fine tuning an already award-winning magazine or trying to get one off the ground, this session will explore ways to improve or develop an innovative magazine.

Nathan Moseley, CJE, Westside High School, Omaha, Neb.  
Noon Saturday, Room 309 (60)

**Make it Quick**

Sometimes staffs just don’t have the manpower, experience, time, or money to creatively cover everything they need to. This session utilizes ideas from magazine design to make coverage and copy easy and fresh. This is an ideal session for small schools. We have handouts and door prizes.

Mary Patrick, CJE, and Kristina Nelson, Maize South Middle School, Maize, Kan.  
Noon Saturday, Room 406 (55)

**From Movies to News**

This session will take a look at movies and television shows to gain a better understanding of visual basics. Learn how to take these basics and apply them to your publication.

Derek Clements, Kansas State University, Manhattan, Kan.  
Noon Saturday, Room 304 (60)

**What Do I Look For?**

Just what is “AP” style? What’s the difference between AM and p.m.? In short snapshot lessons, you’ll learn the “need to know” editing rules, how to copy edit and how to coach your writers.

Christina Geabhart, CJE, Oak Park High School, Kansas City, Mo.  
Noon Saturday, Room 408-409 (110)

**It’s the Little Things**

It’s the little things that can make your publication more sophisticated. This session provides dozens of useful tips for editors and advisers who are ready to take their publications to the next level. Writing, layouts, staff – we’ll cover them all.

Jon Reese, Decatur High School, Decatur, Ga.  
Noon Saturday, Room 411-412 (110)

**Photography**

**What Do I Look For?**  
**(Photog 1)**

This class will look at photos and how they were shot. Emphasis will be on composition and learning how to set your camera settings for the right moment. Class discussion will follow.

Joslyn Brown, Kansas State University, Manhattan, Kan.  
Noon Saturday, Room 413 (50)

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Is passive voice the pane of your existence? Just what is “AP” style? What’s the difference between AM and p.m.? In short snapshot lessons, you’ll learn the “need to know” editing rules, how to copy edit and how to coach your writers.

Christina Geabhart, CJE, Oak Park High School, Kansas City, Mo.  
Noon Saturday, Room 408-409 (110)

**Show, Don’t Tell**

Take your writing to the next level; stop “telling” and start “showing.” Learn simple techniques to bring your stories to life.

Chris Holmes, Hazelwood West High School, Hazelwood, Mo.  
1 p.m. Saturday, Grand Salon C (160)

**Make It Quick**

Sometimes staffs just don’t have the manpower, experience, time, or money to creatively cover everything they need to. This session utilizes ideas from magazine design to make coverage and copy easy and fresh. This is an ideal session for small schools. We have handouts and door prizes.

Mary Patrick, CJE, and Kristina Nelson, Maize South Middle School, Maize, Kan.  
Noon Saturday, Room 406 (55)
sales — hoping for the strike every year but too often getting the big fat zero in the gutter! The days of “Yearbooks on Sale” posters, setting up a table in the cafeteria and letting buyers come to you is as stale as some of the air in the bowling alley. You need to advertize the specific content, market to the affiliations and create multi-leveled campaigns to sell to this tech-savvy generation. Hit the lanes with Mark as he shows you step-by-step instructions on how to $trike it rich.

Mark Herron, CJE, Jostens, Chicago, Ill.  
1 p.m. Saturday, Grand Salon G (650)

NEWSPAPER

No Royalty in Sports

High school sports pages shouldn’t be about fluff or old game stories. Learn how to write appropriate stories and use statistical and graphical information to pull in your readers. Kent Smith, Mills University Studies High School, Little Rock, Ark.  
1 p.m. Saturday, Grand Salon I (110)

GENERAL AUDIENCE

Talk to Strangers: Interview Art and Science

Journalism lets you break the big rule and talk to strangers — good reason. Interviews get information in the public interest. This session will describe the science of good interviewing techniques to add to the art of your own personality. The result should be more information and livelier quotes for your stories.  
John Kupetz, College of Lake County, Grayslake, Ill.  
1 p.m. Saturday, Grand Salon K (110)

MAGAZINE

College Outreach to High School Students

Valuable partnerships can be established when special interest magazines at the college level work with high school students to create subsidiary publications. This session will cover the logistics of creating special interest magazines as well as the interaction skills necessary between interested high school and college level journalists.  
Sonia Sarkar, Johns Hopkins University, Baltimore, Md.  
1 p.m. Saturday, Room 301 (50)

BROADCAST

Learning How to Write in Broadcast Style

Broadcast news writing is not the same as writing for a newspaper or a magazine. This session introduces students to some key differences between broadcast and print writing, and it offers techniques for learning how to write in broadcast style.  
Anthony Moretti, Point Park University, Pittsburgh, Pa.  
1 p.m. Saturday, Room 304 (40)

YEARBOOK

You Can Quote Me on That

Is getting good quotes a problem for your staff? The advisers of an award-winning yearbook share some of their tricks for getting a lot 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.  
Adrienne Forte and Patricia Hinman, Robinson Middle School, Fairfax, Va.  
1 p.m. Saturday, Room 305

PHOTOGRAPHY, NEWSPAPER, YEARBOOK

Photo Editing for Photo Editors

This session will teach photo editors or future photo editors how to choose, edit and love photographs. They will also learn how to manage their staff and will pick up some tips on taking great photographs for their yearbook or newspaper.  
1 p.m. Saturday, Room 307 (60)

GENERAL AUDIENCE, PHOTOGRAPHY

Vis Com

Learn to better use visual means of communication. Whether it be by design or photography, maximize your abilities while working through creative media.  
Jolyn Brown, Kansas State University, Manhattan, Kan.  
1 p.m. Saturday, Room 309 (50)

COMPUTER TECHNOLOGY

Beginning InDesign

Learn to create dynamic documents using InDesign. This hands-on lab will cover the basic steps of using the program. Handouts, productions, (Sign up and get ticket at convention registration desk. Limit 34.)  
Susan Roberts, MJE, LaPorte High School, LaPorte, Texas, and Hal Schmidt, PS Graphics Inc., Kingwood, Texas  
1 p.m. Saturday, Room 402-403 (34)

GENERAL AUDIENCE, LAW/ETHICS

First Amendment in the Information Age

New technology has heightened the age-old struggle between students, teachers and administrators concerning free speech in schools. This session will explore the legal, scholastic and social ramifications of free expression in the digital age, including the role of social networking sites, Internet filters and the current legal landscape. Participants will receive copies of “Free Speech 3.0: Student Expression in the Digital Age.”  
1 p.m. Saturday, Room 408-409 (110)

GENERAL AUDIENCE, LAW/ETHICS

Youth Perspectives: Youth Media and Censorship

A panel of students and youth activists will discuss and debate censorship and free expression in youth journalism, including print, online and broadcast media. Speakers will share their personal encounters with censorship and how it has impacted their work as journalists and students. They also will discuss positive alternatives to censorship that promote education and media literacy, and share strategies on how students and school officials can effectively respect students’ rights to free expression in and out of school. The panel will be moderated by Youth Free Expression Network coordinator Claire Karpen.  
Claire Karpen, Emily Duhovny, Yannick LeJacq, Ned Resnikoff and Danya Steele National Coalition Against Censorship, New York, N.Y.  
1 p.m. Saturday, Room 410 (55)

YEARBOOK

Living Disaster: How We Survived Katrina

Hurricane Katrina forced the closure of our school and the evacuation of our city. When we returned, a rookie yearbook staff had the task of covering the disaster they lived through and which continued to affect every aspect of their lives. Learn how we did it, where we succeeded and where we didn’t.  
1 p.m. Saturday, Room 411-412 (110)

GENERAL AUDIENCE

Management and Team Building

Have you ever had to work with other people on student publication projects? We thought so. In this session, you will learn secrets to managing your time and making the best of your team-building effort.  
Caitlin Burns, Kansas State University, Manhattan, Kan.  
1 p.m. Saturday, Room 413 (50)
Where’s That @#%!
Picture? Managing Digital Workflow
Digital photography has done wonders for the yearbook and newspaper workroom. The biggest problem is finding the image that was taken last week when you need it for this week’s paper. This session will help you organize your files so nothing is ever lost.
Wayne Dunn, CJE, Well Dunn Images, South Lebanon, Ohio
2:30 p.m. Saturday, Room 306

Creating Interviews That People Will Read
Participants will understand how to conduct research on their subject, how to frame questions so those subjects will want to answer honestly and how to use different styles to compose the interview.
Pamela Griffin, PT Griffin Consulting, Springfield, Mass.
2:30 p.m. Saturday, Room 307 (60)

Hitting Home Runs in Public Relations
A strong publication has strong relationships throughout its readership. Cover all the bases — administration, faculty, staff, community — and improve your PR skills by learning what everyone has to offer, how to reward each other and finding out what each “base” needs. You’ll be hitting publication home runs in no time.
Lori Eastman, Metropolitan State College of Denver, Denver, Colo.
2:30 p.m. Saturday, Room 309 (50)

You CAN Meet Those Deadlines
Usable time-management techniques can make life easier and staff more fun. Learn ways to get everything done in the time you have.
Carla Harris, MJE, Hillsboro, Ore.
2:30 p.m. Saturday, Room 405 (55)

Plan Now, Play Later
Learn how to put an end to “I don’t know what to put on this spread.” Learn how to brainstorm, plan and organize your spreads to increase coverage and avoid duplicating coverage in your yearbook.
Chad Rummel, CJE, Oakton High School, Vienna, Va.
2:30 p.m. Saturday, Room 408-409 (110)

Convention Wrap-up
JEA’s officers and executive director invite advisers to attend this session to discuss praises and concerns about this and future conventions.
Jack Kennedy, MJE, Rock Canyon High School, Highlands Ranch, Colo.; Linda Puntney, MJE, Kansas State University, Manhattan, Kan.; Ann Visser, MJE, Pella Community High School, Pella, Iowa
2:30 p.m. Saturday, Room 410 (55)

Avoid the Big C
Nobody likes to be censored, but unfortunately it’s a reality for many high school publications. The best way to avoid censorship is to build a strong, trusting relationship with your administration. Gain tips for working with administrators and share some of your stories.
Jeanne Acton, University Interscholastic League, Austin, Texas.
2:30 p.m. Saturday, Room 411-412 (110)

Keep Them Reading
Using basic design principles will help you create pages that are attractive and a service to your readers. This page designer for the Kansas State Collegian will show you how he gets the job done on a daily basis.
Brendan Fraeger, Kansas State University, Manhattan, Kan.
2:30 p.m. Saturday, Room 413 (50)

Knight Foundation Press Conference
Last year in its pilot year in Philadelphia, the Prime Movers program created after-school media clubs at six high schools where none previously existed and developed a plan to scale up student media across the city. The John S. and James L. Knight Foundation funded the program. At this press conference, Eric Newton, vice president of the journalism program for The Knight Foundation, will announce the awarding of two new grants of $250,000 each, to George Washington University’s Prime Movers program and the School District of Philadelphia to expand Prime Movers and create new media clubs in an additional 18 Philadelphia high schools during the 2007-08 school year.
Eric Newton, John S. and James L. Knight Foundation, Miami, Fla.
2:30 p.m. Saturday, Room 414-415 (110)
Thank You

JEA and NSPA wish to thank the following organizations for their sponsorships of convention programs and activities.

**Level One**

Printing of Convention Program: Taylor Publishing
Provide On-Site Computer Lab: Walsworth Publishing

**Level Two**

Friday Adviser Luncheon: Columbia Scholastic Press Association
Saturday Adviser Luncheon: Herff Jones
Friday Evening Adviser Reception: Ball State University
Canvas Adviser Bags: Jostens
Delegate Lanyards: Herff Jones

**Level Three**

Thursday New Adviser Reception: Lifetouch
Break With a Pro Refreshments: Adobe Systems
Friday Morning Adviser Refreshments: NCompass Media, LLC
Friday Afternoon Adviser Refreshments: Newseum
Saturday Adviser Hospitality: Friesen Yearbooks