Welcome to St. Louis. Most successful journalists know the importance of critical thinking and making good choices. This convention brings more than 300 sessions to your fingertips, providing you the opportunity to experience writing, design, broadcasting, photography, advertising and personal and staff recognition in four days. From preregistered sessions and computer labs to swap shops and media tours, you’ll be busy from morning to night at the gateway of being the best you can be.

From adviser receptions and curriculum exchanges to student contests entertainment and dances, JEA and NSPA offer convention attendees activities and programs to enhance the convention experience beyond Friday and Saturday sessions. Take a turn in the Your Story studio where you can tell and archive your personal story. Visit the City Museum and become a rock star at Friday’s student entertainment.

Thursday and Friday keynotes are delivered by multimedia journalists. Thursday at 7:30 p.m., hear Al Tompkins, Poynter Institute’s leader for broadcasting and online. Jacqui Banaszynski is the Knight Chair in Editing at the Missouri School of Journalism and is on the visiting faculty of The Poynter Institute. Banaszynski will speak Friday at 1 p.m.
Several years ago as I searched through my family history, I discovered our roots go back all the way to Pierre Laclede, who founded St. Louis in 1764. That piece of knowledge deepened the sense in me of St. Louis truly being my home, even though I had been born here and lived here most of my life. Laclede’s Landing, just east of the hotel, is a commemoration to my forefather and the city he founded.

St. Louis truly is a historic city, site of the infamous Dred Scott decision, which moved the country closer to civil war, as well as the celebrated 1904 World’s Fair and the 1904 Summer Olympics, the first to be held in the United States, which united the country in pride. Standing at the dividing line between the eastern and western United States, the city became known as the “Gateway to the West” on behalf of the many people who migrated west through St. Louis via the Missouri River, the first leg of the Oregon Trail and other wagon trails. For many, it was the beginning of a journey toward a better future. As far as journalism is concerned, it is the home of Joseph Pulitzer, founder of the St. Louis Post-Dispatch and the Pulitzer Prize, the gold standard of journalism excellence.

So I am especially thrilled to welcome all of you to my hometown. The rest of the local committee and I, as well as all the people from JEA and NSPA, have done our best to make sure this convention will be a memorable one for all of you. In addition to great keynote and featured speakers, hundreds of breakout sessions, informative issues seminars and thought-provoking Write-off speakers, we think you will find this convention just a little bit different. From the drumline that will entertain you at our opening session Thursday night to the City Museum and a Rock Band competition on Friday night, we have searched for ways to help you experience some of the best St. Louis has to offer.

The Renaissance Grand and Suites Hotel can be the gateway to many of the city’s most important attractions. It is just blocks from the Gateway Arch and the Old Courthouse, the site of the Dred Scott decision. Washington Avenue, the hub of downtown’s revival, features a variety of restaurants, coffee houses, small shops and museums, including the world-famous interactive City Museum, a fun destination for all ages. We hope you have your discounted tickets for Friday night’s trip to the City Museum. If not, check the registration desk to see if any tickets remain. It is an event you should not miss.

Forest Park, one of the country’s largest city parks, welcomes visitors with its world class zoo, art and history museums and science center, all of which offer free general admission. The Loop in University City, accessible by MetroLink, offers vintage clothing shops, unique boutiques, fun restaurants and live music at several locations, including the Pageant Theater. In fact we have many great neighborhoods throughout the Metro area. Look for our handy guide to St. Louis if you don’t have one.

While we hope you get a chance to explore all our city has to offer, our main hope is that you will learn a great deal, grow together as a staff and go back to your student media with a renewed sense of purpose and enthusiasm about the important work you do recording the history of your own school and pursuing the journalistic excellence Pulitzer embodied. We want to inspire you to tell your own stories and the stories of your classmates, to be the best journalists you can be. That way St. Louis truly will be the “Gateway to the Best!”

Enjoy!

Nancy Freeman, Local Committee Chair
Here we are, thousands of us, in the city that's known to the world as the Gateway to the West. But this weekend we know it as the Gateway to the Best - the best high school newspapers, yearbooks, magazines, television, radio and online media in the country as well as the best student staffs and faculty advisers. We're here at the gateway looking for what will make us even better.

With more than 300 breakout sessions, two award-winning keynote speakers, the International Pictures of the Year exhibit, a trade show featuring nearly 40 exhibitors and students from hundreds of schools, we're bound to find something that will make us better journalists. And while we're looking, we're likely to find opportunities to make us better people too.

Consider the Gateway Arch. At 630 feet it is the tallest national monument in the United States and every year since it opened in 1965 its tram has carried more than a million visitors to the top. The amazing 17,246-ton structure is as important for its symbolism of Thomas Jefferson's expansion of the west as it is for its breathtaking structure. The courage and curiosity of Jefferson and Lewis and Clark to discover new horizons are attributes of good journalists who explore events and tell the stories the readers need to know. The vision of the architects to create the Gateway Arch commemorates the discovery of the west and helps preserve the story of the explorers for all time.

Telling stories is our business too. We report the agony of the benched football player and the joy of the volleyball team as they take State. We tell the story of the teen parent, the merit scholar, the presidential candidate and how economic uncertainty has affected the lives of our audiences. We tell stories and we make a difference by giving students their own voice.

Here at the Gateway, we hope you'll find what you need to become an even better student journalist.
**Headquarters Staff**

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Kathy Huting, contest and critique coordinator
Emily Griesser, member services director, trade show coordinator
Mike Gesellchen, administrative assistant
Michael Wright, accountant

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Special Events

First-Time Attendee Orientation Meeting
Advisers attending their first JEA/NSPA convention should consider attending a short orientation meeting. A general overview and explanation of convention events and how to get the most out of them will be provided.
6:45 p.m. Thursday, Hall 1 Foyer, America’s Center

Adviser Reception Honoring First-Time Attendees
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. This informal reception will follow the opening keynote. American Society of Newspaper Editors is the sponsor of this event.
9:30-11 p.m. Thursday, Room 106, America’s Center

Trade Show Exhibits
Dozens of national and local vendors and colleges 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 and 8 a.m. to 4 p.m. Friday, Majestic Ballroom, Renaissance Grand

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. No new entries may do so at this time. Noon Friday is the deadline for substitutions. No new entries.
1-7 p.m. Thursday and 8 a.m. to 3 p.m. Friday, Majestic Ballroom, Renaissance Grand

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

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 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, Room 105, America’s Center

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 in Room 222, America’s Center. Pre-registration required.
8:30 a.m. Thursday, Portland, Renaissance Grand

Pictures of the Year Exhibit
St. Louis convention attendees will be able to view a special exhibit created by Pictures of the Year International at the Missouri School of Journalism. The display includes 50 18-by-24-inch prints from the vast 65-year POYi archive of more than 38,000 images, representing the world’s best photojournalism.
8 a.m. to 5 p.m. Friday; 8 a.m. to 3 p.m. Saturday, Room 200, America’s Center

Break with a Pro
Media professionals will share information about their work and backgrounds in an informal setting. Tickets for this preregistered event will be in the school’s packet at registration. There will be two one-hour blocks. Please check ticket for your assigned time and table number. Students are encouraged to be prepared with questions on career preparation requirements, nature of work, salary-level expectations and job availability. They may also inquire about handling issues or situations in their work as student journalists. Break with a Pro refreshments are sponsored by Adobe Systems.
9 and 10 a.m. Friday, Rooms 220 and 221, America’s Center

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. Jostens will provide Friday hospitality; Friesens will provide Saturday morning hospitality.
8 a.m. to 5 p.m. Friday, and 8 a.m. to noon Saturday, Room 105, America’s Center

Friday Adviser Luncheon
Relax and dine with your colleagues in a relaxed setting. Pre-registration was required. Please bring your ticket. Guest speaker will be international award-winner Stephanie Kuykendal, a freelance photojournalist who has been a member of the White House Press Corps and has covered news and women’s issues in the Middle East. ESPRISE.com is sponsor for this event.
11 a.m. to 12:50 p.m. Friday, Crystal Ballroom, Renaissance Grand

Friday Adviser Reception and SPLC Benefit Auction
Advisers are invited to this social gathering. The reception will feature...
entertainment from a live blues band and a fundraising auction to benefit the Student Press Law Center. The local committee has collected a variety of interesting items, including signed sports memorabilia, art, food, journalism-related gifts, basket event tickets and autographed books. Visa, Mastercard, check or 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, Landmark, Renaissance Grand

Friday Student Entertainment
Friday night offers students two entertainment opportunities. Those who have pre-purchased tickets will experience the amazing, interactive City Museum at 701 N. 15th St. Admittance with the special ticket will be from 5 to 7 p.m., and you can stay late. Allow enough time to get back to the hotel by curfew or go to the museum and then come to the Battle of the Bands competition.

Those with an inner rock star waiting to come out can participate in the “Rock Band” Battle of the Bands at 9p.m. in the Renaissance Grand Hotel and Suites. Get your group together and compete for great prizes while playing the popular interactive video game on stage. You must have your nametag to be admitted. JEA, NSPA and NCompass Media will host this event from 9-11:30 p.m. in the Majestic Ballroom at the Renaissance Grand.

Student Dance
Saturday night’s activity will be a dance with music provided by a DJ. This is a good time to enjoy the music and dancing with other student journalists from around the country. Students must present their convention name badge to be admitted to the dance. You must have your nametag to be admitted.

9-11:30 p.m. Saturday in the, Majestic Ballroom, Renaissance Grand.

Your Story Booth
We’re all storytellers, and this is your chance to tell your personal story, have it uploaded to SchoolTube.com and be eligible for inclusion on a convention Web site. Stop by the exhibit hall in the Majestic Ballroom of the Renaissance Grand on Thursday or Friday and look for the Your Story booth. From 9 a.m.-2p.m. on Saturday record your story in Room 90 of the Convention Center. Tell your story. Become part of history.

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 samples of your newspaper, literary magazine or at least one copy of your yearbook or video/DVD to show at your table. 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, 10 and 11 a.m. Saturday, Majestic Ballroom D, Renaissance Grand

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, Benton, Renaissance Grand

Saturday Adviser Recognition Luncheon
JEA, NSPA and Dow Jones Newspaper Fund will present their annual awards. New and renewing Certified Journalism Educators and Master Journalism Educators also will be recognized. Speakers will be Carol Lange, JEA’s Carl Towley Award winner, and Karl Grubaugh, the Dow Jones National High School Journalism Teacher of the Year. Preregistration was required. Please bring your ticket. Herff Jones has underwritten this event.

Noon to 2:20 p.m. Saturday, Crystal Ballroom,
RULES of Conduct

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

- A midnight convention curfew will be in effect Wednesday through Saturday. Students should be in their rooms, making no excessive noise, at that time. The hotel reserves the right to remove any hotel guests who make excessive noise or create similar disruption. Advisers/chaperones will be responsible for enforcing the nightly convention curfew.

- No students will be admitted to the convention without a school-approved adviser/chaperone. At least one chaperone/adviser is required for every 12 students. It is understood that by the act of registering students for the convention, advisers assume responsibility for their students’ behavior and well-being during the convention.

- Chaperones should recognize they and their schools will be held liable for any damage to hotel/convention center facilities incurred by students under their supervision.

- Rudeness to hotel/convention center guests and employees; misuse of or reckless behavior on the elevators; excessive noise; destruction of property; or any other inappropriate behavior is not acceptable and can lead to expulsion from the hotel/convention center and/or criminal prosecution. Should individual students, advisers or delegations prove disruptive, JEA/NSPA officials reserve the right to declare all fees forfeited and to send delegates home at their own expense.

- Breaking convention rules may result in disqualification from all contests and forfeiture of any awards won.

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

- All students are expected to wear their convention name badges at all times while in the convention hotel/convention center.

- When outside the hotel/convention center, travel in groups. Your personal safety is our concern.

THANK YOU Convention Sponsors

JEA and NSPA wish to thank the following organizations for their sponsorship of convention events:

Adobe Systems Inc.— Break with a Pro refreshments

American Society of Newspaper Editors — Thursday New Adviser Reception

Ball State University — Friday Adviser Reception and Benefit Auction

ESPNRISE.com — Friday Adviser Luncheon

Friesens — Saturday Adviser Hospitality Refreshments

Herff Jones — Name-badge lanyards and Saturday Adviser Awards Luncheon

Jostens — Friday Adviser Hospitality refreshments

University of Minnesota School of Journalism and Mass Communication — Adviser Tote Bags

NCompass Media — Friday Student Entertainment

Taylor Publishing — Printing of Convention Program

Walsworth Publishing — Macintosh Computer Lab
Al Tompkins, Poynter Institute’s group leader for broadcasting and online will answer the question “when we have YouTube why do we need good journalism? A believer in story telling, Tompkins’ story idea column “Al’s Morning Meeting,” is read by more than 20,000 people on Poynter.org.

Tompkins wrote “Aim For The Heart: A Guide for TV Producers and Reporters” in 2002, which was used by more than 70 universities as their main broadcast writing textbook. He co-wrote three editions of the Radio and Television News Directors Foundation’s “Newsroom Ethics” workbook.

Tompkins joined Poynter’s faculty from his job as news director at WSMV-TV in Nashville. For 24 years, he worked as a photojournalist, reporter, producer, anchor, assistant news director, special projects/investigations director, documentary producer, and news director. During his career, he has won a National Emmy, a Peabody Award, the American Bar Association’s Silver Gavel for Court Reporting, seven National Headliner Awards.

Jacqui Banaszynski is the Knight Chair in Editing at the Missouri School of Journalism and is on the visiting faculty of The Poynter Institute. She has worked as a reporter and editor for more than 30 years, most recently as associate managing editor of The Seattle Times, where she was in charge of special projects and staff development.

She spent 18 years as a beat and enterprise reporter, then worked as a projects editor at newspapers in the Midwest and Pacific Northwest. While at the St. Paul Pioneer Press, her series “AIDS in the Heartland” — an intimate look at the life and death of a gay farm couple — won the 1988 Pulitzer Prize in feature writing and a national SPJ Distinguished Service Award.

She was a finalist for the 1986 Pulitzer in international reporting for coverage of the Ethiopian famine. Her work has exposed a fraudulent developer, explored the plight of Kurdish refugees in Iraq and followed a dogsled expedition across Antarctica.
FRIDAY FEATURED SPEAKERS

BOB PRIDDY
News Director of Missourinet, a statewide commercial radio network providing news, sports and special programming to about 60 radio stations in Missouri, is a historian who has written four books focusing on Missouri history. In his 30-year career as news director of Missourinet, he has led numerous efforts to open Missouri’s government to its citizens through coverage of public participation in legislative committee work, opening Missouri’s courtrooms to radio and television coverage and, more recently, spearheading the successful efforts to allow Missourians to listen to legislative debate and Missouri Supreme Court arguments on the Internet.

To Be a Journalist
9 a.m. Friday, Room 223, America’s Center

JENNIFER REEVES
Spent seven years producing newscasts for KBKATV and KSBW-TV in California and WOOD-TV in Michigan. She started her teaching career as executive producer at KOMU-TV at the Missouri School of Journalism. After using technology to change the structure, organization and workflow of the KOMU newsroom, Reeves became interested in the many other ways newsmakers can use technology. She works as KOMU’s new media manager and leads the ongoing developments at KOMU.com.

Using Free Tools to Enhance Journalism
9 a.m. Friday, Room 242, America’s Center

ERIC STEUER
is the creative director of Creative Commons, a nonprofit organization promoting permissive approaches to copyright. Steuer works with artists, media companies and cultural institutions to build a body of creative work that is available for free and legal use by the general public. He is a contributing editor at Wired magazine. An Introduction to Copyright on the Web
9 a.m. Friday, Landmark 2, Renaissance Grand

TIM O’NEIL
has been a reporter at the St. Louis Post-Dispatch since 1984. Previous jobs include two newspapers and The Associated Press in three Southern states and the former St. Louis Globe-Democrat. Assignments have included the Missouri Legislature, city and county governments, police, courts and, currently, general assignment for the metro desk downtown.

Beat Reporting: Straight Hard News
10 a.m. Friday, Room 104, America’s Center

STEPHANIE KUYKENDAL
is a freelance photojournalist based in New Hampshire. She recently moved from Washington, D.C., where she worked as a member of the White House Press Corps. Before relocating to Washington she covered women’s issues and news throughout the Middle East, including Saudi Arabia, while based in Dubai. In 2004 she lived in Baghdad while working on issue-driven personal projects about Muslim women and also covering daily violence and American troops. Her clients include Time Magazine, Newsweek, Reader’s Digest, The New York Times, and U.S. News & World Report. Her work has been recognized by Amnesty International, Days Japan, Pictures of the Year International, the National Press Photographer Association’s Best of Photojournalism and Women in Photojournalism.

Photojournalism at Home and Abroad
10 a.m. Friday, Room 222, America’s Center

SHARON STEVENS
joined KSDK NewsChannel 5 in 1993 as the education reporter. Previously she worked as a radio and television reporter in New York City, Chicago and Boston. She was one of 18 journalists selected for a Knight Foundation journalism fellowship for education reporters at the University of Washington, Seattle. Stevens has received awards for education reporting, feature writing and general news writing. She serves on the board of directors for the St. Louis Journalism Review and is a former vice president/broadcast of NABJ.

Issue Seminar: Making Diversity Work in School Media
10 a.m. Friday, Room 102, America’s Center

The Art of Interviewing
1 p.m. Saturday, Majestic C, Renaissance Grand

TOM ACKERMAN
is the manager of sports operations at KMOX. He’s also the station’s sports anchor on its morning drive-time program, “Total Information A.M.” Since 1997, he’s served a number roles at KMOX, including eight years as host of the nation’s longest-running sports talk show, “Sports Open Line.”

Breaking Into Broadcasting
11 a.m. Friday, Room 223, America’s Center

RANDY RALEY
got his first crack at the mic at age 15 in Ava, Mo., doing a five-minute newscast. Learning his craft in the Quad Cities, he landed his first full-time on-air slot in 1976 and with stops in Kansas City, Denver, St. Louis and now Bloomington/Normal, Ill., Raley has risen to the rank of market manager, presiding over three radio stations in central Illinois. The first 26 years of his career were spent on the air with legendary call letters like WXLP, KYYS, KCFX, KSHE, KLOU and others. The last six years have be in the sales department at Clear Channel St. Louis, Learfield News and KMOX.

Everything You Want to Know About Radio... But Were Afraid to Ask
2:30 p.m. Friday, Room 104, America’s Center
ANNA M. ROMERO is an associate professor in radio and TV news at the Missouri School of Journalism. She also is director of the Missouri Interscholastic Press Association and Missouri Urban Journalism Workshop. She has extensive media experience in television and radio and has done some newspaper work. She teaches news and lectures on the coverage of diverse communities.

People
2:30 p.m. Friday, Portland, Renaissance Grand

GARY HAIRLSON, assistant director of photography/video at the St. Louis Post-Dispatch, has directed the P-D’s newsroom’s video training for photographers and reporters for two years. He has worked as the photo editor at the Pensacola (Fla.) News Journal, photographer/photo editor at The Jackson (Tenn.) Sun, university photographer at Western Kentucky University and a photographer at the Henderson (Ky.) Gleaner.

Think Big Online
2:30 p.m. Friday, Room 101, America’s Center

DICK WEISS is an award-winning writer and editor with more than three decades of experience at American newspapers. While keeping his day job as metro editor and writing coach at the St. Louis Post-Dispatch, Weiss started WeissWrite LLC in 2003 as a writing, editing and coaching service for anyone with a story to tell. He left the Post in 2005 to devote all his energies to WeissWrite. Since then he has conducted writing workshops at newspapers, universities and businesses across the nation.

The 7.5 Habits of Highly Effective Journalists
10 a.m. Saturday, Room 224, America’s Center

WILLIAM H. FREIVOGEL is director of the School of Journalism at Southern Illinois University Carbondale. He worked for the St. Louis Post-Dispatch for 34 years, serving as deputy Washington Bureau chief and deputy editorial editor. A series of editorials in 2001 about Attorney General John Ashcroft and civil liberties abuses was a finalist for the Pulitzer Prize. Freivogel is a graduate of Stanford University and Washington University Law School.

Student Expression in a Facebook World
1 p.m. Saturday, Room 221, America’s Center

WILLIAM SNYDER, a four-time Pulitzer Prize winning photographer and editor, teaches photojournalism at the Rochester Institute of Technology – his alma mater – after working at The Dallas Morning News for 25 years. As director of photography, he guided the DMN photography staff to the 2006 Pulitzer Prize in Breaking News for its coverage and produced “Eyes of The Storm,” a book featuring DMN photo staff’s work from hurricanes Katrina and Rita. He has covered many diverse assignments around the world and has won numerous photography awards. His freelance clients include Time, Life, Sports Illustrated, New York Times Sunday Magazine, Pinnacle Sports Cards and the rock group, The Who.

Photo Editing for Impact
Noon Saturday, room 222

Emotion is the Key to Great Photos
1 p.m. Saturday, Room 222, America’s Center

BILLY MCCLELLAN worked as a reporter in Phoenix before coming to the St. Louis Post-Dispatch in 1980. He was a night-police reporter before becoming a columnist in 1983. He also appears on KETC Channel 9’S “Donnybrook,” a news talk show.

Life as a Reporter/Columnist for a Daily Paper
Noon Saturday, Room 104, America’s Center
Junior High/Middle School Sessions

Middle school students and advisers may attend any sessions they choose, but these especially may be of interest.

FRIDAY

Middle Madness, 9 a.m., Room 225, America's Center

Music and Copyright: To Use or Not to Use, 10 a.m., Room 224, America's Center

Reach Your Readers, 10 a.m., Room 230, America's Center

So, You Want Awards?, 11 a.m., Room 225, America's Center

Eco-Friendly Yearbooks, noon, Room 232, America's Center

Successful Interviews Lead to Good Stories, noon, Room 240, America's Center

Dancing With Words, 2:30 p.m., Room 230, America's Center

Getting More Pictures for Publications, 2:30 p.m., Room 232, America's Center

People, 2:30 p.m., Portland, Renaissance Grand

SATURDAY

Motivational Games, 9 a.m., Room 232, America's Center

Make Your Writing Practically Perfect, 9 a.m., Majestic F, Renaissance Grand

Go Fish!, 10 a.m., Room 101, America's Center

Better, By Design, 10 a.m., Room 240, America's Center

Celebrating Special Milestones of Your School, 11 a.m., Room 100, America's Center

The Power of 10: Yearbook Academics, 11 a.m., Room 229, America's Center

Junior High/Middle School Swap Shops, 11 a.m., Majestic D, Renaissance Grand (ticket required)

Bite-size Stories, noon, Room 229, America's Center

Back to Basics, noon, Portland, Renaissance Center

Portfolio for Junior High/Middle School, 1 p.m., Room 102, America's Center

Make It Quick, 1 p.m., Room 225, America's Center

Photo: What No One Told You, 2:30 p.m., Room 103, America's Center

No Time, No Problem, 2:30 p.m., Room 225, America's Center

The High School Project of the Radio and Television News Directors Foundation has developed this track of classes. Check the program for other radio, television and online media sessions.

FRIDAY

Super Camera Work on a Budget, 9 a.m. Friday, Room 224, America's Center

Broadcast Teacher Time, 9 a.m. Friday, Room 241, America's Center

Multimedia on the Cheap, 10 a.m. Friday, Room 224, America's Center

Music and Copyright: To Use or Not to Use, 10 a.m. Friday, Room 224, America's Center

Q & A for Broadcast Teachers, 11 a.m. Friday, Room 224, America's Center

You Can't Say That! 11 a.m. Friday, Room 224, America's Center

It's Not Just About Being on TV ... It's News, 11 a.m. Friday, Room 242, America's Center

Don't Just Enter It — Win It! 2:30 p.m. Friday, Room 224, America's Center

Get Your Broadcast Career Started ... NOW! 2:30 p.m. Friday, Room 225, America's Center
**SATURDAY**

Integrate Video and Your Newspaper, 9 a.m. Saturday, Majestic H, Renaissance Grand

Start-up Suggestions for New Broadcast Journalism Classes, 9 a.m. Saturday, Portland, Renaissance Grand

Taking Your Daily Announcement Show to the Next Level, 10 a.m. Saturday, Majestic H, Renaissance Grand

Thriving in Broadcast, 10 a.m. Saturday, Portland, Renaissance Grand

Perfect Packaging for Your Story, 10 a.m. Saturday, Room 103, America's Center

Tips and Tricks for Video Productions, 11 a.m. Saturday, Majestic H, Renaissance Grand

Make Mine Multimedia, 1 p.m. Saturday, Majestic H, Renaissance Grand

Sessions for New or Nearly New Advisers

Check out the program for other sessions especially for advisers.

**FRIDAY**

Developing Your Advising Style, 9 a.m. Friday, Room 231, America's Center

Taming the Grading Monster, 10 a.m. Friday, Room 225, America's Center

Meet, Eat and Greet, 7:15 a.m.
Enjoy a continental breakfast while visiting with other administrators, journalism instructors and JEA officials. Check the page after the first Friday chart for where your region will meet. 7:15 a.m.

JEA General Membership Meeting, 8 a.m. Friday, Room 100, America's Center
Learn more about the Journalism Education Association and its projects at this general information meeting.

Freedom of Expression is for Everyone, 9 a.m. Friday, Room 100, America's Center

Issue Seminar: 20 Years After Hazelwood (2 hours), 9 a.m. Friday, Room 101, America's Center

Journalism and NCTE Standards: They Go Together, 9 a.m. Friday, Room 227, America's Center

Creating Effective Editorial Policies, 9 a.m. Friday, Room 228, America's Center

Why Administrators Should Support Student-Run Media, 10 a.m. Friday, Room 106, America's Center

Introducing Literary Journalism into the Curriculum, 10 a.m. Friday, Room 227, America's Center

The At-Risk Adviser, 11 a.m. Friday, Room 106, America's Center

Apples to Apples: Bidding by the Book, Noon Friday, Landmark 2, Renaissance Grand

Working with Administrators to Prevent Censorship, Noon Friday, Room 106, America's Center

Making the Case for Scholastic Journalism, 2:30 p.m. Friday, Room 100, America's Center

Why Consider JEA Certification? 2:30 p.m. Saturday, Majestic H, Renaissance Grand

How Good Journalism Supports Character Education, 2:30 p.m. Saturday, Room 100, America's Center

Strengthening Journalism Through Coalitions and Legislation, 2:30 p.m. Saturday, Room 221, America's Center

The State of State Press Laws, 2:30 p.m. Saturday, Room 224, America's Center
### Thursday

**Renaissance Grand**

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**Computer Technology**

**Photoshop for Beginners**

Learn to use Adobe Photoshop in this day-long session. Pre-registration required.

**Mark Murray, Arlington ISD, Arlington, Texas**

8:30 a.m. Thursday, Benton, Renaissance Grand (34)

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**Advising**

**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. Thursday, Hawthorne/Lucas, Renaissance Grand (40)
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 in Room 222, America’s Center. Pre-registration required.

**Jill Chittum, CJE, Blue Valley High School, Stilwell, Kan., and Sharon Martin, CJE, Wichita East High School, Wichita, Kan.**

8:30 a.m. Thursday, Portland, Renaissance Grand (54)

**Advising**

**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. Thursday, Room 100, America’s Center (30)

**General Audience**

**Writers’ Workshop**

In this day-long interactive seminar, you will analyze excellent writing and apply what you learn to your own work. The session will cover leads, narrative and the use of literary devices to tighten and strengthen your writing. Preregistration required.

**H.L. Hall, MJE, Tennessee Scholastic Press Association, Nashville, Tenn., and Kathy Craghead, MJE, Mexico, Mo.**

8:30 a.m. Thursday, Room 101, America’s Center (56)

**Newspaper**

**Redesign Seminar**

This seminar will take students through a discussion of advanced packaging techniques, grid design, typography and infographics. Students should 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. Preregistration required.

**Pete LeBlanc, Antelope High School, and Tony Majeri, SND Fort Meyers, Fla.**

8:30 a.m., Thursday, Room 102, America’s Center (56)

**General Audience**

**Leadership Seminar**

Leading the way for the best 2009 you can have starts now! This special session will give the editors the chance to learn not only what it means to be a good leader but how to be a good leader. This intense day of interaction and motivation will help editors produce some of the best publications and manage the best staffs ever. Preregistration required.

**Sarah Nichols, CJE, Whitney High School, Rocklin, Calif.**

8:30 a.m. Thursday, Room 103, America’s Center (60)

**Advising**

**JEA Outreach Academy**

This intensive one-day program will include training in the following topics: setting up, staffing and funding a journalism program; teaching the basics of journalism; design; press law; making sure your publication represents your student body; and cover issues pertaining to diversity. Preregistration required.

**Stan Zoller, CJE, Rolling Meadows High School, Rolling Meadows, Ill.; Steve O’Donoghue, California Scholastic Journalism Initiative, Sacramento, Calif., and Linda Shockley, Dow Jones Newspaper Fund, Princeton, N.J.**

8:30 a.m. Thursday, Room 104, America’s Center (30)

**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 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. - 4 p.m. Friday and 8 a.m. - 3 p.m. Saturday, Majestic Ballroom, Renaissance Grand

**First-Time Attendee Orientation Meeting**

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

6:45 p.m. Thursday, Hall 1 Foyer, America’s Center

**Adviser Reception Honoring First-Time Attendees**

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. This informal reception will follow the opening keynote. American Society of Newspaper Editors is the sponsor of this event.

9:30-11 p.m. Thursday, Room 106, America’s Center

**NSPA Best of Show**

Will your staff bring home the trophy this year? See how your media fares against others represented at the convention. High school media are eligible if at least one student representative is attending the convention and junior high media can enter if the adviser is a registered delegate at the convention. Enter your newspaper, newsmagazine, literary arts magazine, video, Web site 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. - 4 p.m. Friday Majestic Ballroom, Renaissance Grand

**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 preregistered categories. No new entries will be accepted at the convention. Lost tickets will be replaced for $5. 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. - Noon Friday, Majestic Ballroom, Renaissance Grand

**Trade Show Exhibits**

Dozens of national and local vendors and colleges 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, Majestic Ballroom, Renaissance Grand
Broadcast Contest Schedule

Broadcast Write-off moderators, judges and entrants meet throughout the day on Friday. Please read the schedule carefully so you will be on time at the correct room.

34 Broadcast News Story (carry-in)
1 p.m. Moderators and judges meeting, Room 240, America's Center
1:30 p.m. Entrants, Room 240, America's Center

35 Broadcast Sports Story (carry-in)
1 p.m. Moderators and judges meeting, Room 240, America's Center
1:30 p.m. Entrants, Room 240, America's Center

36 Broadcast Feature Story (carry-in)
1 p.m. Moderators and judges meeting, Room 240, America's Center
2 p.m. Entrants, Room 241, America's Center

37 Broadcast Commercial/PSA (carry-in)
1 p.m. Moderators and judges meeting, Room 240, America's Center
1:30 p.m. Entrants, Room 242, America's Center

38 Short Documentary (carry-in)
1 p.m. Moderators and judges meeting, Room 240, America's Center
1:30 p.m. Entrants, Room 242, America's Center

39 In-Camera Feature
7:30 a.m. Moderators meeting, Room 241, America's Center
8 a.m. Entrants orientation meeting, Room 240, America's Center
11 a.m. Entry deadline, Room 241, America's Center
Noon Moderator and judges, Room 224, America's Center

40 On-Air Reporter
12:30 p.m. Moderators meeting, Room 241, America's Center
1 p.m. Entrants, Room 241, America's Center
4 p.m. Moderator and judges, Room 242, America's Center

41 Broadcast Newswriting
2:45 p.m. Moderators, Room 241, America's Center
4 p.m. Entrants, See Convention Update
7 p.m. Moderator and judges, Room 240, America's Center

42 Broadcast Package
7:30 a.m. Moderators meeting, Room 241, America's Center
8 a.m. Entrants orientation meeting, Room 241, America's Center
Noon Entry deadline, Room 241, America's Center
4 p.m. Moderator and judges, Room 240, America's Center

43 Videography
7:30 a.m. Moderators meeting, Room 241, America's Center
8 a.m. Entrants orientation meeting, Room 242, America's Center
10 a.m. Entry deadline, Room 241, America's Center
Noon Moderator and judges, Room 224, America's Center

44 Broadcast Commentary
12:30 p.m. Moderators meeting, Room 241, America's Center
1 p.m. Entrants, Room 241, America's Center
4 p.m. Moderator and judges, Room 240, America's Center

45 Radio News
2:45 p.m. Moderators, Room 241, America's Center
4 p.m. Entrants, See Convention Update
7 p.m. Moderator and judges, Room 241, America's Center

46 Podcasting (carry-in)
1 p.m. Moderators and judges meeting, Room 240, America's Center
1:30 p.m. Entrants, Room 242, America's Center
9 a.m. Friday, Room 106, America’s Center (100)

### 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 Bair, MJE, Blair High School, Blair, Neb.

9 a.m. Friday, Room 106, America’s Center (100)

### What Newspapers Can Learn from Magazines

Magazines are exploding with awesome ideas for content and design. Come take a look at some great examples and walk away with ideas for the next issue of your newspaper — ideas that will keep your audience reading and begging for more.

Cheryl Pell, CJE, Michigan State University, East Lansing, Mich.

9 a.m. Friday, Room 222, America’s Center (190)

### To Be a Journalist

Veteran journalist says he can’t think of anything he would rather have done with his life than be a journalist. He’ll talk about what still moves him to get up before sunrise and keep working after sundown and why the free, inquiring journalist is essential to a free nation.

Bob Priddy, The Missourinet, Jefferson City, Mo.

9 a.m. Friday, Room 223, America’s Center (190)

### Super Camera Work on a Budget

Learn how to get great, attention-grabbing shots with consumer and “prosumer” cameras. With today’s technology, you can match and sometimes exceed network television standards with your camera, even if it’s a basic camcorder. This session will cover planning, shooting and cheap tricks that can get you the perfect shots, both indoors and outdoors.

John Forsyth, Waynesville High School, Waynesville, Mo.

9 a.m. Friday, Room 224, America’s Center (180)
Question: What is the purpose of the JEA and the yearbook companies sponsorship of this award each year? How does it help advisers and their students? 

Answer: The JEA and the yearbook companies sponsor this award each year to honor those advisers who have done outstanding work. The award encourages advisers to bring their questions and concerns to the table and to discuss some practical policies for making decisions that guide journalists in making such decisions as well as editing and publishing. This award each year to honor those advisers who have done outstanding work encourages them to bring their questions and concerns to the table and to discuss some practical policies for making decisions that guide journalists in making such decisions as well as editing and publishing. 

Question: How can you think of the JEA and the yearbook companies sponsorship of this award each year? Is it to honor those advisers who have done outstanding work? 

Answer: The JEA and the yearbook companies sponsor this award each year to honor those advisers who have done outstanding work. The award encourages advisers to bring their questions and concerns to the table and to discuss some practical policies for making decisions that guide journalists in making such decisions as well as editing and publishing. This award each year to honor those advisers who have done outstanding work encourages them to bring their questions and concerns to the table and to discuss some practical policies for making decisions that guide journalists in making such decisions as well as editing and publishing.
**On-site Critiques**

Advisers who submitted newspapers, newsmagazines, yearbooks and literary magazines for a critique should check appointment times posted in the registration area in the Majestic Ballroom. A schedule will be posted near the critique area on Friday and Saturday. (Since critiques are only 30 minutes, it is important to be on time.)

- **8 a.m.-3:30 p.m. Friday, Landmark 1, Renaissance Grand (34)**

**You're Story Booth**

We're all story tellers and this is your chance to tell your personal story, have it uploaded to SchoolTube.com and be eligible for inclusion on a convention Web site. Stop by the exhibit hall and look for the Your Story booth on Friday. From 9 a.m.-2 p.m. record your story in Room 10 of the Convention Center. Tell your story. Become part of history.

**10 a.m.**

**Computer Technology, Broadcast**

**Hands-on Podcasting (2 hours)**

Podcasting = iPod + broadcasting. Don't be fooled — you do not need an iPod to podcast. 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. 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, MJE, University of Florida, Gainesville, Fla.**
  - **10 a.m. Friday, Benton, Renaissance Grand (34)**

**Yearbook**

**Three’s a Charm**

It is important to feature everyone in the school at least three times on the pages of the yearbook. From photo strips to folks faces; content modules to whole book links, this session will explore coverage and design tools for featuring as many students in the yearbook as possible.

- **Gary Lundgren, Jostens, Minneapolis, Minn.**
  - **10 a.m. Friday, Landmark 2, Renaissance Grand (198)**

**Advising**

**Using a Teaching Notebook**

This class for advisers will provide a Bloom's Taxonomy reasoning behind creating the journalism teaching notebook in class and the actual assignment in RTF plus a PowerPoint of alternative copy treatments to use as an example with your own students. Newspaper and yearbook classes can use this assignment, and teachers can adjust the handouts to reflect what they want from their students as they see fit. This will assist new teachers with lesson planning and provide veteran advisers a set of "filler" lessons for when staffs are finished with their assignments. Free CD for the first 50 teachers.

- **Christy Briggs, CJDE, and Elizabeth Walsh, MJE, Reno High School, Reno, Nev.**
  - **10 a.m. Friday, Landmark 3, Renaissance Grand (144)**

**Broadcast, Online**

**Multimedia on the Cheap**

ASNE webmaster Craig Branson shows you how easy it is to post stories, photos, audio and video on my.hsj.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, Portland, Renaissance Grand (60)**

**General Audience**

**Be Active, Not Passive**

Great journalists aren’t born overnight. It takes a lot of time, practice and determination to stand out in today’s ever-evolving media marketplace — and there are a multitude of things you should be doing to improve your craft. Just look around, opportunity is everywhere.

- **Brian Hayes, MJE, Ball State University, Muncie, Ind.**
  - **10 a.m. Friday, Room 100, America’s Center (190)**

**Issue Seminar: Making Diversity Work in School Media (2 hours)**

Diversity in scholastic media has emerged from a buzz word to a major initiative in junior high and high school media. The special two-block seminar, featuring a panel of educators and professional journalists, will address not only how to cover multicultural issues in your school, but why it is so important and how you can recruit and retain a staff that is rich in diversity.

- **Gilbert Bailon, St. Louis Post-Dispatch, St. Louis, Mo.; Sharon Stevens, KSDK NewsChannel 5, St. Louis, Mo.; Stan Zoller, CJDE, Rolling Meadows High School, Rolling Meadows, Ill., and Norma Kneese, MJE, Snake River High School, Blackfoot, Idaho**
  - **10 a.m. Friday, Room 102, America’s Center (170)**

**Expanding Your Literary Magazine**

Look at some examples of award-winning literary magazines and discuss ways to improve your school’s publication, including fundraising ideas.

- **Mark Murray, Arlington ISD, Arlington, Texas**
  - **10 a.m., Friday, Room 103, America’s Center (170)**

**Newspaper, Featured Speaker**

**Beat Reporting: Straight Hard News**

A veteran reporter whose beats have included city hall, police and fire departments, archdiocese, state capital and general assignment, has regularly filed two or three stories daily. He has established reliable sources with his accurate and responsible reporting. Hear about his methods to getting stories on a beat.

- **Tim O’Neil, St. Louis Post-Dispatch, St. Louis, Mo.**
  - **10 a.m. Friday, Room 104, America’s Center (170)**

**General Audience**

**Why Administrators Should Support Student-Run Media**

A panel of administrators will discuss their experiences with journalism in their schools and why they chose to support student freedom of expression. Topics include their views of the Hazelwood ruling and prior review, how they support the First Amendment and protect their school by allowing students to make ethical and content decisions, and how they react when students print or broadcast stories that make others angry or uncomfortable.

- **Moderator: Mark Goodman, Kent State University, Kent, Ohio**
  - **Panelists: Franklin McCallie, St. Louis, Mo.; Tim Wernentin, Davenport Central High School; Davenport, Iowa; Louise Losos, Clayton High School, Clayton, Mo., and Darlene Jones, Francis Howell North High School, St. Charles, Mo.**
  - **10 a.m. Friday, Room 106, America’s Center (100)**

**Photography, Featured Speaker**

**Photojournalism at Home and Abroad**

A photographer who has focused on women’s issues will show her work covering news in Iraq, the Middle East and Washington, and talk about her eight-year career working in the field. Any questions about her work, journalism, working as a photographer or any other topic are welcome.

- **Stephanie Kuykendall, West Lebanon, N.H.**
  - **10 a.m. Friday, Room 222, America’s Center (190)**
Business/Advertising

Organize, Sell and Design Senior Ads
Need more funds? Advisers and editors will learn how to appeal to parents and make the most of their senior ad sales.
Susan Jett, Winston Churchill High School, San Antonio, Texas
10 a.m. Friday, Room 223, America’s Center (190)

Broadcast

Music and Copyright: To Use or Not to Use
What’s legal when it comes to using copyrighted music in video productions? When and how can you legally use music to “spice up” your shows? What is fair use and what do you need to know about licenses? Many common class scenarios and time for you to ask questions.
Phil Harris, Springfield, Va.
10 a.m. Friday, Room 224, America’s Center (180)

Advising

Taming the Grading Monster
Grading students on a publication is never simple. This session will give some suggestions on how to tame this continuing issue with some ideas one adviser has used.
Bill Flechtner, Warner Pacific College, Portland, Ore.
10 a.m. Friday, Room 225, America’s Center (180)

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 Bowen, MJE, Kent State University, Kent, Ohio
10 a.m. Friday, Room 226, America’s Center (180)

Advising, Administrators, Newspaper

Introducing Literary Journalism into the Curriculum
In an age where some administrators are cutting the journalism curriculum, advisers sometimes have to convince administrators and school board members that their programs are academic and standard based. Learn about one way to keep administrators happy by introducing literary journalism into your curriculum. In this session, you will learn what it is, how to incorporate it into your classroom and some possible assignments. It is heavy on reading, writing and analysis. What administrator — and adviser — wouldn’t love that?
April Moss, Pike High School, Indianapolis, Ind.
10 a.m. Friday, Room 227, America’s Center (180)

What are Professional Newspaper Design Trends?
This innovative newspaper designer will review, chronicle and discuss what today’s newspapers are doing to become relevant and effective through design. He’ll highlight major design trends and talk about the changing roles of the visual journalists and how new skills are now required in newsrooms.
Tony Majeri, Fort Myers, Fla.
10 a.m. Friday, Room 228, America’s Center (190)

Yearbook

It Takes All Kinds
The best yearbook stories are told in a variety of methods. For truly complete coverage of the year, using a blend of storytelling formats is the way to go. This session will explore the verbal and visual options that can enhance your coverage and wow your readers.
Casey Nichols, CJE, Rocklin High School, Rocklin, Calif., and Sarah Nichols, MJE, Whitney High School, Rocklin, Calif.
10 a.m. Friday, Room 229, America’s Center (185)

Middle School, Newspaper

Reach Your Readers
What should I write about? What stories will attract my readers? Share ideas for stories that will work in your school. Bring your staff’s best ideas and take home a booklet filled with possibilities.
Eileen Regen, CJE, Sugar Hill, N.H.
10 a.m. Friday, Room 230, America’s Center (180)

Law/Ethics, General Audience

It May Be Legal, but Should It Print?
Let’s talk about ethics in the publication room. Many times we know a story is legal to print, but what is the editor’s ethical responsibility. Come ready to discuss real decisions editors have made. Bring examples from your own publication.
Carmen Wendt, CJE, Scottsdale, Ariz.
10 a.m. Friday, Room 231, America’s Center (180)

Advising

Write for JEA’s Magazine
Stop in the Advisers Hospitality Suite between 10:15 and 11:30 a.m. Friday. Meet and munch with the copy editor to pitch an idea for publication in JEA’s magazine, “Communication: Journalism Education Association Today” or to give constructive criticism. It’s an excellent chance to get published in a national magazine. Come with ideas and a volunteer spirit.
Howard Spanogle, CJE, Asheville, N.C.
10:15 a.m. Friday, Room 105, America’s Center (190)

Advising

Dine with your colleagues in a relaxed setting. Pre-registration was required. Please bring your ticket. Guest speaker will be international award-winner Stephanie Kuykendal, a freelance photojournalist who has been a member of the White House Press Corps and has covered news and women’s issues in the Middle East. ESPNRISE.com is sponsor for this event.
11 a.m. to 12:50 p.m. Friday, Crystal Ballroom, Renaissance Grand

Adviser Luncheon

Photography, Yearbook, Newspaper

Photo Phabulous
Whether you are a photographer, photo editor or adviser, you’ll pick up some helpful tips for improving the photography in your publication. Bring along some page designers so they can learn about using photography more effectively in their designs. Be prepared to see some pretty phabulous photos too.
Kathy Habiger, MJE, Mill Valley High School, Shawnee, Kan.
11 a.m. Friday, Landmark 2, Renaissance Grand (198)
**Prepare to Win Awards in Yearbook Design Contests**
This class is for students who will be competing in yearbook design contests: Cover and Endsheets, Theme, or Inside Pages (or their advisers who will pass the information on to them). Seasoned yearbook design judges will provide some basics of layout design as well as advice for which design rules are the most important to follow when competing in this set of Friday afternoon contests. If you are entered in one of these contests, come hear what the judges who will be reviewing your entries are hoping to see from you.

*Azusa, Calif.*
11 a.m. Friday, Landmark 3, Renaissance Center (144)

**Reinventing Student Media in the Digital Age**
Hear insider tales from the front lines of the Internet revolution and gain valuable insight on where digital media is heading — and what it means for student media and student journalists. With knowledge based in both the traditional student newspaper business and online media, the speaker will share his unique perspective in this interactive session.

*East Lansing, Mich.*
11 a.m. Friday, Portland, Renaissance Grand (60)

**Laugh Responsibly**
Real Southern women shouldn’t laugh out loud my mother reminds me. She’s not here, and if you promise not to tell her, we’ll laugh out loud as we examine satire and how to use it in your publication.

*Sunnyvale, Calif.*
11 a.m. Friday, Room 225, America’s Center (180)

**Good Yearbook Design Begins Here**
All great yearbooks have one thing in common — strong design. Learn three steps to improving the design of your book. Once you have mastered these, you will be on your way to a great 2009 publication.

*East Lansing, Mich.*
11 a.m. Friday, Room 103, America’s Center (170)

**Make Photoshop Work for YOU**
How much can you learn in just 50 minutes? How about how to truly use Photoshop’s most powerful tools and features efficiently. Discover the secret weapons to get organized and streamline production. You will leave with step-by-step instructions, shortcuts and valuable timesaving tips that will save you hundreds of hours.

*East Lansing, Mich.*
11 a.m. Friday, Room 103, America’s Center (170)

**Managing Your Staff’s Colors**
The collection of personalities on any staff undoubtedly can cause friction. With the aid of a personality test, participants will learn how well they mesh with other staff members and how to avoid potential disasters at deadline. This new awareness will help them build a cohesive and cooperative staff.

*St. Louis, Mo.*
11 a.m. Friday, Room 226, America’s Center (190)

**The Pop and Pow of Advertising Design**
It doesn’t “just happen,” but you can make it happen. Learn skills that will pull the reader into your ad by using tricks to attract the eye, narrow the focus and make the reader want to buy, buy, buy. The ad design session will show you how to use colors, angles, white space, headlines and layout patterns that will make your ads more effective than you ever imagined.

*Beth Fitzs*, CJE, Mississippi Scholastic Press Association, University, Miss.
11 a.m. Friday, Room 228, America’s Center (228)

**Q&A for Broadcast Teachers**
As a broadcast journalism teacher, do you have questions about production operations or studio layout? Are you now considering expanding? What equipment will best serve your purpose? How can you find the funds? Explore your options in this discussion with a veteran teacher.

*Springfield, Va.*
11 a.m. Friday, Room 224, America’s Center (190)

**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*, Smoky Hill High School, Aurora, Colo.
11 a.m. Friday, Room 231, America’s Center (150)

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**Yearbook Photography**

**Darkroom 101**
Everything you always needed to know for those of us still working in the darkroom processing and printing our black-and-white film. Call us purists!

*Mark Murray*, Arlington ISD, Arlington, Texas
11 a.m. Friday, Room 104, America’s Center (170)

**The At-Risk Adviser**
Examine the profile of the journalism advisers most at risk of quitting journalism (and teaching) and take part in a discussion of how to best support them in their practice so they stay in the profession.

*Steve O’Donoghue*, California Scholastic Journalism Initiative, Sacramento, Calif.
11 a.m. Friday, Room 106, America’s Center (100)

**100% Concept Driven**
Gabrieleno High School yearbook staff members took a bold step last fall when they were inspired to use their concept “All Sides” to rethink the way they structured their book. Rather than focusing on a specific event or group, each spread focuses on a concept (like shoes) and then covers “all sides” of shoes, from the cross country runner to the fashion shoe fanatic. See how this coverage idea invigorated and challenged the 2008 Ash a Wut staff.

*Mimi Orth*, Herff Jones Yearbooks, Pasadena, Calif., and *Phil Zamora*, Gabrieleno High School, San Gabriel, Calif.
11 a.m. Friday, Room 222, America’s Center (190)

**The Editorial Page — Yours, Mine or Ours?**
What belongs on the editorial page and whose page is it anyway? These questions and many more will be answered in this session.

*John Hudnall*, University of Kansas, Lawrence, Kan.
11 a.m. Friday, Room 230, America’s Center (180)

**So, You Want Awards?**
Junior high/middle school students and advisers are invited for tips on how to compete in write-off contests. Learn how to set up a mini write-off in your publications class. We will do some quick “In the Session” contests, peer critiques, and yes, awards.

*Anita Wertz*, MJE, Cesar Chavez High School, Stockton, Calif.
11 a.m. Friday, Room 225, America’s Center (180)

**Q&A for Broadcast Teachers**
As a broadcast journalism teacher, do you have questions about production operations or studio layout? Are you now considering expanding? What equipment will best serve your purpose? How can you find the funds? Explore your options in this discussion with a veteran teacher.

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11 a.m. Friday, Room 231, America’s Center (150)
sanity in the midst of this highly competitive, or on the coast, this approach will bring you same company or try a new one. Whether to get the best price and quality for your logical comparison process. While we won’t Save tens of thousands of dollars on your Yearbook, Advising Noon Friday, Benton, Renaissance Grand (180)

Kim Hendrick, Walsworth Publishing Co., ticket at registration desk. Limit 34.) libraries, text wrap and more. Bring a flash level. Explore how to use the pen tool, Discover many tips and tricks with InDesign Discover the Possibilities with Computer Technology, Newspaper, Yearbook

John Bowen, MJE, Kent State University, Kent, Ohio, and members of the JEA Student Press Rights Commission 11 a.m. Friday, Room 240, America’s Center (180)

It takes more than a great haircut and a smile to be an anchor. Learn pathways to and responsibilities of the profession from a television anchor. Speaker to be announced 11 a.m. Friday, Room 242, America’s Center (180)

Discover many tips and tricks with InDesign to take your basic publication to the next level. Explore how to use the pen tool, libraries, text wrap and more. Bring a flash drive to save your work. (Sign up and get ticket at registration desk. Limit 34.) Kim Hendrick, Walsworth Publishing Co., Indianapolis, Ind.

Noon Friday, Benton, Renaissance Grand (34)

You’re Finished When It’s Good You fill the page and call it done, but did you record the real history of that event/story with all the important details and the best photos? You should. I doubt you ever look at your homework and say, “wow, this could be so much better” and start over. But with the yearbook you should. With advance planning and these strategies, you can.
Lori Oglesbee, CJE, McKinney High School, McKinney, Texas Noon Friday, Room 100, America’s Center (190)

I Want to Be In the Yearbook! How do you include everyone in the yearbook? Here are design and coverage ideas to help every staff include as many students as possible in the 2009 edition.
Sandra Strall, Carlson High School, Gibraltar, Mich.
Noon Friday, Room 101, America’s Center (170)

A good story is much more than the “who, what, when, where, why and how.” Learn how to find a focus for your story and write a compelling lead.
Mary Spillman, Ball State University, Muncie, Ind.
Noon Friday, Room 102, America’s Center (170)

Apple stories change and grow from play-by-play pieces to stories that focus on trends and feature angles. In this session, learn techniques on how to cover games for daily or weekly publications as well as for the Web. Tips on keeping score, interviewing and writing leads from an experienced sports journalist will be included.
Joe Gisondi, Eastern Illinois University, Charleston, Ill.
Noon Friday, Portland, Renaissance Grand (60)

Some times mind-boggling ordeal.
Lisa Morris, MJE, Lincoln High School, Cambridge City, Ind.
Noon Friday, Landmark 2, Renaissance Grand (198)

You Can’t Say That! 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 they apply to radio, broadcast and the Web.
Michael Spillman, Ball State University, Muncie, Ind.
11 a.m. Friday, Room 232, America’s Center (180)

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 uneducationally 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 Student Press Rights Commission 11 a.m. Friday, Room 240, America’s Center (180)

Noon Friday, Room 103, America’s Center (170)

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Lori Oglesbee, CJE, McKinney High School, McKinney, Texas Noon Friday, Room 100, America’s Center (190)

重整故事。你會發現一些方法來收復和你被分配的主題。在這個主題中，你會得到一些如何恢復和你被分配的主題的示例。

如果你想出乎意料地發生事情時會發生什麼，這裡有改變規則和法院判決的技巧。你會學到如何在一場比賽中使用成績、採訪和寫作領先於一位經驗豐富的運動記者。

Joe Gisondi, Eastern Illinois University, Charleston, Ill.
Noon Friday, Portland, Renaissance Grand (60)

你會發現一些方法來收復和你被分配的主題。在這個主題中，你會得到一些如何恢復和你被分配的主題的示例。
Why Your Opinion Counts
Ever feel like your opinion pages lack depth? Do they look boring? Do they read boring? Learn why the opinion section is one of the most powerful tools for your newspaper and how you can grab more readers through it. Get tips for your page designers and strategies for columnists and editorial board.

Michael Dunlap, CJE, Blue Valley West High School, Overland Park, Kan., and Paul Restivo, CJE, St. James Academy, Lenexa, Kan.
2:30 p.m. Friday, Landmark 2, Renaissance Grand (198)

Cool Stories, Interesting Angles
What’s the difference between a news article and a real story? Everything — when it comes to writing that really attracts readers. Let’s look at three strong story topics you can start on today, and how to tackle them in a way that will really engage readers and attract more people to your paper.

John Strause, Ball State University, Muncie, Ind.
2:30 p.m. Friday, Portland, Renaissance Grand (60)

Making the Case for Scholastic Journalism
Higher test scores, better grades, more awards. Recent research shows that high school journalism can play a unique role in preparing young people for college and adult life. Learn how you can use this research to support your student media program.

Mark Goodman, Kent State University, Kent, Ohio; Sandy Woodcock, Newspaper Association of America Foundation, Arlington, Va.; Julie Dodd, MJE, University of Florida, Gainesville, Fla., and Steve O’Donoghue, California Scholastic Journalism Initiative, Sacramento, Calif.
2:30 p.m. Friday, Room 100, America’s Center (190)

Advising
CJE/MJE Certification Study Session
Teachers who will be taking the JEA certification tests are invited to this pre-test study session.

Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.
2:30 p.m. Friday, Benton, Renaissance Grand (18)

Featured Speaker, Online
Think Big Online
Stop talking TO your readers and start communicating WITH them. Learn more than 20 ways to engage and connect with your audience online.

Chris Snider, Des Moines Register.com, Des Moines, Iowa
2:30 p.m. Friday, Room 101, America’s Center (170)
Business/Advertising
Making the Big Bucks in Advertising Sales
Raising money for your yearbook or newspaper is a learned attitude. Learn the attitude and make big dollars for your publication. The ideas shared in this session will double your ad sales. Enthusiasm creates momentum!
2:30 p.m. Friday, Room 221, America’s Center (190)

Newspaper, Magazine, Featured Speaker
See You in the Funny Papers: The Rich Tradition of St. Louis Cartooning
A visual review and chalk talk about the unusual amount of famous cartoonists, most with newspapers, who have had a connection with St. Louis.
Dan Martin, St. Louis Post-Dispatch, St. Louis, Mo.
2:30 p.m. Friday, Room 222, America’s Center (180)

Newspaper
Best Damn Sports Coverage Ever
High school and scholastic sports are interesting. High school sports pages usually aren’t, though. Come to this session and hear common problems and how to get people to look at (and read) your pages.
Jeff Nardone, Grosse Pointe South High School, Grosse Pointe Farms, Mich.
2:30 p.m. Friday, Room 223, America’s Center (190)

Broadcast
Don’t Just Enter It — Win It!
Hear broadcast contest judges tell you about the most common errors they see in student work. They will show some unforgettable examples. Information presented here will help you improve your work for your home audience as well as increase your chances of winning contests.
Phil Harris, Springfield, Va., and Janet Kerby, Roane County High School, Spencer, W.Va.
2:30 p.m. Friday, Room 224, America’s Center (180)

Newspaper
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.
2:30 p.m. Friday, Room 106, America’s Center (100)

Law/Ethics
Avoiding the Libel Trap
Look at some real-life examples of material that has caused libel problems for student journalists, and learn how you can avoid crossing this legal line.
Frank LaMonte, Student Press Law Center, Arlington, Va.
2:30 p.m. Friday, Room 220, America’s Center (185)
Advising, Law/Ethics

Advising Students on First Amendment Rights
How do you advise your students to exercise their First Amendment rights? JEA mentors will explain press law history and current issues affecting day-to-day decisions that ensure students’ rights.

2:30 p.m. Friday, Room 231, America’s Center (150)

Photography

Getting More Pictures for Publications
A lot of people have digital cameras. Learn how to turn anyone with a digital camera into a photographer for your publication.

Patricia Gathright, Saint Mary’s Hall, San Antonio, Texas
2:30 p.m. Friday, Room 232, America’s Center (180)

2:45 p.m.

Advisers

Moderators Meeting
Those who have volunteered to be moderators for the JEA Write-off competition must attend this meeting to get instructions and moderator packets for their contests.

Cindy Bandow, Junction City High School, Junction City, Ore., and Patty Turley, Junction City, Ore.
2:45 p.m. Friday, Crystal Ballroom (300)

3:30 p.m.

Advising

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, MJF, Mountain Vista High School, Highlands Ranch, Colo.
3:30 p.m., Friday, Benton, Renaissance Grand (18)

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.

Friday Evenings

4 p.m.

Advising

Teaching the Maestro Concept
(2 hours)
The Maestro Concept can help high school journalism teachers teach their students how to generate story ideas, organize assignments, encourage teamwork and produce award-winning results.

Buck Ryan, University of Kentucky, Lexington, Ky., and Beth Fitts, CJE, Mississippi Scholastic Press Association, University, Miss.
4 p.m. Friday, Portland, Renaissance Grand (60)

Law/Ethics, General Audience

SPLC 2013: The Next Generation
Join leaders of the Student Press Law Center at this informal, open-mike discussion session to share your ideas about what the SPLC can be doing to serve you better, hear about SPLC’s plans for the future, and learn how you can get involved in the fight against censorship.

Frank LoMonte, Student Press Law Center, Arlington, Va.
4 p.m. Friday, Room 220, America’s Center (185)

Write-off Contests
See Convention Update for contest room assignments. Students must have a 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, newsmagazine layout, podcasting and broadcast carry-in contests require the students to bring their entry and stay for a two-hour critique session.

8:30-11 p.m. Friday, Landmark, Renaissance Grand

Rock Band Battle of the Bands
Friday night offers students two entertainment opportunities. Those who have pre-purchased tickets will experience the amazing, interactive City Museum at 701 N. 15th St., about a half mile from the hotel. Admittance with the special ticket will be from 5 to 7 p.m., and you can stay late. Allow enough time to get back to the hotel by curfew.

Those with an inner rock star waiting to come out can participate in the “Rock Band” Battle of the Bands. Get your group together and compete for great prizes while playing the popular interactive video game on stage.

JEA, NSPA and NCompass Media will host this event from 9-11:30 p.m. in the Majestic Ballroom at the Renaissance Grand.

Friday Adviser Reception and SPLC Benefit Auction
Advisers are invited to this social gathering. The reception will feature entertainment from a live blues band and a fundraising auction to benefit the Student Press Law Center. The local committee has collected a variety of interesting items, including signed sports memorabilia, art, food, journalism-related items, gift baskets, event tickets and autographed books. Visa, Mastercard, check or 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, Landmark, Renaissance Grand
7:30 a.m. Saturday

Meeting

JEA Certification Commission Meeting

Commission members will meet to discuss JEA certification procedures.
Mark Newton, MJEE, Mountain Vista High School, Highlands Ranch, Colo.
7:30 a.m. Saturday, JEA Suite, Renaissance Grand

8 a.m.

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.
8 a.m. to 3 p.m. Saturday, Room 105, America’s Center

Pictures of the Year Exhibit

St. Louis convention attendees will be able to view a special exhibit created by Pictures of the Year International at the Missouri School of Journalism. The display includes 50, 18-by-24-inch prints from the vast 65-year POYi archive of more than 38,000 images, representing the world’s best photojournalism.
8 a.m. to 3 p.m. Saturday, Room 200, America’s Center

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. Friesens will provide Saturday hospitality.
8 a.m. to noon Saturday, Room 105, America’s Center

General Audience

Personality Profiles

Everybody has a story. Like Steve Hartman, the television reporter who throws a dart at a map and chooses someone at random from the phone book to interview, you too can randomly select people you don’t know and turn them into people you know. Find out how it can work for any media.
Susan G. Newell, MJEE, Northridge High School, Tuscaloosa, Ala.
8 a.m. Saturday, Majestic B, Renaissance Grand (198)

Advising

Photoshop Basics for Advisers (2 hours)

Come ask those questions you don’t want to ask in front of the students. Learn tips and tricks that will amaze your students. Walk out of the class with skills to improve your photographs for your publication. Teachers/advisers only. (Sign up and ticket at the convention registration desk. Limit 40.)
Mark Murray, Arlington ISD, Arlington, Texas
8 a.m. Saturday, Benton, Renaissance Grand (34)

Yearbook

Between the Covers

Does every yearbook at your school look the same? If you changed the queen’s name, could you run last year’s homecoming spread without anyone noticing? Has your yearbook gone flat? Learn how to plan fabulous 3-D coverage that will restore your book’s appeal. Make your book fizz.
Mike Taylor and Marilyn Scoggins, Taylor Publishing Co., Dallas, Texas, and Judi Coolidge, Taylor Publishing Co., Avon Lake, Ohio
8 a.m. Saturday, Majestic E, Renaissance Grand (840)

Surviving Yearbookland

“The best defense is a best offense.” This is a presentation that focuses on the organization and ways to shift responsibility to the student body and the parents. Tips and outlines for getting the student body involved to verify their portrait pictures and name spelling before the book goes to print. This is meant to be a way to protect the adviser and staff from some of the end-of-the-year hassles.
8 a.m. Saturday, Majestic G, Renaissance Grand (180)

Broadcast

A Crash Course in Broadcast Writing

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.
8 a.m. Saturday, Majestic H, Renaissance Grand (180)

Advising, Middle School

Junior High/Middle School Commission Meeting

Join together with other junior high/middle school journalism advisers. Share ideas how to meet the needs of these young journalists and increase membership.
Anita Wertz, CJEE, Cesar Chavez High School, Stockton, Calif.
8 a.m. Saturday, Portland, Renaissance Grand (60)

Meeting

JEA Multicultural Commission Meeting

Commission members will meet to discuss special projects and goals for the upcoming year. Those who are interested in joining this commission are invited to attend.
Norma Kneese, MJEE, Snake River High School, Blackfoot, Idaho
8 a.m. Saturday, Room 100, America’s Center (190)

Meeting

JEA Nominations Committee Meeting

Committee members will meet to discuss the upcoming JEA election.
Lori Eastman, Metropolitan State College of Denver, Denver, Colo.
8 a.m. Saturday, Room 100, America’s Center (190)

Advising, Law/Ethics

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, MJEE, Kent State University, Kent, Ohio
8 a.m. Saturday, Room 101, America’s Center (170)

Computer Technology, Yearbook

Web 2.0 Tools for Yearbook

Use Web 2.0 tools to improve staff communication. See Moodle, Wikispaces, Google docs, blogs and Facebook in action. Hear from both the adviser and the editor-in-chief from a two-campus, multi-grade level 60-member staff.
8 a.m. Saturday, Room 102, Renaissance Grand (170)

Newspaper

10 Top Tips for Tip Top Sportswriting

Do you get the sense that readers aren’t paying much attention to your sports coverage? Is your sports section dry and dull, full of dated game stories and incomplete statistics? Here are 10 terrific ideas that will help make your sports section come alive for readers.
Karl Grubaugh, CJEE, Granite Bay High School, Granite Bay, Calif.
8 a.m. Saturday, Room 103, America’s Center (170)

Advising

Selecting Classroom Materials

Come to this session to pick up ideas for classroom materials that can add spark to
your program or help in the advising process. JEA Bookstore Committee members will offer insight into textbooks and supplemental materials. Advisers are invited to come and offer suggestions on what materials have worked (or haven’t worked) in their classrooms.

Lori Oglebee, CJE, McKinney High School, McKinney, Texas; Marsha Kalkowski, MJE, Marian High School, Omaha, Neb., and Connie Fulkerson, Journalism Education Association, Manhattan, Kan.

8 a.m. Saturday, Room 104, America’s Center (170)

Newspaper, Yearbook

Through the Readers’ Eyes

Today’s students lead fast-paced lives. They suffer from information overload. Flashy Web sites, slick magazines, action-packed video games and movies compete for their attention. Given the situation, publication staffs need to take a serious look at their publications from the readers’ point of view. Are our newspapers and yearbooks as reader-friendly as they could be? Are they written and designed to compete for the attention of our selective, reluctant readers? Come explore a number of writing and design techniques that can help turn students into readers.

Brenda Gorsuch, MJE, West Henderson High School, Hendersonville, N.C.

8 a.m. Saturday, Room 220, America’s Center (185)

General Audience

Who Needs a Staff Manual?

YOU

Advisers and editors will learn the importance of a staff manual, how to create it and what to include.

Susan Everett, MJE, Jersey City, N.J.

8 a.m. Saturday, Room 221, America’s Center (190)

General Audience, Computer Technology

Moving Your Publication Online

Looking to move your publication online? There are a variety of ways to do this from the simple to the complex. Listen to the students of Francis Howell North talk about their transformation online and get some tips on how you can get your publication online when you get home — or even up in your hotel room.

Aaron Manfull, MJE, and staff, Francis Howell North High School, St. Charles, Mo.

8 a.m. Saturday, Room 222, America’s Center (190)

Photography, Newspaper, Yearbook, Magazine

All You Need to Know to Write Fantastic Captions

There are a few “musts,” a couple of “nevers” to master, and then you, too, will be writing fun, informative captions for every photo in your publication.

Linda Mercer, Halifax County High School, South Boston, Va.

8 a.m. Saturday, Room 223, America’s Center (190)

Newspaper, Law/Ethics

Shock Talk

Just because we can, doesn’t mean we should. As journalists we have to understand why we are reporting on a topic and be able to defend it. This could be your best defense against censorship. Come join in the discussion.

Jeanne Acton, University Interscholastic League, Austin, Texas

8 a.m. Saturday, Room 224, America’s Center (180)

Yearbook

Design Ideas from the Professionals

This session will address a number of design ideas from professional publications and discuss how they might be incorporated into student publications.

Jill Chittum, Blue Valley High School, Stilwell, Kan., and Laura Schaub, Jostens, Commerce City, Colo.

8 a.m. Saturday, Room 225, America’s Center (180)

Meeting

Scholarship Committee Meeting

Members of the JEA Scholarship Committee will meet.

Wayna Polk, Abilene High School, Abilene, Texas

8 a.m. Saturday, Room 226, America’s Center (190)

Newspaper, Yearbook

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.

8 a.m. Saturday, Room 227, America’s Center (190)

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, you take the plunge into the cutting edge and think differently.

Linda Ballew, Great Falls High School, Great Falls, Mont.

8 a.m. Saturday, Room 228, America’s Center (190)

Newspaper

Pull in Readers with Great Packages

Learn about points of entry, types of readers and ways to keep everyone on your page for longer than 15 seconds. You’ll also go home with some good ideas to use in your own designs.

Betsy Rau, Michigan State University, East Lansing, Mich.

8 a.m. Saturday, Room 229, America’s Center (185)

Newspaper, Yearbook, Magazine

Stop Doing Things the Way They’ve Always Been Done

Tired of reading the same homecoming story year after year? Your readers are, too. There are things that we have to cover year after year, but that doesn’t mean they have to be dry and boring. We’ll discuss ways to change things up a bit to re-engage your publication with fresh approaches, angles and visuals.

Alternative story forms are catching on throughout the industry. They’re in every other publication that your readers are reading, so why aren’t they in yours?

Adam Griffiths, Jenelle Maddox and Katy Zupan, Kent State University, Kent, Ohio

8 a.m. Saturday, Room 230, America’s Center (180)

Newspaper

We’re All in This Mess Together

Current and past Correspondent staff members will explain how this newspaper staff works as a team. The staff members will explain how they bond through journalistic experiences, (not through activities set up for bonding) and graduates will talk about how these experiences connect them still while they are in college.

Janet Levin, MJE, and Correspondent Staff, John Hersey High School, Arlington Heights, Ill.

8 a.m. Saturday, Room 232, America’s Center (180)

Online Media

10 Tips for Going Beyond Print

We hear the term convergence thrown around, but what does it mean for a high school publications staff with few technological resources and little tech savvy? Come to this session to learn 10 quick and easy things you can do to pull your publication into the 21st century by using inexpensive and readily available technologies.

Adam Maksi, CJE, Ball State University, Muncie, Ind.

8 a.m. Saturday, Room 240, America’s Center (180)

General Audience

Making Human Contact: Communication Skills for Interviewing

Doctors, lawyers, and therapists all receive professional communication skills training for dealing with their clients — but what
about journalists? Skilled interviewing requires real human contact, not a person behind a tape recorder. In this session, learn the basic listening and speaking techniques that professionals use to establish an open line of communication with those they must understand.

Tom Sivertsen, CJE, Redwood High School, Larkspur, Calif.
8 a.m. Saturday, Room 241, America’s Center (150)

Advising

So What’s This Mentoring Thing About?
Two mentors and two of their mentees will discuss the mentoring process and why you (and/or your state) might want to be involved. You’ll have plenty of time to ask questions and get answers.

Georgia Dunn and Wayne Dunn, CJE, Well Dunn Images, South Lebanon, Ohio; Amanda Leahy, Dublin Scioto High School, Dublin, Ohio, and Maggie Krohne, Wilmington High School, Wilmington, Ohio
8 a.m. Saturday, Room 242, America’s Center (180)

Photography

Pushing Past the Velvet Rope: Take the Shot
From politicians to superstars, find out two high school photographers get the best shots possible — even if it means ruffling the feathers of the Secret Service.
Ina Herlihy and Rena Hunt, Convent of the Sacred Heart High School, San Francisco, Calif.
9 a.m. Saturday, Landmark 3, Renaissance Grand (144)

Newspaper, Yearbook

No Editor! Bad Editor!
The problem with being a publications editor is even if it’s not your fault things go wrong, it’s still your fault. Pure trial and error has shown this speaker what not to do, and you can come listen to his trials so they don’t become your errors.
Ryan Gunterman, CJE, Bloomington High School North, Bloomington, Ind.
9 a.m. Saturday, Majestic A, Renaissance Grand (180)

Yearbook

Oh, No! The Yearbook is Here
Yearbook distribution day can either be a disaster and full of stress or a joyful event. This session will be an interactive session on what to do AFTER the yearbook comes back. Strategies for dealing with mistakes also will be presented.
9 a.m. Saturday, Majestic C, Renaissance Grand (198)

Advising

Survivin’ Advisin’
About to tear your hair out because of your advising responsibilities? Come to this session to hear tips from this seasoned adviser about how to cope with the best job in the world. Attendees are invited to share their own tips as well.
Ann Visser, MJE, Pella Community High School, Pella, Iowa
9 a.m. Saturday, Majestic G, Renaissance Grand (180)

Broadcast, Newspaper

Integrate Video and Your Newspaper
Is your newspaper already online? Learn how to add content. Looking for a way to get your readers more interested in the content of your print newspaper? Then step into the world of Convergence Journalism and join the SchoolTube team as they lead you through the step-by-step process of adding multimedia video to your online newspaper. They will show you how to easily upload news videos.
Carl Arizpe, Thad Kemlage and Christina Xamis, SchoolTube, St. Louis, Mo.
9 a.m. Saturday, Majestic H, Renaissance Grand (180)

Media Swap Shops for Students and Advisers

Newspaper, magazine, 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 samples of your newspaper, literary magazine or one copy of your yearbook or video/DVD to show at your table. 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, 10 and 11 a.m. Saturday, Majestic Ballroom D, Renaissance Grand

Your Story Booth

We’re all storytellers, and this is your chance to tell your personal story, have it uploaded to SchoolTube.com and be eligible for inclusion on a convention Web site. Stop by the exhibit hall on in the Majestic Ballroom of the Renaissance Hotel on Thursday or Friday and look for the Your Story booth. From 9 a.m. – 2 p.m. on Saturday record your story in Room 90 of the Convention Center. Tell your story. Become part of history.

Newspaper

The Best of Newspaper Design
This session will look at award-winning newspapers to see what elements make them so good. It is a terrific opportunity to examine the details of their pages and get ideas for making your publication even better than it is now. We will look at design elements, one by one. Those who attend this session will also get a list of addresses for these publications for newspaper exchanges.
Linda Barrington, MJE, Mount Mary College, Milwaukee, Wis.
9 a.m. Saturday, Landmark 2, Renaissance Grand (138)

Middle School, Advising, Newspaper

High Five
Let’s talk middle school journalism. From media literacy to the craft of journalism, this new, free curriculum from the NAA Foundation will introduce your students to journalism concepts while meeting national language-arts standards.
Sandy Woodcock, Newspaper Association of America Foundation, Arlington, Va.
9 a.m. Saturday, Majestic F, Renaissance Grand (180)

Yearbook

Real Yearbook
Extreme Makeover-Layout Edition. Fear Factor. Designed to Sell. Reality television has inspired many to change their lives, and this session will offer activities based on 10 of these shows to put some fun into the production of the yearbook. Be prepared for audience participation and prizes!
Kathy Daly, Parker, Colo.
9 a.m. Saturday, Room 101, America’s Center (170)
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 Pacemaker after attending this session, but you should leave inspired and with a few new ideas to implement in your publication.

Logan Aimone, MJ E, National Scholastic Press Association, Minneapolis, Minn.
9 a.m. Saturday, Room 102, America’s Center (170)

General Audience, Featured Speaker

Video and Multimedia
This session will cover the importance of adding multimedia and videos to your toolbox. Several interactive projects will be shown as examples.

Gary Hairlson, St. Louis Post-Dispatch, St. Louis, Mo.
9 a.m. Saturday, Room 103, America’s Center (170)

Newspaper, Yearbook, Magazine

Super-Trendy, Ultra-Modern Design Time
Let’s look at some great designs you can use at your school. We’ll view newspapers, yearbooks and magazines. We can all learn from each other. And if it’s a convention session with Tom and Kathy that can only mean one thing: prizes galore.

9 a.m. Saturday, Room 104, America’s Center (170)

General Audience

Issue Seminar: Internet Safety and Cyberbullying (2 hours)
Cyberbullying gained national recognition in recent years, especially following the Missouri case of a young teenage girl committing suicide following harassment by an adult neighbor and her daughter and friends. This issue seminar explores some of the legal and ethical issues involved with such sites as Facebook and MySpace, as well as ideas for keeping your readers safe from predators and the law. It will provide multiple perspectives to explore in your publications about some of the most popular networking sites on the Web today.

Doug Abrams, University of Missouri School of Law, Columbia, Mo.; Glenn Berry, Missouri Center for Safe Schools, Kansas City, Mo.; Joe Laramie, MO ICAC, St. Louis, Mo.
9 a.m. Saturday, Room 220, America’s Center (185)

Law/Ethics, General Audience

Sensitive Issues and the Threat of Censorship
This session will identify and define sensitive issues, discuss why they should be covered, who they might offend, and how they can be handled professionally. A list of reasons not to censor will be included.

Merle Dieleman, CJE, Bettendorf, Iowa
9 a.m. Saturday, Room 221, America’s Center (190)

General Audience

Promoting Your Publications
Looking to drive readers online? Looking to increase yearbook sales or newspaper readership? Interaction with your audience is key. The staffs at Francis Howell North give some insight to what they’ve been doing to create a buzz.

Aaron Manfull, MJ E, Francis Howell North High School, St. Charles, Mo.
9 a.m. Saturday, Room 222, America’s Center (190)

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. This session will offer examples and advice for reporters and editors willing to try this approach. The session will include several hands-on exercises.

Helen Fallon, Point Park University, Pittsburgh, Pa.
9 a.m. Saturday, Room 223, America’s Center (190)

General Audience

Getting Some Action
Got your attention! Of course, this is about action photography. From where to stand to what kinds of equipment you need and how to set your camera, this session will cover how to get the best sports and action shots for your publications.

Deanne Brown and Cindy Todd, Westlake High School, Austin, Texas
9 a.m. Saturday, Room 224, America’s Center (190)

Photography, General Audience

Producing a Winning JOY Portfolio (2 hours)
Examine winning portfolios in JEA’s Journalist of the Year scholarship competition and see how you can win money for your college education. This session will examine the scoring rubric and all aspects of the portfolio preparation and presentation.

Wayna Polk, Abilene High School, Abilene, Texas
9 a.m. Saturday, Room 226, America’s Center (190)

Photography, General Audience

Telling the Story with Pictures
Whether they are presented online, in video or in print, images are increasingly visually oriented. Society sees journalism as a visual enterprise. Learn how to tell a story in pictures in any medium.

Jack Zibluk, Arkansas State University, Jonesboro, Ark.
9 a.m. Saturday, Room 227, America’s Center (190)

General Audience

Find New Ways to Tell Stories
Engage readers with creative, visual ways to tell stories using techniques the pros use. We’ll look at some alternate story forms and brainstorm ways to use them in your newspaper or yearbook.

Wendy Wallace, The Poynter Institute, St. Petersburg, Fla.
9 a.m. Saturday, Room 228, America’s Center (190)

General Audience

A Voice from the Field
Inspire your students to pursue a profession that will give them an interesting, exciting and very big life. Despite what the skeptics say, journalism isn’t going away. Young professionals will define how individuals get their news in the future. Learn what’s on the horizon.

9 a.m. Saturday, Room 229, America’s Center (185)

Newspaper, Yearbook

Editors 101: Avoid Brain Drain
As the semester continues and work needs to be done to meet deadlines, come discuss staff management. Also, further discussion will focus on student concerns such as photography, a staff manual, what is heard “within the publication walls,” and which changes you might initiate now based on what’s occurred so far this fall. Editors-in-chief only session.

Sheryl Fulton, Jostens Printing and Publishing, Topeka, Kan.; Linda Chambers, Fairview Middle School, Fairview, Tenn.; Bonnie Blackman, Jostens, Ocean, N.J.
9 a.m. Saturday, Room 230, America’s Center (180)

Email
9 a.m. Saturday

**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.
9 a.m. Saturday, Room 232, America’s Center (180)

**Photography**

**Shoot Photos Worth 1,000 Words**
Learn 10 photo composition techniques for taking photographs that tell stories, and see examples of each.
Beth Shull, Pulaski Academy, Little Rock, Ark., and Margaret Sorrow, CJE, Bryant High School, Bryant, Ark.
9 a.m. Saturday, Room 240, America’s Center (180)

**Advising**

**Scholastic Press Association Roundtable (2 hours)**
This session is for directors of scholastic press associations and advisers who are active on association boards.
Julie Dodd, MJF, University of Florida, Gainesville, Fla.
9 a.m. Saturday, Room 241, America’s Center (150)

**Newspaper, Yearbook**

**10 Quick Ways 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
9 a.m. Saturday, Room 242, America’s Center (180)

**Computer Technology, General Audience**

**InDesign Tips and Tricks (2 hours)**
So you already know a little bit about InDesign and want to check out some bells and whistles? This session will show you some of the tricks you might not be able to figure out on your own. (Sign up and get ticket at registration area. Limit 34.)
10 a.m. Saturday, Benton, Renaissance Grand (34)

**Magazine, Newspaper**

**The Newsmagazine**
Thinking about starting or making the change to a newsmagazine? Two advisers of Pacemaker newsmagazines will explain why and how their staffs do it. Come with questions because they have the answers (most of them anyway!).
Deanne Brown, Westlake High School, Austin, Texas, and Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.
10 a.m. Friday, Landmark 2, Renaissance Grand (198)

**Computer Technology, General Audience**

**How to Cook Up 5 Infographics in Under 45 Minutes**
Have you ever been stuck with a page overflowing with rivers of text? Learn how to create five different infographics using Adobe CS3 Illustrator, Photoshop and InDesign to add spice to your layouts. We’ll give you a sheet of step-by-step recipes to try at home.
Lauren Jung and Rebecca Kelliber, Convent of the Sacred Heart High School, San Francisco, Calif.
10 a.m. Friday, Landmark 3, Renaissance Grand (144)

**Newspaper, Yearbook**

**No Editor! STILL a Bad Editor!**
Despite presenting 20 things editors do to make things go wrong in “No Editor! Bad Editor!” some still didn’t listen. That’s why this session will discuss 20 MORE things editors do to make their lives more difficult in the publications room.
Ryan Gunterman, CJE, Bloomington High School North, Bloomington, Ind.
10 a.m. Saturday, Majestic A, Renaissance Grand (180)

**Yearbook**

**Theme: What a Concept**
Is it a theme or a concept? Find out the difference, what each must include and how to make the best use of either one to give the story of your year unity.
10 a.m. Saturday, Majestic B, Renaissance Grand (198)

**General Audience**

**Issue Seminar: Making Sense of the Economic Crisis (2 hours)**
The news about the nation’s uncertain economy is pervasive. From college savings funds to gas prices to loss of homes and jobs, the lives of your readers and viewers are affected by what’s happening on Wall Street and Main Street. This panel of experts will help you make sense of it all. Then they’ll provide material and ideas to help explain to your audience what it means to them.
Martha M. Steffens, University of Missouri, Columbia, Mo., and Adam Goodman, St. Louis Post-Dispatch, St. Louis, Mo.
10 a.m. Saturday, Majestic C, Renaissance Grand (198)

**Newspaper, Yearbook, Magazine**

**Get a Grip on Design**
There are so many ideas and trends in the marketplace. How do you know what works and doesn’t? Learn how to take ideas and gimmicks and adapt them to your yearbook.
10 a.m. Saturday, Majestic F, Renaissance Grand (180)

**Advising**

**You Can Do Scholastic Journalism Research**
Are you working on a master’s degree or just a paper for a college class? Learn about some of the research relating to high school journalism under way around the nation and how you can make student media your research topic as well.
Mark Goodman, Kent State University, Kent, Ohio
10 a.m. Saturday, Majestic G, Renaissance Grand (180)

**Broadcast**

**Taking Your Daily Announcement Show to the Next Level**
If you have two people who sit at a desk for your daily announcement show, then this workshop is for you. Brandy Vermillion will discuss how the addition of packages, public service announcements, and commercials can make your show more interesting. She will also explain how and when students can revert to America’s Funniest Home Videos without losing credibility with their audience. She will give pointers on production efficiency and fundraising.
Brandy Vermillion, Madison, Ala.
10 a.m. Saturday, Majestic H, Renaissance Grand (180)

**Advising**

**Thriving in Broadcast**
If you’re a broadcast journalism teacher or about to become one, this is the time for teacher talk. How do you keep everyone on task when you don’t have much equipment? How can you produce a program on a schedule and find time to teach? How can
you grade when every student has a different assignment/duty? The ideas will be flying. Grab some to take home with you.

Phil Harris, Springfield, Va.; Janet Kerby, Roane County High School, Spencer, W.Va.
10 a.m. Saturday, Portland, Renaissance Grand (60)

Business/Advertising, Yearbook

An ADvantage to Increasing Yearbook Money
This session will provide ways through different ad approaches to raise the money needed to meet rising costs in yearbook production. Emphasis will be on business and personal ads that include the best monetary page design, organized approaches through personal contacts and by mail to community patrons, and the best times of the year to sell ad packages to parents and businesses.
Stephanie Emerson, CJE, Wynne High School, Wynne, Ark.
10 a.m. Saturday, Room 100, America's Center (190)

General Audience

Go Fish!
Using the philosophies inspired by the fishmongers at Pike Place Market in Seattle, this session will inspire student journalists.
If people working with raw fish can have fun while working in the cold and damp, then journalists can certainly Be There, Make Their Day, Play and Choose Your Attitude.
Kathy Daly, Parker, Colo.
10 a.m. Saturday, Room 101, America's Center (170)

Magazine Newspaper

Let's Face It
A good high school news story shows a face. It tells someone's story. Drop the inverted pyramid style and old news. Find the angle through an individual. That will grab your readers.
Jeanne Acton, University Interscholastic League, Austin, Texas
10 a.m. Saturday, Room 102, America's Center (170)

Broadcast

Perfect Packaging for Your Story
Want to give your audience a great variety of formats in your story packages? This session will cover many effective structures for packages that can set your show apart from the crowd. Stock your editing toolbox with many proven, flexible editing structures your viewers will love. The session will cover technical issues, audience consideration, and relative strengths and weaknesses of structures you can use tomorrow.
John Forsyth, Waynesville High School, Waynesville, Mo.
10 a.m. Saturday, Room 103, America's Center (170)

General Audience

Overcoming the Worst: When Staffs Go Bad
Ever have problems with your staff? The editor-in-chief ever the problem? Staff morale at an all-time low? Come with your problems and let's discuss solutions. There isn't anything we can't overcome.
Tom Gayda, MJE, North Central High School, Indianapolis, Ind.; Kate Swarbrick, St. Louis University, St. Louis, Mo.
10 a.m. Saturday, Room 104, America's Center (170)

Law/Ethics, General Audience

You Can Do It — But Should You?
Sometimes the ethical pitfalls are clear, but sometimes they're not. A veteran collegiate adviser will talk about some of the challenges his student journalists have faced. Bring your dilemmas and your opinions.
Ron Johnson, Indiana University, Bloomington, Ind.
10 a.m. Saturday, Room 221, America's Center (190)

General Audience

Maestro Wrap-up
Students who participated in Thursday's maestro project are invited to this special session to review the results of their efforts.
Jill Chittum, Blue Valley High School, Stilwell, Kan.; Sharon Martin, CJF, Wichita East High School, Wichita, Kan.
10 a.m. Saturday, Room 222, America's Center (190)

General Audience, Law/Ethics

Protecting Your Press Freedom
Just what rights do student editors have when it comes to making content decisions? Learn about the law and ways to protect your independence.
Frank LoMonte, Student Press Law Center, Arlington, Va.
10 a.m. Saturday, Room 223, America's Center (190)

Featured Speaker, Newspaper

The 7.5 Habits of Highly Effective Journalists
In a fast-paced and entertaining workshop, Weiss shares the techniques top journalists use to report and write compelling stories and how you can apply them at your high school newspaper.
Richard Weiss, WeissWrite LLC, St. Louis, Mo.
10 a.m. Saturday, Room 224, America's Center (180)

General Audience

Outreach: Build Your Program and Community Relationships
Outreach programs within and beyond the community can be key for building relationships that will continue to support scholastic journalism programming for years to come. Learn about different outreach opportunities, from working with elementary level students to producing a newsletter for a state school board association that reached superintendents and school board members statewide. We'll help you generate ideas for your own outreach programs.
Glenn Morehouse Olson, CJF, St. Francis High School, St. Francis, Minn., and Riley Worth, CJF, Albert Lea High School, Albert Lea, Minn.
10 a.m. Saturday, Room 225, America's Center (180)

Yearbook

Yearbook Week by Week
There is only one reason to cover your school year week-by-week in your next yearbook: better journalism. Find out how one school does it, while still reserving plenty of space for in-depth coverage, portraits, scores and more.
Jack Kennedy, MJE, Rock Canyon High School, Highlands Ranch, Colo.
10 a.m. Saturday, Room 227, America's Center (190)

Online, Photography, Broadcast

Soundslides Nuts and Bolts
Soundslides is a rapid-production tool for still-image and audio Web presentations. Come to this session and learn what that means and how to do it. Stay for the next presentation and see how to shoot and gather audio for your presentation.
Becky Tate, CJF, Shawnee Mission North High School, Overland Park, Kan.
10 a.m. Saturday, Room 228, America's Center (190)

General Audience

Blogging, not Blather
Learn to create a blog based on journalism. Channel your students' Facebook mentality — particularly their need for constant updates — into reporting facts and writing with flair.
10 a.m. Saturday, Room 229, America's Center (185)

Newspaper, Yearbook

Editors 201: Still Have a Headache?
Discussion continues from “Editors 101” about working with a minimal budget, solving layout problems, meeting deadlines, handling peer pressure, and pushing staffers to do their work. It’s all “gotta” happen with little time for big impact! Come prepared to talk as “you’re the boss.” Editors-in-chief only session.
10 a.m. Saturday, Room 230, America's Center (180)

Saturday 10 a.m.
The Business Side of Scholastic Journalism

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.
10 a.m. Saturday, Room 231, America’s Center (150)

Better, By Design

These principles of design make the difference between good yearbooks and great ones. See how knowing what subtle changes to make can create a drastically different look in terms of sophistication and polish.

Paul Ender, Palm Springs, Calif.; Ann Akers, Columbia, Mo.; Irvin Harrell, St. Louis Post-Dispatch, St. Louis, Mo.; Doug Moore, St. Louis Post-Dispatch, St. Louis, Mo.; Jeffrey Palmer, University of Oklahoma, Norman, Okla.
10 a.m. Saturday, Room 232, America’s Center (180)

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
10 a.m. Saturday, Room 242, America’s Center (180)

Techniques for making type and color work for on your yearbook pages.

11 a.m. Saturday, Majestic F, Renaissance Grand (180)

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 help establish a PLC with other j-teachers across the county. We can make it work!

Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo., and Jim Streisel, Carmel High School, Carmel, Ind.
11 a.m. Saturday, Majestic G, Renaissance Grand (180)

Tips and Tricks for Video Productions

This prime time session is ALL good stuff and dozens of production tips and tricks will come at you so fast you’ll want to hit the pause button to ask questions. You’ll get a lot of quick and easy suggestions to save some money, improve your show and impress your audience. Take notes or record the session to review with your fellow students and teachers.

Phil Harris, Springfield, Va., and Janet Kerby, Roane County High School, Spencer, W.Va.
11 a.m. Saturday, Majestic H, Renaissance Grand (180)

Celebrating Special Milestones of Your School

Is your school celebrating a special year sometime soon? It could be 50, 75, 100 or something close. Come discover some strategies to archive the past, record the
Lori Oglesbee, CJE, McKinney High School, McKinney, Texas
11 a.m. Saturday, Room 105, America's Center (190)

**Newspaper**

What Can We Learn from the Winners?
The five-time editor of The Best of Newspaper Design shows the winners of the annual Society for News Design competition, including the World’s Best-Designed Newspapers. Along the way, we’ll collect great ideas for stories and features - and talk about the elements of good news design.
Ron Johnson, Indiana University, Bloomington, Ind.
11 a.m. Saturday, Room 220, America’s Center (185)

**General Audience**

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 Keeckey, CJE, St. Louis Park High School, St. Louis Park, Minn.
11 a.m. Saturday, Room 221, America’s Center (190)

**Newspaper**

Dang, Not Another Sports Story
This session is for students who struggle or dislike writing sports stories. Its primary object will be to provide students with tips for finding interesting story angles and writing success sports articles. Writing a good sports article is possible even if the journalist does not have an extensive knowledge of the sport.
Vinnie Lopes, Ball State Daily News, Muncie, Ind.
11 a.m. Saturday, Room 222, America’s Center (190)

**General Audience, Law/Ethics**

Using Sunshine Laws to Get the Story
Government agencies, including schools, collect tons of fascinating — and sometimes incriminating — information that you have a right to see. Learn how to get the access you need to do reporting that matters.
Frank LoMonte, Student Press Law Center, Arlington, Va.
11 a.m. Saturday, Room 223, America’s Center (190)

**Newspaper**

A Trip to the Magazine Rack
Haven’t had time to scout out magazines at the bookstore lately? Come to this session and just look at what is out there. Be prepared to jot down ideas for your own publications.
Becky Tate, CJE, Shawnee Mission North High School, Overland Park, Kan.
11 a.m. Saturday, Room 224, America’s Center (180)

**General Audience**

Interviewing for Your Dream Job
Of course we ALL know that we have to make the best first impression, but do we know?
From pre-interview preparation to exiting the interview, here’s a step-by-step session that will make you confident from the start.
11 a.m. Saturday, Room 225, America’s Center (180)

**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, and JEA Scholastic Press Rights Commission members
11 a.m. Saturday, Room 101, America’s Center (170)

**Computer Technology**

From Print to Online — You Know You Want To
Two editors of ESPRNRISE.com will discuss the transition from print and broadcast journalism to the online medium, and they’ll discuss the creative opportunities for online journalists in the convergence era.
Julie Turner and Lauren Reynolds, ESPRNRISE.com, Bristol, Conn.
11 a.m. Saturday, Room 102, America’s Center (170)

**Broadcast**

Visual Storytelling
The art of telling stories with pictures has never been in more demand. This session will review the basics, give some tricks and short cuts the pros use, and offer advice on how to set your story apart from the others.
Eric Voss, KSDK-TV, St. Louis, Mo.,
11 a.m. Saturday, Room 103, America’s Center (170)

**Yearbook**

Blop to Bliss
Tired of generic yearbook copy that no one but your grandma reads? Come to this session to learn how to invigorate your copy so that your readership actually reads it!
Mary Kay Downes, MJE, Chantilly High School, Chantilly, Va.
11 a.m. Saturday, Room 104, America’s Center (170)

**Meeting**

JEAA Curriculum Development Commission Meeting
This commission will meet in the adviser hospitality room to discuss projects for the upcoming year.
Lori Oglesbee, CJE, McKinney High School, McKinney, Texas
11 a.m. Saturday, Room 105, America’s Center (190)

**Photography, Online**

Soundslides Basics
For photographers, Soundslides offers a great opportunity to show off their work online. It also adds an audio component that adds depth. Come learn some tricks for a successful online presentation.
Bradley Wilson, CJE, North Carolina State University, Raleigh, N.C.
11 a.m. Saturday, Room 228, America’s Center (190)

**Yearbook**

The Power of 10: Yearbook Academics
Your yearbook’s academics section does NOT have to be as boring as some of the classes in your school. Learn 10 cool tips to make this often-shortchanged, but very important section rise to the top of the class.
Kim Green, MJE, Columbus North High School, Highlands Ranch, Colo.
11 a.m. Saturday, Room 229, America’s Center (180)

**Free Speech in the Digital Age**

Learn about the newest battleground in students’ struggle for First Amendment rights — cyberspace. With the proliferation of blogs and Web sites, as well as social networking expression on platforms like Facebook,
principals, teachers and students are feeling their way along in this new arena. The session will offer practical advice and the latest information about the law.

Warren Watson, J-Ideas, Ball State University, Muncie, Ind.
11 a.m. Saturday, Room 230, America's Center (180)

Newspaper, Yearbook

Creating Your Staff Manual
Staff manuals can help over-burdened 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, MJIE, Charles Wright Academy, Tacoma, Wash.
11 a.m. Saturday, Room 231, America's Center (150)

Yearbook

Yearbook Trends, Standards and Considerations
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.

Paul Ender, Palm Springs, Calif. and Ann Akers, MJIE, Herff Jones, Matthews, N.C.
11 a.m. Saturday, Room 240, America's Center (180)

General Audience

From News Management to Non-Profit Media
The former TV news manager of No. 1-rated KSDK-TV in St. Louis has parlayed that experience to the challenge of promoting and publicizing a charitable organization that helps critically ill youth. He'll tell you what's fresh will help you start a list of your own.

Paul Ender, Palm Springs, Calif. and Ann Akers, MJIE, Herff Jones, Matthews, N.C.
11 a.m. Saturday, Room 231, America's Center (150)

Newspaper

Feature Writing
Examine the writing of professionals. Use description, in-depth reporting and compelling leads to pull readers in.

Susan Newell, Northridge High School, Tuscaloosa, Ala.
11 a.m. Saturday, Room 242, America's Center (180)

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Saturday Adviser Recognition Luncheon
JEA, NSPA and Dow Jones Newspaper Fund will present their annual awards. New and renewing Certified Journalism Educators and Master Journalism Educators also will be recognized. Speakers will be Carol Lange, JEA’s Carl Towley Award winner, and Karl Grubaugh, the Dow Jones National High School Journalism Teacher of the Year. Preregistration was required. Please bring your ticket. Herff Jones has underwritten this event.

Noon to 2:20 p.m. Saturday, Crystal Ballroom, Renaissance Grand

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Computer Technology, General Audience

Beginning InDesign
Learn to create dynamic documents using InDesign. This is a hands-on lab that will cover the basic steps of using the program. Handouts. (Sign up and get ticket at convention registration desk. Limit 34.)

Susan Roberts, MJIE, LaPorte High School, LaPorte, Texas, and Hal Schmidt, PS Graphics Inc., Kingwood, Texas
Noon Saturday, Benton, Renaissance Grand (34)

Photography, General Audience

From the Sidelines
Taking a camera to the game is not enough. You have to understand the game and know what the stories other than the game are. We will discuss where to be, what to look for, how to find out and why just a bunch of pictures of game-time action is not enough.

John Wells, F.J. Reitz High School, Evansville, Ind.
Noon Saturday, Majestic F, Renaissance Grand (180)

Advising, Newspaper

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.
Noon Saturday, Majestic G, Renaissance Grand (180)

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Newspaper

Life as a Reporter/Columnist for a Daily Paper
This reporter-turned-columnist will tell stories about his reporting career in Phoenix and St. Louis and what life is like as a columnist for a daily newspaper.

Bill McClellan, St. Louis Post-Dispatch, St. Louis, Mo.
Noon Saturday, Room 104, America's Center (170)

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Broadcast

Back to Basics
Brush up on the basics of broadcasting. Topics to be discussed include storyboarding, lighting, camera presence and editing.

Derek Clements, Kansas State University, Manhattan, Kan.
Noon Saturday, Portland, Renaissance Grand (60)

Business/Advertising, Newspaper, Yearbook, Advising

Making the Big Bucks in Advertising Sales
Raising money for your yearbook or newspaper is a learned art. Learn the attitude and make big dollars for your publication. The ideas shared in this session will double your ad sales. Enthusiasm creates momentum!

Noon Saturday, Room 101, America's Center (170)

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Newspaper

Creative Sports Designing
Learn the process of making creative sports pages. Speakers will focus on how to work as a sports staff to come up with topics and how to make appealing layouts. Students will learn in detail why the example pages shown are successful or not successful.

Harinand Tyagi, Homewood-Flossmoor High School, Flossmoor, Ill.
Noon Saturday, Room 102, America's Center (170)

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Yearbook

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Noon Saturday, Room 101, America's Center (170)

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Yearbook

Planting the Seeds for an Award-Winning Book
This session will take an organizational look at staffs for production efficiency and esprit de corps to get on the path to an award-winning and school population-pleasing publication.

Kelsey Martin, Memorial High School, McAllen, Texas
Noon Saturday, Room 103, America’s Center (170)

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Newspaper, Featured Speaker

Life as a Reporter/Columnist for a Daily Paper
This reporter-turned-columnist will tell stories about his reporting career in Phoenix and St. Louis and what life is like as a columnist for a daily newspaper.

Bill McClellan, St. Louis Post-Dispatch, St. Louis, Mo.
Noon Saturday, Room 104, America's Center (170)

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General Audience

Team Building and Management
Learn how to help your publications build a team so they can work together to get the job done. Find out how to be a leader and how to problem-solve.

Caitlin Burns, Kansas State University, Manhattan, Kan.
Noon Saturday, Room 220, America's Center (185)

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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.
Noon Saturday, Room 221, America’s Center (190)

Photography, Featured Speaker
Photo Editing for Impact
What is the practical process for editing multiple photos and how do you pick the “winners” from hundreds of frames? What makes a good photo? What makes a great photo? Why do some photos “work” and others fall flat?
William Snyder, Rochester Institute of Technology, Rochester, N.Y.
Noon Saturday, Room 222, America’s Center (190)

General Audience
Be Responsible and Get Radical
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 21st-century high school journalists. While professional media sell “news” to “consumers,” scholastic news organizations may offer the best opportunity for a radical practice: socially responsible journalism that seeks truth in the interest of justice.
John Kupetz, College of Lake County, Grayslake, Ill.
Noon Saturday, Room 223, America’s Center (190)

Business/Advertising, Yearbook, Advising
Organizing Your Yearbook Ad Campaign
Learn to market your ads to get the material you want to include in your book at a fair price. We will also cover organizing your ad sales campaign to stay on top of the money. The session leaders will walk you through rebuilding a succesful ad campaign.
Noon Saturday, Room 224, America’s Center (180)

General Audience
From College to the Working World of Journalism
What’s out there? Here’s an interactive discussion of the world of work. Once you have a degree in communication, what do you do with it? How do you prepare? What are your options? Here’s a session that helps you put your best foot (and work) forward in a manner that sets you apart from the field.
Marcia Meskiel-Macy, Taylor Publishing Co, Melbourne Beach, Fla.
Noon Saturday, Room 225, America’s Center (180)

Yearbook
Simplifying the Power of InDesign
Out of intimidation and convenience many schools opt for yearbook-company provided proprietary software and avoid teaching a real-world solution such as Adobe InDesign. Universities and future employers are not seeking “book-tech” software experts. Come learn how easy and powerful InDesign can be using a custom yearbook workspace.
John Trotter and Anthony Granda, Multimedia Technology, Poplarville, Miss.
Noon Saturday, Room 226, America’s Center (190)

General Audience
Editing 101
This session covers basic copy editing for the new editor or writer. We will cover basic Associated Press style and common problems that can be used for creating a stylebook, as well as tips and tricks on coaching a writer.
Tamara Salsbury, Kansas State University, Manhattan, Kan.
Noon Saturday, Room 227, America’s Center (190)

Newspaper
How to Survive (and Love) Editorship
If you’re currently an editor, hope to soon become one or think editorship may be for you, come learn how to survive your year from an experienced former editor-in-chief. We’ll discuss everything from the practical — how to prepare, what to expect and what traits a leader should have — to the hilarious (and yes, there will be food!). We’ll focus on newspaper, but everyone is welcome.
Laura Nelson, University of Southern California, Los Angeles, Calif.
Noon Saturday, Room 228, America’s Center (190)

General Audience
Communicate by Color
Have you ever felt as though your conversations were going nowhere fast? Does it seem as if no one understands you? Discover your own personality/communication type ... as well as those of your friends, family and/or foes. Communication will become so much easier.
Lynn Pickett, Franklin Community High School, Franklin, Ind.
Noon Saturday, Room 230, America’s Center (180)

Newspaper
Comprehensive Sports Writing
This session will deal with sports writing coverage and writing strategies that are 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, CJE, Lakota East High School, Liberty Township, Ohio
Noon Saturday, Room 231, America’s Center (150)

General Audience
Getting Ready to Major in Journalism
Majoring in journalism or mass communication in college is still the best way to prepare yourself for a career in professional journalism. A former high school journalism teacher who is now a college professor in charge of coordinating a journalism teacher education program will show you how to get ready for the challenges and the opportunities that are awaiting you.
Joe Miranda, MJE, and Travis Edens, Southeastern Louisiana University, Hammond, La.
Noon Saturday, Room 232, America’s Center (180)

Photography
Four Levels of Photography
Not all photography is created equal and this session will show you how level one photography — simply recording an image — can be turned into level four photography that shows emotion only possible after establishing a deep, personal relationship with the subject.
Kelly Glasscock, Andover High School, Andover, Kan.
Noon Saturday, Room 240, America’s Center (180)

Yearbook
Time It Right
Moving from traditional to chronological coverage doesn’t have to be hard. In fact,
from the interview. Learn how to gather meaningful and unique information from even the most unlikely sources.

Gracie MacDonell, Walsworth Publishing Co., Maryland Heights, Mo.

1 p.m. Saturday, Portland, Renaissance Grand (60)

General Audience

Women in Sports Media

From being the only woman in the locker room to making a name for yourself as a sports reporter or editor, Lauren Reynolds and Julie Turner from ESPNRISE.com will share their experiences and answer questions about being a woman in the sports world. Julie Turner and Lauren Reynolds, ESPNRISE.com, Bristol, Conn.

1 p.m. Saturday, Room 100, America's Center (190)

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, present the uneasy truths, 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.

1 p.m. Saturday, Room 223, America's Center (190)

Creating Photographic Awesome-ness

Tired of the same old kind of yearbook and newspaper photographs that you have issue after issue, and year after year? This presentation will help you break out of old habits to create unique photographs that your readers haven’t seen before. And you will even get a laminated handout to keep in your camera bag!

Eric Thomas, Saint Teresa’s Academy, Kansas City, Mo.

1 p.m. Saturday, Room 220, America's Center (185)

Student Expression in a Facebook World

Mary Beth Tinker and her black arm-band established that students’ free speech rights did not end at the schoolhouse gates. The Hazelwood high school and Bong Hits 4 Jesus decisions pared back those rights. What rights of free expression do students have in today’s world of Facebook communication?

William Freivogel, Southern Illinois School of Journalism, Carbondale, Ill.

1 p.m. Saturday, Room 221, America's Center (190)

Magical Caption Writing

Tired of writing the same old captions? Do they all sound alike after awhile? Learn a fool-proof method of always having the most accurate and interesting captions for newspaper or yearbook photos.

Lynn Pickett, Franklin Community High School, Franklin, Ind.

1 p.m. Saturday, Room 101, America's Center (170)

Making Mine Multimedia

Order up some quick and easy strategies to reach multimedia audiences. This session offers a full menu of techniques including how to create and add video files to your Web site and how to create podcasts for regular subscribers.

Janet Kerby, Roane County High School, Spencer, W.Va.

1 p.m. Saturday, Majestic G, Renaissance Grand (180)

Online, Broadcast

Portfolios for Junior High/ Middle School

It is never too early for students to compile a portfolio. Advisers and students are encouraged to attend this session which will highlight how to compile a top-notch portfolio for the JEA Aspiring Young Journalist Award. See examples of winning portfolios. Learn how to make this portfolio part of your class.

Anita Wertz, MJE, Cesar Chavez High School, Stockton, Calif.

1 p.m. Saturday, Room 102, America’s Center (170)

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, present the uneasy truths, 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.

1 p.m. Saturday, Room 223, America’s Center (190)

Newsroom

Emotion is the Key to Great Photos

Many times the difference between a good photo and a great photo is emotion. Where does it come from? How do you anticipate and capture it? What is subtle emotion? What does it “feel” like? What if there isn’t any emotion?

William Snyder, Rochester Institute of Technology, Rochester, N.Y.

1 p.m. Saturday, Room 222, America’s Center (190)

Newspaper

Basic News Design

This presentation will encourage students to generate ideas about how to revamp their publication’s design. Students will be asked to respond to different design ideas and think about how they can use them for a variety of story ideas.

Anna Kearsn, Kansas State University, Manhattan, Kan.

1 p.m. Saturday, Room 103, America’s Center (170)

Newsroom

Go With The Flow: Conducting Fabulous Interviews

Are you tired of the same old copy with the same old quotes year after year? It all stems from the interview. Learn how to gather meaningful and unique information from even the most unlikely sources.

Gracie MacDonell, Walsworth Publishing Co., Maryland Heights, Mo.

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Middle School, General Audience

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Anita Wertz, MJE, Cesar Chavez High School, Stockton, Calif.

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Online, Broadcast

Make Mine Multimedia

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Janet Kerby, Roane County High School, Spencer, W.Va.

1 p.m. Saturday, Majestic G, Renaissance Grand (180)

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Janet Kerby, Roane County High School, Spencer, W.Va.

1 p.m. Saturday, Majestic G, Renaissance Grand (180)
Photography, Newspaper, Yearbook

**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 Yocum and Joslyn Brown, Kansas State University, Manhattan, Kan.
1 p.m. Saturday, Room 224, America's Center (180)

Middle School, Newspaper, Yearbook

**Make It Quick**

Sometimes you don't have the time, money, or talent you wish to give to all pages of your yearbook or newspaper. We'll give you some quick strategies, handouts, design ideas and door prizes to make pages quickly and efficiently.

Mary Patrick, CJE, and Kristina Nelson, Maize South Middle School, Wichita, Kan.
1 p.m. Saturday, Room 225, America's Center (180)

Computer Technology

**What's New in InDesign CS4**

A representative from Adobe Systems will highlight changes in the latest release of the company's Creative Suite.

Speaker to be announced
1 p.m. Saturday, Room 226, America's Center (190)

Yearbook

**Yearbook Journalism: More Than a Scrapbook**

Students will learn the importance of the yearbook as a historical piece and gain information on coverage ideas and how to put it all together.

Tamar Salsbury, Kansas State University, Manhattan, Kan.
1 p.m. Saturday, Room 227, America's Center (190)

Photography

**WOW Action Photography for Yearbooks**

This class is intended for the semi-advanced candid photographer who uses an SLR camera. We will cover field/court location, lighting, composition and how to anticipate the action.

Dave Thompson, Prestige Portraits, Ballwin, Mo.
1 p.m. Saturday, Room 228, America's Center (190)

Photography, General Audience

**Design Impact Through Photography**

Learn about three primary functions of photography in design: impact, information and identity, and how those factors influence the dynamic energy of design.

Sherri Taylor, Syracuse University, Syracuse, N.Y.
1 p.m. Saturday, Room 229, America's Center (185)

Advising, Yearbook, Newspaper

**From Manual Typewriters to Podcasting**

When new technology merges with history and experience, the result is an energizing mix of possibilities. This session for advisers will give practical help and hope to those in the process of change/adaptation from the print-only past of journalism to the new convergence.

Lorraine Langevin Wellenstein and Carrie Cunningham, Schurr High School, Montebello, Calif.
1 p.m. Saturday, Room 230, America's Center (180)

Newspaper

**Sensing Your Story**

Using the senses of sight and sound to enhance a story is obtainable to any writer. The writer's voice is expounded through incorporating the senses into their articles. Including the senses in a piece of writing allows for a dynamic reading experience.

Alexandria Luttke, CJE, Berrien Springs Public Schools, Berrien Springs, Mich.
1 p.m. Saturday, Room 231, America's Center (150)

Magazine, Newspaper, Yearbook

**How to Discover Creative Story Ideas**

Want to come up with compelling stories but don't know where to start or where to find good ideas? Attend this session to learn how and where to find the creative and interesting story ideas that will leave your readers wanting more.

Autumn Nolder and Jincy Gibson, Ball State University, Muncie, Ind.
1 p.m. Saturday, Room 240, America's Center (180)

Magazine, Newspaper, Photography

**Digital Camera Operations, Techniques and Features**

This is a Q&A session about digital cameras. View a variety of digital cameras, learn what features would best fit your journalism program and its budget, and get troubleshooting tips.

Alex Adams, Wolf Camera and Image, Glendale, Mo.
1 p.m. Saturday, Room 241, America's Center (150)

Yearbook

**Taking the ‘Duh’ Out of Headlines and Captions**

Writing attention-grabbing headlines and compelling captions is easy to do once you learn how. You will discover how to eliminate label headlines and obvious captions by using a little investigation and creativity.

1 p.m. Saturday, Room 242, America's Center (180)

Advising, 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 CJE or MJE.

Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.
2:30 p.m. Saturday, Majestic G, Renaissance Grand (180)

Yearbook

**The Power of 10: Yearbook Sports**

Need new ideas for sports coverage? Discover 10 ways to get you rethinking how you cover sports and get everyone — not just athletes — poring over those pages.

Kim Green, MJE, Columbus North High School, Columbus, Ind.
2:30 p.m. Saturday, Majestic E, Renaissance Grand (840)

Advising

**But I’m Not Certified for Journalism**

This session will throw a life preserver to the first or second year adviser who is not certified.

Megan Ashlock, Junction City High School, Junction City, Kan.
2:30 p.m. Saturday, Majestic F, Renaissance Grand (180)

**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.; Michele Dunaway, MJE, Francis Howell High School, St. Charles, Mo.
2:30 p.m. Saturday, Majestic H, Renaissance Grand (840)
Conventional 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, Portland, Renaissance Grand (60)

Advising
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. Saturday, Room 100, America’s Center (190)

Law/Ethics, Newspaper, Yearbook
Fighting Censorship at Your School
Every year, censorship affects high school newspapers across the country. In this session, an adviser will share stories and advice of how he and his staff dealt with censorship issues. Find out how you can prevent and even fight censorship when it happens.
Dennis Brown, Huntley High School, Huntley, Ill.
2:30 p.m. Saturday, Room 101, America’s Center (170)

Newspaper
All Good Design Starts Here
Architecture, flower arranging, painting, and publications design. What do these have in common? Dominance, unity, proportion, balance, repetition, variety, contrast and simplicity. Attend this session if you want to sharpen your eye for design and learn how to incorporate these elements in your own work.
Teresa White, Indiana University School of Journalism, Bloomington, Ind.
2:30 p.m. Saturday, Room 102, America’s Center (170)

Photography
Photo: What No One Told You
You have your new SLR. You know all of the essential rules. But do you know what to do when you’re out of the classroom? This session will feature practical advice to help you get the photos you want.
LeeAnn Elias, University of Missouri-Columbia, Columbia, Mo.
2:30 p.m. Saturday, Room 103, America’s Center (170)

Computer Technology, General Audience
Media Now
Are you tech-savy students speaking a foreign language? Get in touch with today’s media and get tips on how to incorporate it into your classroom. Blogging, social networking and online communication will be discussed.
Rachel Searcy, Columbus North High School, Columbus, Ind.
2:30 p.m. Saturday, Room 220, America’s Center (185)

Law/Ethics, Advising
Strengthening Journalism Through Coalitions and Legislation
This roundtable discussion will focus on how to identify systemic, statewide weaknesses in journalism education and build coalitions to improve state laws and policies.
2:30 p.m. Saturday, Room 221, America’s Center (190)

General Audience, Magazine
The Editing Gauntlet
Spice up your peer-editing sessions. We all know copy editing is more than just knowing AP style and where to place a comma. The Odyssey staff and adviser will offer strategies to build community through individual and group writing conferences.
David Ragsdale, CJE, Bryan Barks, Cristina Downs and Caroline Foster, Clarke Central High School, Athens, Ga.
2:30 p.m. Saturday, Room 222, America’s Center (190)

General Audience
Talk to Strangers: Art and Science of Interviewing
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 interviewing. Add the science 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.
2:30 p.m. Saturday, Room 223, America’s Center (190)

Law/Ethics
The State of State Press Laws
In response to Hazelwood and censorship, some states have enacted student press laws, and others have attempted to do so, but just how effective are these laws? A study involving Arkansas schools has surprising results.
2:30 p.m. Saturday, Room 224, America’s Center (180)

No Time, No Problem
This program is especially for middle and junior high students in yearbook, newspaper, either, or neither. We will share strategies on producing a successful publication when you have little time and little experience. We have handouts, door prizes, and of course, food.
Mary Patrick, CJE, and Kristina Nelson, Maize South Middle School, Wichita, Kan.
2:30 p.m. Saturday, Room 225, America’s Center (180)

Intro to Typography
Need to know what fonts to use for headlines? Captions? Body copy? This session will look at the best fonts for various type selections. Then, we’ll look at what fonts work well together and how to use type styles from a few families to keep publications consistent but not repetitious.
Lindsay Porter, CJE, Derby High School, Derby, Kan.
2:30 p.m. Saturday, Room 226, America’s Center (190)

The Future of Print Journalism
With newspapers suffering financial setbacks from the loss of circulation and ad revenue to the Internet, and reporters and editors being laid off by the thousands, what lies ahead for print journalism’s vital historical role as public watchdog? Will new journalism institutions crop up online to take up the slack? A look at the future of the in-depth and investigative reporting traditionally conducted by American newspapers.
Manny Mendoza, End of Story Films, Dallas, Texas
2:30 p.m. Saturday, Room 227, America’s Center (190)

In-depth CPR
Join this discussion for advisers, editors and designers for how to overhaul tired in-depth pages. New examples will be shown.
Bretton Zinger, CJE, Chantilly High School, Chantilly, Va.
2:30 p.m. Saturday, Room 228, America’s Center (190)

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.
2:30 p.m. Saturday, Room 229, America’s Center (185)
Newspaper

It’s Your Opinion: Get It Right
This session is on clear strategies for writing staff editorials. Step-by-step suggestions will be given with explanations for each step.
Ron Bonadonna, CJE, Somers Point, N.J.
2:30 p.m. Saturday, Room 231, America’s Center (150)

Business/Advertising, Advising

Money Matters
Establishing your publication’s business program is as important as selecting your editors. In this session learn how to professionalize and personalize your approach to increasing revenue. Whether your school is small or large, this session will send you home with practical tips you can bank on.
2:30 p.m. Saturday, Room 232, America’s Center (180)

Yearbook

Made Them Read It
Learn design tricks you can use to pull readers into your copy and make them want to read all those words you’ve spent hours composing.
Susan Duncan, CJE, Pine Tree High School, Longview, Texas
2:30 p.m. Saturday, Room 240, America’s Center (180)

3:30 p.m.

NSPA Award Ceremony
NSPA will honor winners of Best of Show, Pacemakers and other individual awards at 3:30-5:30 p.m. Saturday in Hall 1 at the America’s Center. 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.

Sunday

Student Dance
Saturday night’s activity will be a dance with music provided by a DJ. This is a good time to enjoy the music and dancing with other student journalists from around the country. Students must present their convention name badge to be admitted to the dance on Saturday, 9-11:30 p.m. Saturday in the hotel’s Majestic Ballroom.

NSPA Award Ceremony
JEA Award Ceremony
JEA will announce winners of the Write-off competitions, Future Teacher Scholarship winners during the closing ceremony, 8:30-11:30 a.m. Sunday in Hall 1 at the America’s Center. 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.