Welcome to the JEA/NSPA Spring National High School Journalism Convention in Anaheim, Calif., where you will find hundreds of instructional sessions covering writing, editing, design, broadcasting, photography, advertising and digital media as well as personal and staff recognition.

Join featured speakers each day as these professionals and celebrities offer advice and suggestions, relating stories from their careers in journalism.

As if hundreds of instructional sessions weren’t enough, this convention also offers a trade show, student contests, activities for advisers and other opportunities to get to know your fellow convention-goers.

on the cover

Live From Anaheim logo designed by Daniel Falk, El Toro High School graduate (Lake Forest, Calif.)
Images of Anaheim, Calif., courtesy of the Anaheim/Orange County Visitor & Convention Bureau
To measure the changes in scholastic journalism since the last time we all met in Anaheim a few years ago can be pretty daunting. Students have become leaders in the innovative use of technology to produce online publications and specialty media, advisers have revised and renewed their own skills as they work to keep their students’ achievements in the limelight, and we have all watched national media begin to evolve into something new.

That means coming back to Anaheim can’t, and won’t be, the same-old, same-old convention experience! We have planned, with JEA and NSPA’s help, some special things for everyone. “Live, from Anaheim!” means innovative sessions, a lot of exposure to professional and student talent (think the student film festival Saturday night), great local tours and support for advisers every minute of every day.

Your planning committee includes some of those people who worked on the Anaheim convention before. The wonderful mix includes experienced advisers, creative thinkers and cautionary veterans who have enjoyed numerous breakfasts as they came up with all the features you will enjoy this weekend.

We encourage you to find a set of sessions you can build upon for your needs. Whether it’s tech issues, student press conflicts, adviser help, innovation in yearbook production … you’ll find something in every hour. Middle school students will have their own carousel of ideas; new advisers will be saluted grandly at the Friday luncheon; Write-off judges include more professional journalists than ever before; hospitality areas are packed with fliers, books, exchange publications and an opportunity to go one-on-one with JEA adviser/mentors.

To rest and refresh, take time to stroll through Downtown Disney before you tour Disneyland. Take Harbor Boulevard all the way to the beach. Pan for gold at Knott’s Berry Farm. Sit in the sun without your laptop, cell phone or Flip cam and think about how things can and will change in your journalism life when you get back to school. Then come back inside and learn something new in a session or at a coffee/soda session with colleagues and fellow students.

Nothing is more energizing than a national convention, especially one in Southern California. That JEA/NSPA leaders saw two almost-septuagenarians as good candidates to lead a dynamic committee of outstanding convention planners shows that scholastic journalism spans the decades with an understanding of its importance to education and a vision for what journalism can be in the future.

We thank our committee members with unbridled pride in their accomplishments, and thank you all for being with us this weekend.

Welcome to Anaheim!

Jolene Combs, El Camino College

Konnie Krislock, Newport Beach, local committee co-chairs
In his book “The Soloist,” Steve Lopez calls it the “golden rule” in journalism: Everyone has a story.

“Talk to people,” he writes. “There’s no telling what you might find.”

Lopez’s amazing story about profiling and befriending Nathaniel Ayers holds life-changing lessons for journalists and students. We’re thrilled to have Lopez as one of our keynote speakers at the JEA/NSPA Spring National High School Journalism Convention.

Moreover, his keynote is sure to set the tone for the entire convention. What better way to learn about journalism than to talk to thousands of your peers, as well as hundreds of top-level educators and professionals?

This program is your key to unlocking a successful convention experience. Look through the hundreds of breakout sessions for topics that interest you, or inspire you, or challenge you. Read up on our keynote speakers to develop insightful questions that will help you in your own scholastic journalism career. Find opportunities to unwind and socialize with newly made friends at a dance, or while watching a student film festival.

Starting with the opening keynote Thursday evening, all convention activities will take place in the Anaheim Marriott Hotel. In addition to speakers and social activities, we have critiques, contests, a college fair and an exhibit hall full of journalism-related products and services.

And don’t forget the surrounding area. Southern California is among the most bustling areas for news media and entertainment. We hope you get a chance to explore the area, whether that be to visit a local newsroom, sample local cuisine, or don a pair of mouse ears.

Events such as this rely on hundreds of volunteers, and we’re blessed to have the help of scholastic journalism’s finest. Members of the Anaheim local committee, as well as dozens of others from around the country, have pledged their time and energy toward making this convention a success. If you see folks with name tags that say “speaker” or “local committee” or “staff,” be sure to tell them, “Thank you,” for all their hard work.

There’s more you can do to help. As you take part in convention activities, we would love to receive your feedback. You’ll notice this program contains small boxes with four digits next to most activity descriptions. If you visit jea.org/eval on your computer or Web-enabled mobile device, you can enter that code and provide some feedback for each of the events you attend.

But we encourage you not to wait for the evaluation to get the instruction you want. Raise your hand, ask questions and visit with instructors. In other words, talk to people. There’s no telling what you might find.

Logan Aimone, MJE, NSPA executive director
Kelly Furnas, CJE, JEA executive director

Explore Anaheim and its surrounding area and “talk to people.”

At right: Anaheim GardenWalk
Below: Anaheim Marriott lobby
Photos courtesy of the Anaheim/Orange County Visitor & Convention Bureau
Convention officials

Journalism Education Association

**Officers**
- Jack Kennedy, MJE, president
- Bob Bair, MJE, vice president
- Linda Drake, CJE, secretary
- Ann Visser, MJE, past president/convention consultant

**Regional Directors**
- Steve Matson, MJE, Region 1/Northwest
- Ellen Austin, CJE, Region 2/Southwest
- Gary Lindsay, MJE, Region 3/North Central
- Wayna C. Polk, CJE, Region 4/South Central
- Brenda W. Gorsuch, MJE, Region 5/Southeast
- Tom Gayda, MJE, Region 6/Mid-Atlantic and Great Lakes
- Jane Blystone, MJE, Region 7/Northeast

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

**Liaisons**
- Linda Barrington, MJE, NCTE assembly
- Julie E. Dodd, MJE, scholastic press association directors
- Logan Aimone, MJE, NSPA

**Periodicals and Listserv**
- Bradley Wilson, CJE, CJET editor and webmaster
- Howard Spanogle, CJET assistant editor
- Candace Perkins Bowen, MJE, JEA Listserv manager

**National Write-off Committee**
- Carrie Faust, MJE
- Kim Messadieh
- Nancy Y. Smith, MJE
- Patricia Turley

**Headquarters Staff**
- A.Q. Miller School of Journalism and Mass Communications, Kansas State University
- Kelly Furnas, CJE, executive director
- Emily Griesser, member services director
- Marc Wood, communications director
- Kathy Huting, contest/critique coordinator
- Jacqueline Flaum, administrative assistant
- Kay Dawson, accountant

**Board of Directors**
- Albert R. Tims, Ph.D., president, University of Minnesota, Minneapolis
- David Therken, treasurer, University of Minnesota, Minneapolis

National Scholastic Press Association

**Headquarters Staff**
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- Kay Dawson, accountant

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- David Therken, treasurer, University of Minnesota, Minneapolis

**Get to know your convention leaders**

- Kelly Furnas, CJE
  JEA executive director
- Jack Kennedy, MJE
  JEA president
- Ann Visser, MJE
  JEA past president/convention consultant
- Logan Aimone, MJE
  NSPA executive director
- Albert R. Tims, MJE
  President, NSPA board of directors

- Timothy S. Dorway, Chanhassen (Minn.) H.S.
- Linda Drake, CJE, Chase County H.S., Cottonwood Falls, Kan.
- Kathy Roberts Forde, Ph.D., University of South Carolina, Columbia, S.C.
- Monica Hill, CJE, North Carolina Scholastic Media Association, University of North Carolina, Chapel Hill
- Christopher J. Ison, University of Minnesota, Minneapolis
- Jane Kirtley, J.D., University of Minnesota, Minneapolis
- Samuel Terilli, J.D., University of Miami, Coral Gables, Fla.
- Alan Weintraut, CJE, Annandale (Va.) H.S.
- Laura Widmer, Northwest Missouri State University, Maryville, Mo.
Local Convention Committee

Local Committee Chairs

Jolene Combs, JEA mentor, El Camino College
Konnie Krislock, JEA mentor, Newport Beach

Adviser Gift Bags, Issue Seminars
Olga Kokino, CJE, University High School

Adviser Hospitality
Carrie Cunningham, Schurr High School, SCJEA president
Jo Zimmerman, MJE, Thousand Oaks High School

Adviser Receptions
Sue Demerjian, Palos Verdes Intermediate School
Beth Lee, Hope International University

College Connection
Ellen Kersey, CJE, Corban University, Salem, Ore.

Curriculum Exchange
Danielle Ryan, CJE, Carlsbad High School

Featured Speakers
Kim Messadieh, El Camino Real High School
Nancy Zubiri, Venice High School

Friday Luncheon
Jo Zimmerman, MJE, Thousand Oaks High School
Michelle Saremi, Newbury Park High School

Media Tours, Things-to-do Brochure
Mitch Ziegler, CJE, Redondo Union High School

Opening, Strands
Kim Messadieh, El Camino Real High School

New-adviser Outreach
Lacey Buidosik, Dorsey High School
Sharon Branigan, retired, San Clemente

On-site Critiques
Diane Honda, MJE, Bullard High School

Outreach Academy
Dawn Nelson, Lawndale High School
Nancy Zubiri, Venice High School

Online Promotions
Debra Schaefer, MJE, El Toro High School
Jo Zimmerman, MJE, Thousand Oaks High School

Maestro Project
Lindsay Safe, Sunny Hills High School

Student Film Festival
Sean Ziebarth, Fountain Valley High School

Student Scholarships
Lacey Buidosik, Dorsey High School

Student Volunteers
Wendy Faust, Fairmont Prep

Swap Shops
Julie Braun, CJE, Irvine High School

T-shirts
Carol Strauss, retired, Newport Beach

Vendors
Wendy Faust, Fairmont Prep

Write-off Contests
Steve Slagle, CJE, chair, San Gabriel High School
Carol Strauss, judges, retired, Newport Beach
Sharon Branigan, retired, San Clemente
Marilyn McElroy, retired, Palm Springs
Patrick Geil, San Joaquin Memorial High School
Rebecca Chai, Walnut High School
Lacey Buidosik, Dorsey High School

Video
Mike Hernandez, Mira Costa High School

Let us know how we’re doing.
Visit jea.org/eval and tell us what you think.

We want to know how helpful the sessions are during the JEA/NSPA Spring National High School Journalism Convention. For each session listed in this program, you’ll find an evaluation code next to the description (see pages 25 through 66). Please visit jea.org/eval on your computer or Web-enabled mobile device, enter that code and provide some feedback for each of the events you attend.
JEA and NSPA wish to thank the following for their sponsorship and underwriting of convention events:

**Academy of Art University**  
Friday adviser luncheon

**Balfour Yearbooks**  
Printing of convention program

**Friesens**  
Saturday morning adviser hospitality refreshments

**Gardena Valley News**  
Printing of convention registration booklet

**Herff Jones**  
Name badge lanyards & Saturday adviser luncheon

**hsj.org & my.hsj.org**  
Thursday new adviser reception

**Jostens**  
Adviser tote bags

**School Newspapers Online**  
Friday student entertainment

**USC Annenberg School for Communication**  
Friday adviser reception

**Walsworth Publishing**  
Macintosh computer lab

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**Common Abbreviations Key**

DJNF — Dow Jones News Fund  
CSPA — Columbia Scholastic Press Association  
JEA — Journalism Education Association  
NSPA — National Scholastic Press Association  
SIPA — Southern Interscholastic Press Association  

CJE — Certified Journalism Educator  
MJE — Master Journalism Educator  
NBCT — National Board Certified Teacher

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**Convention sponsors**

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**Convention rules**

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

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 guest who makes excessive noise or creates similar disruption. Advisers/chaperones will be responsible for enforcing the nightly convention curfew.

No student will be admitted to the convention without a school-approved adviser/chaperone. At least one adviser/chaperone 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 that they and their schools will be held liable for any damage to hotel facilities incurred by students under their supervision.

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

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

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.

When outside the convention hotel, travel in groups. Your personal safety is our concern.
Steve Lopez

7:30 p.m. Thursday, Marquis Ballroom

Columnist Steve Lopez (top right) joined the staff of the Los Angeles Times in 2001 after four years at Time Inc., where he wrote for Time, Sports Illustrated, Life and Entertainment Weekly.

Prior to Time Inc., Lopez was a columnist at the Philadelphia Inquirer, the San Jose Mercury News and the Oakland Tribune. His work has won numerous national journalism awards for column writing and magazine reporting. Lopez has won more than a dozen national journalism awards and is in the National Society of Newspaper Columnists Hall of Fame.


Lisa Ling and Laura Ling

1 p.m. Friday, Marquis Ballroom

Lisa Ling (center right) is the co-executive producer and host of “Our America” on the Oprah Winfrey Network. She is also a field correspondent for “The Oprah Winfrey Show” and contributor to ABC News’ “Nightline,” reporting from dozens of countries. She was the first female host of National Geographic’s flagship show “Explorer.”

She got her start in journalism at age 21 as a correspondent for “Channel One News,” where she covered the civil war in Afghanistan. She later went to become a co-host of daytime TV’s “The View,” which won its first daytime Emmy during her time at the show.

Laura Ling (bottom right) is the host and reporter on “E! Investigates,” a documentary series on the E! Network, which explores topics such as teen suicide and the challenges faced by military spouses. Prior to joining the E! Network Ling served as vice president of Current TV’s journalism department and created Current’s weekly investigative documentary series, “Vanguard.” Ling also worked as a correspondent, reporting on crucial issues from around the world.

In March 2009, while reporting on the trafficking of North Korean women, Ling was detained by North Korean soldiers along the Chinese-North Korean border. She and colleague Euna Lee were arrested and held captive in North Korea for 140 days before being granted a special pardon and returning to the United States.

Lisa and Laura Ling are co-authors of “Somewhere Inside: One Sister’s Captivity in North Korea and The Other’s Fight to Bring Her Home,” the story of Laura Ling’s capture by the North Koreans and the efforts of her sister, Lisa Ling, to secure Laura’s release by former President Bill Clinton.

A book signing will follow their presentation.
Lalo Alcaraz
Political cartooning in newspapers and beyond
10 a.m. Friday, Grand Ballroom E
Lalo Alcaraz is perhaps the most prolific Chicano artist in the nation. He is the creator of the first nationally syndicated, politically themed Latino daily comic strip, "La Cucaracha," which is syndicated by Universal Uclick to more than 100 newspapers, including the Los Angeles Times. Lalo produced editorial cartoons for the LA Weekly from 1992-2010 and now creates editorial cartoons in English and Spanish for Universal. Lalo’s books include “Latino USA: A Cartoon History” and “ Migra Mouse: Political Cartoons On Immigration.” Alcaraz also authored the first collection of his daily comic strips, "La Cucaracha." Alcaraz is the co-host of KPFF Radio’s satirical talk show, "The Pocho Hour of Power," heard Fridays at 4 p.m. in L.A. on 90.7 FM. There will be a book signing after his talk.

Eric Best
Journalism or Business: It’s the story!
11 a.m. Friday, Marquis Northwest
Eric Best is the author of “Into My Father’s Wake” about his 5,000-mile solo sail from San Francisco to Hawaii. His 20-year newspaper career included the Lowell Sun, the Stockton California Record, USA Today and the San Francisco Examiner. He won a 1983 Nieman Fellowship at Harvard University, where he studied the nature of capitalism and economic behaviors. He also wrote a children’s book, “The Deep.” There will be a book signing after his talk.

James C. Black
Staying ahead of the game
2:30 p.m. Friday, Grand Ballroom E
The NFL editor for Yahoo! Sports, James C. Black has been involved in journalism for nearly 25 years. He served as writer/editor for Fremont High’s Green & Gold newspaper in Oakland, Calif. He earned a B.A. from San Francisco State University and covered athletics for the Golden Gater newspaper. After graduating from college and interning at Sports Illustrated, Black helped cover high school and college sports for Newsday (N.Y.), Roanoke Times (Va.), News & Record (Greensboro, N.C.) and The Virginian-Pilot (Norfolk, Va.) for five years. Black has spent 12 years handling the NFL, mostly coordinating coverage and updating Web pages. In that time, he’s covered nine Super Bowls, three Pro Bowls and 10 NFL drafts. He’s helped build readership for the Internet’s two most popular sports destinations: ESPN.com and Yahoo! Sports.

David Blumenkrantz
Advocacy Photojournalism: Alternative outlets for visual reporting
1 p.m. Saturday, Marquis Northwest
David Blumenkrantz is as an associate professor of photojournalism and visual communication at California State University, Northridge. A photographer, videographer and writer, he holds an M.F.A. in visual communication, an M.A. in art education and a B.A. in journalism. He spent eight years in Africa working as a photojournalist and documentarian.

John Cadiz Klemack
Standby: A life in TV news
2:30 p.m. Friday, Orange County 1
John Cadiz Klemack is a general assignment reporter for “Today in LA,” KNBC’s early morning newscast airing from 5-7 a.m. and the “Midday Report” at 11 a.m. He joined the news team in January 2008. Prior to joining KNBC, Klemack spent four years as a reporter and anchor for a FOX Affiliate in Salt Lake City. While there he covered some of the biggest stories in the Intermountain West — from the Elizabeth Smart kidnapping to the arrest and prosecution of polygamist sect leader Warren Jeffs. Klemack has been honored with a number of awards, including a local Emmy award for producing.

Rich Connell
Using multimedia tools in investigations
2:30 p.m. Saturday, Grand Ballroom E
Rich Connell is a veteran investigative and multimedia reporter with the Los Angeles Times. In his nearly 40 years as a journalist, he’s covered everything from local political corruption to post-9/11 terrorism and international street gangs. His work has been recognized with numerous awards, including the Goldsmith Prize for Investigative Reporting, Investigative Reporters & Editors awards; Los Angeles Times awards for multimedia reporting and investigative projects; as well a California Newspaper Publisher’s Association feature writing prize.

Marc Cooper
New Media: Here comes everybody
11 a.m. Friday, Grand Ballroom E
Marc Cooper is an award-winning journalist and author who has reported from across the country and around the world for four decades. His articles, essays and interviews have appeared in scores of publications ranging from The Atlantic, The New Yorker and Harper’s to Rolling Stone, Playboy and the L.A. Weekly. He is a former senior editor of The Huffington Post and is a contributing editor of The Nation magazine. The author of three nonfiction books, including the L.A. Times bestseller “Pinochet and Me,” Cooper is an associate professor of professional practice and director of Annenberg Digital News at the USC Annenberg School for Journalism and Communication.

Paloma Esquivel
Breaking into journalism: Tips for young reporters
9 a.m. Saturday, Marquis Northwest
Paloma Esquivel is a reporter for the Los Angeles Times, where until recently she covered crime and courts in Orange County. Most recently she helped cover municipal scandals in the Los Angeles County city of Bell. Before coming to The Times she was a freelance writer who published stories in Colorlines, Thenation.com and La Prensa in Riverside, Calif.
Nazis had massacred more than 6,000 Jews in her town. When Israeli...to teach radio and multimedia
radio project with youth in Mexico and the U.S. She continues to develops community journalism and to teach radio and multimedia
have been featured on “Marketplace,” “All Things Considered,” “Morning
geography, land use and environmental justice. Harris’s radio stories
a member of the National Association of Hispanic Journalists.

Michael Fleeman
You want to cover Hollywood? LOL!
10 a.m. Saturday, Marquis Northwest
Michael Fleeman is the West Coast editor of People.com, the world’s largest entertainment news website with 14 million unique visitors and nearly 1 billion page views monthly. Fleeman was a staff reporter for 13 years with the Associated Press before moving to People Weekly in 1999 as a staff correspondent. In 2007, he began overseeing the magazine website’s Los Angeles operations as well as coordinating video coverage for People TV. Fleeman has covered the Oscars, Emmys, Golden Globes, SAG Awards and Grammyms, the annual Television Critics Association meeting and the film festivals in Sundance, Toronto and Palm Springs. A former cops and courts reporter, Fleeman is also a bestselling author of true-crime books, with two more titles coming out in 2011.

Sid Garcia
Gadgets, facts and deadlines:
Getting the story right and on the air
9 a.m. Saturday, Marquis South
Sid Garcia is a longtime general assignment reporter for KABC-TV. He was raised in Southern California. He graduated with a B.A. in journalism from California State University, Long Beach. He has been a member of the California Chicano News Media Association for more than 20 years and is a member of its board of directors. He is also a member of the National Association of Hispanic Journalists.

Sara Harris
Radio realities: Mapping the city through sound
9 a.m. Friday, Elite 3
Sara Harris is host and senior producer of “Hear in the City,” a local environment, arts and education radio magazine on 90.7 FM, in Los Angeles. Harris has more than a decade of experience as an audio artist and radio journalist reporting from California and Mexico. Her work focuses on immigrant communities, urban geography, land use and environmental justice. Harris’s radio stories have been featured on “Marketplace,” “All Things Considered,” “Morning Edition,” “Studio 360,” “Living on Earth,” BBC’s “The World” and Mexico’s IMER national network. Harris founded the AudioPostales cross-border radio project with youth in Mexico and the U.S. She continues to develop community journalism and to teach radio and multimedia journalism to youth.

Martin Kent
Everyone has a story — including you
Noon Friday, Grand Ballroom E
Emmy Award-winning documentary filmmaker Martin Kent is the son of Polish Holocaust survivors, but he never knew their story. Then in 1999 he made a documentary on Oskar Schindler. That opened up a dialogue with his parents. Two years later, he traveled with his father, Jack, to Poland. There he learned that his father, who is Catholic, put his life on the line 70 years ago and saved the filmmaker’s Jewish mother, Roza, who was on the run after the Nazis had massacred more than 6,000 Jews in her town. When Israeli officials learned of this story, they subsequently awarded Jack Kent the very same medal of heroism as Oskar Schindler. “Years Later We Would Remember” — the documentary, the book, the website and public presentations — aim to promote tolerance in a compelling and entertaining way.

Robert Lopez
Using social media on deadline
1 p.m. Saturday, Grand Ballroom E
Using multimedia tools in investigations
2:30 p.m. Saturday, Grand Ballroom E
Robert Lopez is an award-winning investigative reporter and multimedia journalist at the Los Angeles Times. In his 18 years at The Times, he has covered issues involving crime, corruption and immigration across the United States and in Mexico and Central America. He is the evening/nighttime blogger for L.A. Now, The Times’ breaking-news blog.

Scott Mason
Technologically speaking, what’s the future of radio?
1 p.m. Saturday, Platinum 2
Scott Mason began his radio career at age 15 by obtaining an FCC third-class license. His first job was answering request lines at KKDJ Los Angeles. He got his FCC first-class license the next year and moved to KIQQ Los Angeles. He hit the airwaves in LA at 17, recording shows on county station KGBS while doing engineering work at station Ten-Q. To hone his on-air skills, he worked weekends on the air at KBIK in Lompoc, Calif. While still in college, he became chief engineer and weekend deejay at a new station, KROQ, which has been popular among youth ever since. KROQ became part of CBS through a number of acquisitions and name changes through the 1980s and ’90s. Mason was promoted in 2000 to regional director of engineering. In 2009, he was assigned to work with the CBS Digital group, which streams all CBS stations as well as AOL, Yahoo, LAST.FM and other stations. Mason is on the board of directors of the Society of Broadcast Engineers, and he is involved with FEMA’s efforts to provide disaster communications to the American public as a board member of the Primary Entry Point Advisory Committee.

Robert Scheer
Journalism thrives on the Internet
11 a.m. Saturday, Orange County 1
Robert Scheer, editor-in-chief of Truthdig, has built a reputation for strong social and political writing during his 30 years as a journalist. His columns appear in newspapers across the country, and his in-depth interviews have made headlines. Scheer can be heard on the political radio program “Left, Right and Center” on KCRW, the National Public Radio affiliate in Santa Monica, Calif. He is a clinical professor of communications at the University of Southern California’s Annenberg School for Communication and Journalism. Scheer has written nine books, the latest of which is “The Great American Stickup: How Reagan Republicans and Clinton Democrats Enriched Wall Street While Mugging Main Street,” released in September. There will be a book signing after his talk.

Natasha Vargas-Cooper
We, the young people, whom you so rightly fear
Noon Friday, Elite 2
Natasha Vargas-Cooper is the author of “Mad Men Unbuttoned,” a companion book to the “Mad Men” TV series. After graduating UCLA she worked as a union organizer for several years, then made the switch to journalism. She has been published online and in print by the Wall Street Journal, New York Magazine, Interview Magazine, Gawker, Daily Beast and the Awl.
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 to 7 p.m. Thursday and 8 a.m. to 4 p.m. Friday, Platinum 1-6

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 to 7 p.m. Thursday and 8 a.m. to 3 p.m. Friday, Elite Registration Counter

On-site Critiques
Advisers and staffs who submitted newspapers, newsmagazines, yearbooks, videos and literary magazines for a critique should check appointment times posted at the Elite Registration Counter. A complete schedule will be posted near the critique room Friday and Saturday. Since critiques are only 30 minutes long, it is important to be on time.
8 a.m. to 3:30 p.m. Friday, and 8 a.m. to 2:30 p.m. Saturday, La Jolla

NSPA Best of Show
Will your staff bring home the trophy this year? See how your publication fares against others represented at the convention. High school publications are eligible if at least one student representative is attending the convention, and junior high publications can enter if the adviser is a registered delegate at the convention. Enter your newspaper, newsmagazine, literary arts magazine, video, website or yearbook at the Best of Show desk. Winners will be announced at the NSPA Awards Ceremony on Saturday.
Desk open: 1 to 7 p.m. Thursday, and 8 a.m. to 4 p.m. Friday, Platinum 1-6

First-Time Attendee Orientation Meeting
Advisers attending their first JEA/NSPA convention should consider attending a short orientation meeting. JEA Past President Ann Visser will provide a general overview and explanation of convention events and how to get the most out of them. Meet in the front of the room.
6:45 p.m. Thursday, Marquis South

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 for all advisers. Meet the local committee, the JEA board of directors and JEA and NSPA staffs. This informal reception will follow the opening keynote. Nsj.org & my.hsj.org is the sponsor of this event.
9:30 to 11 p.m. Thursday, Orange County 1-2

JEA Bookstore
Check out the new books, as well as popular bestsellers, at the JEA Bookstore. Nearly 300 items relating to journalism are available, including textbooks, curriculum development, yearbook, newspaper, design, photography, writing, desktop publishing, new media, advertising and broadcast. Did you forget Write-off supplies? Check here to buy dictionaries, thesauruses, stylebooks, paper, pens, pencils, rulers and erasers. Supplies are limited. Look for schedule of Meet the Author book signings throughout the convention.
8 a.m. to 5 p.m. Friday, and 8 a.m. to 3 p.m. Saturday, Grand Ballroom G-H-J

College Connection
It’s a quantum leap from high school journalism to a career in mass communications, and the connecting step is college. Representatives of colleges and universities, from California and across the nation, will share information about their institutions. They will discuss their journalism programs, majors, student opportunities and possible careers. They’ll have copies of their catalogs and their student publications available so you can get a first-hand look at the work they do. Some colleges bring student editors to discuss publications with you. Have your questions ready. Preregistration was required. A ticket is required.
9 and 10 a.m. Friday, Grand Ballroom F

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. Friesen Yearbooks will underwrite Saturday morning hospitality refreshments.
8 a.m. to 5 p.m. Friday, and 8 a.m. to noon Saturday, Grand Ballroom G-H-J

Meet the Mentors
This is your chance to talk one-on-one with a JEA mentor. Ask for advice. Ask about how to get a mentor for yourself. Ask about how to become a mentor. Or just talk about teaching and advising. All JEA mentors are experienced journalism educators who are good listeners and have plenty of tricks up their sleeves to help you solve journalism problems. Stop by and visit in the Adviser Hospitality room.
9 a.m. to noon and 2:30 to 3:30 p.m. Friday, and 8 to 10 a.m. Saturday, Grand Ballroom G-H-J
**Middle School Advisers Reception**

With a new concept in mind, the Anaheim Committee is hosting a reception just for middle school advisers. Come for a midmorning pick-me-up and get information on the middle school carousels.

10 a.m. to noon Friday, SCJE Suite (Come to Middle Madness to get the room number)

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**Friday Adviser Luncheon**

Often the best adviser information and advice happen during informal conversations around a luncheon table. For this opportunity, join the convention planning committee and JEA mentors at the Friday Adviser Luncheon featuring Geneva Overholser, director of the School of Journalism at the USC Annenberg School for Communication and Journalism. Her topic will be “Journalism: The future has never looked more promising.” Here is the opportunity to make new friends, ask questions, share experiences and perhaps win a door prize. Relax under the palm trees and enhance your convention experience. Preregistration was required. Please bring your ticket.

11 a.m. to 12:50 p.m. Friday, Platinum Patio

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**Media Swap Shops for Students and Advisers**

Newspaper, newsmagazine, yearbook, literary magazine, broadcast, junior high/middle school and adviser swap shops are prime opportunities for preregistered students and advisers to share useful ideas and concepts with others. Bring at least nine samples of your newspaper, literary magazine or one copy of your yearbook or broadcast 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 table and time.

8 and 9 a.m. Friday, Grand Salon E (high school students)
8 a.m. Friday, Orange County 4 (middle school students and advisers)
9 a.m. Saturday, Platinum 10 (advisers)

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**Friday Adviser Reception**

Friday’s reception attendees will be entertained with a jazz band and treated to a dessert buffet. Those who are judging Write-off competitions are especially encouraged to attend this reception when they have finished judging. Advisers can look forward to free door-prize drawings beginning at 10 p.m. USC Annenberg School for Communication and Journalism is the sponsor for this event.

8:30-11 p.m. Friday, Orange County 1-2

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**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.

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**Hands-on Computer Sessions**

If you are interested in getting hands-on computer experience, sign up and get a ticket at the registration desk for one or more of the scheduled sessions. The lab in room Elite 1 has courses InDesign, iWeb, Garage Band, Photoshop and Audacity software. There is a 34-person limit so it’s first-come, first served. No more than two people per school per session may sign up, and only those with tickets may sit at a computer. Walsworth Publishing Co. has provided this lab.

Friday and Saturday, Elite 1

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**Saturday Adviser Recognition Luncheon**

JEA and NSPA will present awards at this special event. New and renewing Certified Journalism Educators and Master Journalism Educators will be recognized. Winners of JEA’s Yearbook Adviser of the Year, Teacher Inspiration Award, Rising Star and Diversity awards will be honored. Sarah Nichols, MJE, Yearbook Adviser of the Year, and Linda Puntney, MJE, Teacher Inspiration Award winner, will speak. Preregistration was required. Please bring your ticket. Herff Jones has underwritten this event.

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

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**Student Film Festival**

Saturday night will feature a first-time student film festival. Students were invited to submit 10- to 20-minute feature or documentary films, suitable for ages 13-18, for this event. A concession area will be available. At the end of the screenings, awards will go to the winning filmmakers as determined by the audience.

9 to 11 p.m. Saturday, Marquis Ballroom

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**Award Ceremonies**

Two award presentations will recognize students and their work. NSPA will honor winners of Best of Show, Pacemakers and individual awards at 3:30-5:30 p.m. Saturday in the Marquis Ballroom. JEA will announce winners of the Write-off competitions and National High School Journalist of the Year scholarship recipients during the closing ceremony, 8:30-11:30 a.m. Sunday in Marquis Ballroom. JEA and NSPA encourage everyone to celebrate all winners.
Special strands

JEA Certification Preparation

Teachers interested in pursuing JEA’s Certified Journalism Educator or Master Journalism Educator status may be interested in attending these sessions in preparation for testing.

- **Get Certified: Coverage, content and reporting**
  9 a.m. Friday, Suite 304
- **Get Certified: Role and history of media**
  10 a.m. Friday, Rancho Las Palmas
- **Get Certified: Managing student media**
  10 a.m. Friday, Suite 312
- **Get Certified: Writing and editing**
  11 a.m. Friday, Suite 304
- **Get Certified: Photojournalism**
  9 a.m. Saturday, Suite 304
- **Get Certified: Design and graphics**
  10 a.m. Saturday, Suite 304
- **Get Certified: Legal and ethical issues**
  11 a.m. Saturday, Rancho Las Palmas

**Why consider JEA certification?**
10 a.m. Saturday, Rancho Las Palmas

For New or Nearly New Advisers

If you’re a rookie journalism teacher or adviser, come to these sessions to absorb knowledge from JEA mentors willing to share their expertise. Look through the program for other sessions specifically for advisers.

- **Taming the grading monster**
  9 a.m. Friday, Newport Beach
- **Putting the ‘pal’ in principal**
  9 a.m. Friday, Orange County 2
- **Accentuate the positive**
  9 a.m. Friday, Rancho Las Palmas
- **Building relationships**
  9 a.m. Friday, Suite 315
- **Proven strategies to make money**
  10 a.m. Friday, Newport Beach
- **Whose grade is it anyway?**
  Noon Friday, Suite 312
- **TAO of Journalism: Transparent, accountable, open**
  2:30 p.m. Friday, Grand Ballroom C
- **Putting together a literary magazine**
  2:30 p.m. Friday, Grand Ballroom D
- **Advising students on First Amendment rights**
  2:30 p.m. Friday, Rancho Las Palmas
- **JEA Mentoring: Triage for new advisers**
  9 a.m. Saturday, Desert Springs
- **Leadership Development = Good Business**
  9 a.m. Saturday, Rancho Las Palmas
- **What I wish I had known ...**
  9 a.m. Saturday, Suite 312
- **Grammar crammers for journalists**
  10 a.m. Saturday, Desert Springs
- **It’s your opinion; get it right**
  10 a.m. Saturday, Grand Ballroom B
- **Help for new advisers**
  10 a.m. Saturday, Los Angeles

Administrators

A number of activities and sessions during the convention will be of interest to school administrators. They may attend any sessions, but here are some they might find helpful. They are invited to the 7:15 a.m. Friday meet, eat and greet regional meetings and the 8 a.m. Friday JEA general membership meeting.

- **Putting the ‘pal’ in principal**
  9 a.m. Friday, Orange County 2
- **Building relationships**
  9 a.m. Friday, Suite 315
- **The importance of sound editorial policies**
  9 a.m. Friday, Grand Ballroom C
- **Stemming assault on scholastic journalism programs**
  10 a.m. Friday, Grand Ballroom A
- **‘Protocol for Free and Responsible Student News Media’**
  10 a.m. Friday, Suite 315
- **Mythbusting high-school journalism**
  11 a.m. Friday, Grand Ballroom C
- **TAO of Journalism: Transparent, accountable, open**
  2:30 p.m. Friday, Grand Ballroom C
- **Making the case for scholastic journalism**
  9 a.m. Saturday, Suite 315
- **Why consider JEA certification?**
  10 a.m. Saturday, Rancho Las Palmas
- **Censorship, fact and fiction**
  11 a.m. Saturday, Grand Ballroom A
- **Don’t cut that class!**
  2:30 p.m. Saturday, Grand Ballroom A
- **Opening forums and opening minds**
  2:30 p.m. Saturday, Grand Ballroom D
Middle school journalism advisers and students have scheduled sessions in a meeting room dedicated just to them. Advisers, we'll show you how to prepare younger students for the world of journalism. And students, we'll show you how to get started and prepare you for the future.

For complete descriptions of each middle school session, please see Friday sessions on page 34 and Saturday sessions on page 52.

**Middle madness**
9 a.m. Friday, Orange County 4

**Middle School Advisers Reception**
10 a.m.-noon Friday, Local Committee Suite

**Middle-school writing activity**
10 a.m. Friday, Orange County 4

**Middle School: Time for recess!**
11 a.m. Friday, Orange County 4

**Great design from unexpected places**
Noon Friday, Orange County 4

**Behind the lens**
2:30 p.m. Friday, Orange County 4

**Middle School Fun Night and Swap Shop**
6:30-10 p.m. Friday, Orange County 4

**Junior High/Middle School Commission meeting**
8 a.m. Saturday, Suite 312

**Writing/photography evaluation**
8 a.m. Saturday, Orange County 4

**Photos in 5**
9 a.m. Saturday, Orange County 4

**3 P’s: Publication policy planning**
10 a.m. Saturday, Orange County 4

**Our Favorite Trends: 2010 is so last year**
11 a.m. Saturday, Orange County 4

**Size 7 shoes, size 9 feet**
Noon Saturday, Orange County 4

**Roundtable: Looking ahead to high-school journalism (2.5 hours)**
1 p.m. Saturday, Orange County 4
### Thursday at a Glance

<table>
<thead>
<tr>
<th>Time/Room</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 a.m.</td>
<td>Elite 1 (34) Photoshop for beginners</td>
</tr>
<tr>
<td></td>
<td>Elite 2 (51) Redesign seminar</td>
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<td></td>
<td>Elite 3 (50) Writer’s workshop</td>
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<tr>
<td>1 p.m.</td>
<td>Elite Registration Counter</td>
</tr>
<tr>
<td></td>
<td>Check-in for Write-offs and On-site Critiques</td>
</tr>
<tr>
<td>3 p.m.</td>
<td>Grand Ballroom K Write-off headquarters</td>
</tr>
<tr>
<td>5 p.m.</td>
<td>Marquis Ballroom New-adviser orientation</td>
</tr>
<tr>
<td></td>
<td>Opening Ceremony/Keynote</td>
</tr>
<tr>
<td>Evening</td>
<td>Orange County 1-2 Convention check-in and reg</td>
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<tr>
<td></td>
<td>Platinum 1-6 Convention check-in and reg</td>
</tr>
<tr>
<td>Platinum 8 (54)</td>
<td>Team storytelling</td>
</tr>
<tr>
<td>Platinum 9 (45)</td>
<td>Leadership seminar</td>
</tr>
<tr>
<td>Platinum 10 (30)</td>
<td>Digital photography workshop</td>
</tr>
<tr>
<td>Suite 304 (30)</td>
<td>Mentor training</td>
</tr>
<tr>
<td>Suite 312 (27)</td>
<td>Mentor forum</td>
</tr>
<tr>
<td>Garden A (30)</td>
<td>National journalism PLC training</td>
</tr>
<tr>
<td>Palm East (66)</td>
<td>JEA board meeting</td>
</tr>
<tr>
<td>Palm West (66)</td>
<td>JEA Outreach Academy</td>
</tr>
</tbody>
</table>
8:30 a.m.

**Preregistration was required for the Thursday workshops.**

**Computer Technology, Photography**

**Photoshop for beginners**
Learn to use Adobe Photoshop in this daylong workshop.
Mark Murray, Arlington ISD, Arlington, Texas
8:30 a.m. Thursday, Elite 1

**Newspaper**

**Redesign seminar**
This seminar will take students through a discussion of advanced packaging techniques, grid design, typography and infographics. Students are encouraged to bring their own publications for sharing.
Pete LeBlanc, Antelope High School, Antelope, Calif.
8:30 a.m. Thursday, Elite 2

**General Audience**

**Writers’ workshop**
If you’re looking for ways to sharpen and brighten your writing so others will be clamoring to read it, this day-long, interactive seminar is for you. This seminar will entertain and inspire as well as give you a chance to analyze excellent writing and apply what you learn to your own work.
Dan Austin, Casa Roble High School, Orangevale, Calif.
8:30 a.m. Thursday, Elite 3

**General Audience**

**Team storytelling**
Great storytelling combines strong writing, insightful photos and reader-friendly design. Behind it all is good planning. In this team-based reporting experience, students will work in groups of three to create real story packages. The workshop begins with instruction on planning packages with readers in mind, and then the students will go off-site to gather stories. Students will come back to the hotel to finish their packages.
Jill Chittum, CJE, Blue Valley High School, Stilwell, Kan.; Lindsay Safe, Sunny Hills High School, Fullerton, Calif.; and Amy DeVault, CJE, Wichita State University, Wichita, Kan.
8:30 a.m. Thursday, Platinum 8

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**What is this box?**

It’s your chance to tell us what you think about the sessions you attend. Visit jea.org/eval on your computer or Web-enabled mobile device, enter that code and provide some feedback for each of the events you attend. You’ll be able to rank each session as well as provide further input to help us improve our upcoming conventions.

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**Advertising**

**Mentor forum**
Mentors who have gone through training will discuss strategies they are using to help their mentees.
8:30 a.m. Thursday, Suite 312

**Advertising**

**National journalism professional learning community training**
Advisers will join with other journalism professionals to create working PLCs using a national journalism PLC (NJPLC) model. Advisers can join with other participants to create a PLC on site or simply learn about the NCPLC model and bring that knowledge home to create their own group.
Karen Barrett, MJE, Wheeling High School, Wheeling, Ill.; Paul Restivo, CJE, Johnson County Community College, Overland Park, Kan.; and Jim Streisel, MJE, Carmel High School, Carmel, Ind.
8:30 a.m. Thursday, Garden A, Sheraton

**Meeting**

**JEA board meeting**
JEA board members meet to discuss ongoing projects and other agenda items.
8:30 a.m. Thursday, Palm East, Sheraton

**Advertising**

**JEA Outreach Academy**
This intensive one-day program will include training in 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 covering issues pertaining to diversity.
8:30 a.m. Thursday, Palm West, Sheraton

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**Trade Shows**

Dozens of vendors and colleges will be on hand during the exhibit.
1-7 p.m. Thursday, Platinum 1-6
6 p.m.

CONTEST

Scholarship judging
Those who volunteered to judge the Journalist of the Year scholarship competition will meet here until the judging is completed.
6 p.m. Thursday, Elite 2

6:45 p.m.

ADVISING

New adviser convention orientation
Advisers attending their first JEA/NSPA convention should consider attending a short orientation meeting to get a general overview and explanation of convention events and how to get the most out of them.
Ann Visser, MJE, Pella Community High School, Pella, Iowa
6:45 p.m. Thursday, Marquis Center

7:30 p.m.

Opening Ceremony and Keynote Address
Walk the red carpet as the local committee welcomes you to the Anaheim convention and fills you in on what’s in store. Los Angeles Times columnist Steve Lopez will give the keynote address.
7:30 p.m. Thursday, Marquis Ballroom

9:30 p.m.

Adviser Reception
Advisers who are first-time convention attendees and Outreach participants are the guests of honor at this informal reception for all advisers. Meet the local committee, the JEA board of directors and JEA and NSPA staffs. This informal reception will follow the opening keynote. Reception sponsor is hsj.org and my.hsj.org.
9:30 p.m. Thursday, Platinum 7-8

The Roy H. Park School of Communications would like to congratulate the 2010 S’Park Media Mentor Award Winners

Lori Oglesbee
McKinney High School, Texas

Dharini Rasiah
Berkeley High School, California

Clifton Raphael
Jenks High School, Oklahoma

Mike Zito
Staples High School, Connecticut

Do you know of an outstanding high school media mentor? Nominations for the 2011 award are now being accepted. For more information, visit: www.ithaca.edu/rhp/community/sparkaward

www.ithaca.edu/rhp
### Friday at a Glance

**Rooms beginning with D through L**

<table>
<thead>
<tr>
<th>Time</th>
<th>Room</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:15 a.m.</td>
<td>Desert Springs (46)</td>
<td>Room 3/5; Southeast meet, eat and greet; JEA state directors meeting; A program in the city; Working with technology; Broadcast contest; Write-off contest.</td>
</tr>
<tr>
<td>8 a.m.</td>
<td>Elite 1 (34)</td>
<td>Beginner's InDesign; InDesign creativity; Creating a Soundslides presentation (2 hours); We, the young people, whom you so rightly fear; Incredible embeddables; Write-off contest.</td>
</tr>
<tr>
<td>9 a.m.</td>
<td>Elite 2 (95)</td>
<td>Success with a small staff; How to be a one-person multimedia journalist; Story matters here; InDesign: Text is more than words; Incredible embeddables; Write-off contest.</td>
</tr>
<tr>
<td>10 a.m.</td>
<td>Elite 3 (92)</td>
<td>Radio realities; Mapping the city through sound; Issue Seminar: Schools going green; The power of positivity; The pop and pow of advertising design; Write-off contest.</td>
</tr>
<tr>
<td>11 a.m.</td>
<td>Elite Registration Counter</td>
<td>Room A/B/C/D/E/F; Check-in for Write-offs and On-site Critiques (until 3 p.m.); Room G-H-J; Meet the Mentors (9 a.m.-noon; 2:30-3:30 p.m.); Room G-H-J; Resources for the journalism classroom (10 a.m.); Room G-H-J; JEA Bookstore/Adviser Hospitality (8 a.m.-5 p.m.); Room G-H-J; On-site Critiques (until 3:30 p.m.); Room G-H-J; Write-off contest.</td>
</tr>
<tr>
<td>Noon</td>
<td>Grand Ballroom A (90)</td>
<td>Room 1/Northwest meet, eat and greet; Taking the lede; Stemsing assault on scholastic journalism programs; Blah, blah, blog; Community journalism: From vets to prison; Get an internship, get a job; Write-off contest.</td>
</tr>
<tr>
<td>1 p.m.</td>
<td>Grand Ballroom B (90)</td>
<td>Room 2/Southwest meet, eat and greet; Thou shalt not shovel; Producing a winning JOY portfolio; All the students, all the time; Team yearbook; Write-off contest.</td>
</tr>
<tr>
<td>2:30 p.m.</td>
<td>Grand Ballroom C (90)</td>
<td>Room 3/South Central meet, eat and greet; The importance of sound editorial policies; That's not plagiarism! Or is it?; Mythbusting high-school journalism; How to get and use press credentials; TAO of Journalism: Transparent, accountable, open; Write-off contest.</td>
</tr>
<tr>
<td>4 p.m.</td>
<td>Grand Ballroom D (90)</td>
<td>Organization 101; Take the dead out of deadlines; Sell like a pro; 20 Design Rules — Hey, I didn't make up this stuff; Putting together a literary magazine; Write-off contest.</td>
</tr>
<tr>
<td>5 p.m.</td>
<td>Grand Ballroom E (90)</td>
<td>Room 4/South Central meet, eat and greet; No same-old, same-old; Political cartooning in newspapers and beyond; New Media: Here comes everybody; Everyone has a story — including you; Staying ahead of the game; Write-off contest.</td>
</tr>
<tr>
<td>6 p.m.</td>
<td>Grand Ballroom F (400)</td>
<td>College Connection; (2:45 p.m.) Write-off moderators meeting; Write-off judges dinner and judging (6 p.m.-midnight); Write-off contest.</td>
</tr>
<tr>
<td>7 p.m.</td>
<td>Grand Ballroom G-H-J (120)</td>
<td>JEA Bookstore/Adviser Hospitality (8 a.m.-5 p.m.); Meet the Mentors (9 a.m.-noon; 2:30-3:30 p.m.); Resources for the journalism classroom (10 a.m.); Write-off Headquarters (all day); JEA/NSPA 29.</td>
</tr>
<tr>
<td>8 p.m.</td>
<td>JEA Suite</td>
<td>National journalism PLC meeting; Broadcast contest taping; Write-off contest.</td>
</tr>
<tr>
<td>9 p.m.</td>
<td>La Jolla (40)</td>
<td>On-site Critiques (until 3:30 p.m.); Write-off contest.</td>
</tr>
<tr>
<td>10 p.m.</td>
<td>Los Angeles (30)</td>
<td>(7:30 a.m.) Broadcast Moderation orientation meeting; Broadcast Package and Contests (Broadcast moderators meeting at 12:30 p.m.; contests continue until 6 p.m.); Write-off contest.</td>
</tr>
</tbody>
</table>
### Friday at a Glance

Rooms beginning with M through S

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event/Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:15 a.m.</td>
<td>Marquis Center (1,228)</td>
<td>No excuses</td>
</tr>
<tr>
<td>8:00 - 8:30 a.m.</td>
<td>Marquis Northwest (442)</td>
<td>Four of a kind</td>
</tr>
<tr>
<td>9:00 - 9:30 a.m.</td>
<td>Marquis South (792)</td>
<td>A Gleeful-worthy yearbook distribution event</td>
</tr>
<tr>
<td>10:00 - 10:30 a.m.</td>
<td>Newport Beach (46)</td>
<td>Region 6/Mid-Atlantic and Great Lakes meet, eat and greet</td>
</tr>
<tr>
<td>11:00 - noon</td>
<td>Orange County 1 (165)</td>
<td>JEA general membership meeting</td>
</tr>
<tr>
<td>1:00 - 1:30 p.m.</td>
<td>Orange County 2 (127)</td>
<td>Putting the pen in principal</td>
</tr>
<tr>
<td>2:00 - 2:30 p.m.</td>
<td>Orange County 3 (126)</td>
<td>Foto finish</td>
</tr>
<tr>
<td>3:00 - 3:30 p.m.</td>
<td>Orange County 4 (127)</td>
<td>Middle madness</td>
</tr>
<tr>
<td>4:00 - 4:30 p.m.</td>
<td>Platinum Patio (95)</td>
<td>Adviser Luncheon</td>
</tr>
<tr>
<td>5:00 - 6:00 p.m.</td>
<td>Platinum 1-6 (1,349)</td>
<td>Convention check-in and registration, trade show, Best of Show desk</td>
</tr>
<tr>
<td>7:00 - 7:30 p.m.</td>
<td>Rancho Las Palmas (44)</td>
<td>Videography orientation meeting</td>
</tr>
<tr>
<td>8:00 - 8:30 p.m.</td>
<td>San Diego (25)</td>
<td>Photo judging (until 2 p.m.)</td>
</tr>
<tr>
<td>9:00 - 9:30 p.m.</td>
<td>SCJEA Suite</td>
<td>Middle School Advisers Reception</td>
</tr>
<tr>
<td>10:00 - 10:30 a.m.</td>
<td>Suite 304 (63)</td>
<td>Get Certified: Coverage, content and reporting</td>
</tr>
<tr>
<td>11:00 - noon</td>
<td>Suite 312 (56)</td>
<td>Broadcast teacher talk</td>
</tr>
<tr>
<td>12:00 - noon</td>
<td>Suite 315 (56)</td>
<td>Building relationships</td>
</tr>
</tbody>
</table>

**Evening Activities:**
- Write-off contest
- Adviser Reception (8:30 p.m.)
- Middle School Fun Night and Swap Shop (6:30-10 p.m.)
- Student Dance (Platinum 5-6: 9-11:30 p.m.)

**Rooms:**
- Marquis Center
- Marquis Northwest
- Marquis South
- Newport Beach
- Orange County 1
- Orange County 2
- Orange County 3
- Orange County 4
- Platinum Patio
- Platinum 1-6
- Rancho Las Palmas
- San Diego
- SCJEA Suite
- Suite 304
- Suite 312
- Suite 315

**Room Capacities:**
- Marquis Center (1,228)
- Marquis Northwest (442)
- Marquis South (792)
- Newport Beach (46)
- Orange County 1 (165)
- Orange County 2 (127)
- Orange County 3 (126)
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- Platinum 1-6 (1,349)
- Rancho Las Palmas (44)
- San Diego (25)
- SCJEA Suite
- Suite 304 (63)
- Suite 312 (56)
- Suite 315 (56)

**Additional Information:**
- Write-off contest
- Adviser Reception
- Middle School Fun Night and Swap Shop
- Student Dance
7:15 a.m.

ADVISERS

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

Region 1/Northwest: Alaska, Idaho, Montana, Oregon, Washington and Wyoming
Steve Matson, MJE, Tacoma, Wash.
7:15 a.m. Friday, Grand Ballroom A
Region 2/Southwest: Arizona, California, Colorado, Hawaii, Nevada, New Mexico and Utah
Ellen Austin, CJE, Palo Alto High School, Palo Alto, Calif.
7:15 a.m. Friday, Grand Ballroom B
Region 3/North Central: Illinois, Iowa, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin
Gary Lindsay, MJE, John F. Kennedy High School, Cedar Rapids, Iowa
7:15 a.m. Friday, Grand Ballroom C
Region 4/South Central: Arkansas, Kansas, Louisiana, Missouri, Oklahoma and Texas
Wayne Polk, CJE, Abilene, Texas
7:15 a.m. Friday, Grand Ballroom D
Region 5/Southeast: Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Tennessee
Brenda Gorsuch, MJE, West Henderson High School, Hendersonville, N.C.
7:15 a.m. Friday, Desert Springs
Region 6/Mid-Atlantic and Great Lakes: Delaware, Indiana, Kentucky, Maryland, Michigan, Ohio, Virginia, West Virginia and Washington, D.C.
Bob Bair, MJE, Blair High School, Blair, Neb.
7:15 a.m. Friday, Desert Springs
Region 7/Northeast: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont
Jane Blystone, MJE, Mercyhurst College, Erie, Pa.
7:15 a.m. Friday, San Diego

Friday’s special events in Grand Ballroom G-H-J

Adviser Hospitality
Meet with your colleagues from across the country. Local committee members will be available to recommend sightseeing, dining and entertainment options.
8 a.m. to 5 p.m. Friday

JEA Bookstore
Check out the new books, as well as popular bestsellers, at the JEA Bookstore. Nearly 300 items relating to journalism are available. Supplies for the Write-off contests may be purchased here.
8 a.m. to 5 p.m. Friday

Meet the Mentors
This is your chance to talk one-on-one with a JEA mentor. All JEA mentors are experienced journalism educators who are good listeners and have plenty of tricks up their sleeves to help you solve journalism problems.
9 a.m. to 3:20 p.m. Friday

7:30 a.m.

CONTEST

Broadcast moderators meeting
Those moderating contests 39, 42 and 43 will meet here before the orientation meetings.
7:30 a.m. Friday, Los Angeles

8 a.m.

ADVISING

JEA general membership meeting
JEA members and others interested in the organization are invited to attend this meeting. You’ll learn about recent JEA board action, hear concerns and discuss plans and goals.
8 a.m. Friday, Orange County

CONTEST

Broadcast Package contest orientation meeting
All students entered in the Broadcast Package contest will meet here for an orientation meeting and to get assignments for their contest. Bring required supplies and equipment. Contest ticket is required.
8 a.m. Friday, Los Angeles

9 a.m.

ADVISING

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, Desert Springs

COMPUTER TECHNOLOGY

Beginner’s InDesign
Learn the basics of InDesign: how to create pages, set up a modular grid, place images and text, apply color, create a text wrap, create a library and use basic text formatting. (Sign up and get ticket at registration desk. Limit 34.)
Mary Seal, Taylorsville High School, Taylorsville, Utah
9 a.m. Friday, Elite 1
Middle school strand

**Middle madness**
Middle and junior high school publications staffs and advisers: This session is a must! Test your knowledge about journalism, the convention city and trivia. (Hint: Be prepared to answer in the form of a question.) We will offer insights about convention highlights, contests and competitions, Write-offs, team building, and the latest trends in publication design.

Mary Patrick, CJE, Maize South Middle School, Wichita, Kan.; Wendi Solinger, CJE, Alice Vail Middle School, Tucson, Ariz., and Anita Marie Wertz, MJE, Cesar Chavez High School, Stockton, Calif.
9 a.m. Friday, Orange County 4

**Great design from unexpected places**
Who knew good design ideas could come from prescription ads, teacher bulletins and grocery flyers? This session requires participants to think outside the box and look for great ideas for yearbook and newsmagazines from odd places. Audience participation is a must, and there will be handouts and door prizes galore.

Mary Patrick, CJE, Maize South Middle School, Wichita, Kan.
Noon Friday, Orange County 4

**Middle School Writing Activity**
Students will work on quoted material and mini-interviews from the Middle Madness icebreaker to collaborate on a convention blog item featuring middle school "voices."

Konnie Krislock, Newport Beach, Calif.
10 a.m.-noon Friday, Local Committee Suite

**Middle School Fun Night and Swap Shop**
As an alternative to the dance, middle-level students and advisers can hang out and have fun here getting to know each other and playing games. The middle-school media Swap Shop also will be here at 8 p.m. Members of the JEA Junior High/Middle School Commission will oversee this event.

Mary Patrick, CJE, Maize South Middle School, Wichita, Kan., and Anita Marie Wertz, MJE, Cesar Chavez High School, Stockton, Calif.
2:30 p.m. Friday, Orange County 4

**Behind the lens**
Take more than pretty pictures — tell a story, record a memory, capture a moment. You don't need expensive equipment or lots of technical gobbledeegunk. From behind the lens, you are in charge.

Anita Marie Wertz, MJE, Cesar Chavez High School, Stockton, Calif., and Alissa Ofelia Wertz, Prestige Portraits, Elk Grove, Calif.
2:30 p.m. Friday, Orange County 4

**Middle School Advisers Reception**
The Anaheim local committee is hosting a reception just for middle-school advisers. Come for a midmorning pick-me-up and get information on the middle-school carousel/headquarters room to be set up and running during the convention.

10 a.m.-noon Friday, Local Committee Suite

**Middle School Time for recess!**
Want to have fun? Need a little “recess” time? Come play a few team-building games, then take the ideas back to the rest of the staff.

Anita Marie Wertz, MJE, Cesar Chavez High School, Stockton, Calif., and Alissa Ofelia Wertz, Prestige Portraits, Elk Grove, Calif.
11 a.m. Friday, Orange County 4

**Success with a small staff**
If you want to succeed on the Web, you don’t need a multitude of tech-savvy students. The adviser and editor of The Feather Online discuss the steps small staffs can take to produce an effective online publication.
Greg Stobbe and Austin Ward, Fresno Christian High School, Fresno, Calif.
9 a.m. Friday, Elite 2

**Radio realities: Mapping the city through sound**
If you are a feature writer or news reporter with creative journalism skills, this session will encourage you to explore the realm of radio and audio production. If you are already a radio journalist, this session will serve as a brief workshop for sound-rich radio reporting from the urban landscape. Students from any city participating will be encouraged to contribute to Los Angeles-based radio program “Hear in the City: Radio Realities from the Urban Landscape.” Host and senior producer Sara Harris will help define topics, characters and places for metropolitan-based high school journalists to explore for radio stories. Students are encouraged to come with radio story ideas and in-progress print reporting that they would like to translate to radio.
Sara Harris, KPDK, “Hear in the City,” Los Angeles, Calif.
9 a.m. Friday, Elite 3

**Taking the ‘lede’**
Cynics say that if you can’t tell your readers what the story is about in the first paragraph, don’t write the second. This session will focus on effective lede writing and how to grab your readers.
Stan Zoller, MJE, Rolling Meadows High School, Rolling Meadows, Ill.
9 a.m. Friday, Grand Ballroom A

**Thou shalt not shovel**
Writing for an online publication requires knowing how your audience reads. Don’t dig your online grave — attend this session and thrive online.
Jeff Browne, University of Kansas, Lawrence, Kan.
9 a.m. Friday, Grand Ballroom B

**The importance of sound editorial policies**
Correctly crafted editorial policies are one way to help your publications establish themselves as designated forums for student expression. This session will discuss the strengths — and weaknesses — of developing such policies, and
what should go into strong ones.
John Bowen, MJE, Kent State University, Kent, Ohio, and Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.
9 a.m. Friday, Grand Ballroom C

ADVISING
Organization 101
It’s easy to get swamped as an adviser. Come learn from two seasoned advisers how to organize deadlines, adjust the maestro process to fit your needs, organize ads and overall organization strategies to help your year run smoothly.
9 a.m. Friday, Grand Ballroom D

YEARBOOK
No same old, same old
Does your yearbook coverage plan read like last year’s book or one from 10 years ago? Books have to cover certain things, but they don’t have to cover them the same old way and they do require fresh topics that intrigue readers. Come to this session and plan to go home awash with new ideas for your yearbook.
Judy Babb, Friesen Yearbooks, Plano, Texas, and Gregory Samples, Friesen Yearbooks, Northridge, Calif.
9 a.m. Friday, Grand Ballroom E

ADVISING
National journalism PLC meeting (2 hours)
This group will meet to discuss curriculum and ideas for the PLC project. This is for current NJPLC members only.
Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo., and Jim Streisel, MJE, Carmel High School, Carmel, Ind.
9 a.m. Friday, JEA Suite

GENERAL AUDIENCE
No excuses
Your coverage is weak. Your writing is bad. Why? Powerful writing and solid coverage cost no more than weak writing and limp coverage. It all depends on how hard you’re willing to work.
Bobby Hawthorne, Austin, Texas
9 a.m. Friday, Marquis Center

YEARBOOK
Four of a kind
Come experience four National Yearbook Advisers of the Year who

On-site Critiques
Advisers and staffs who submitted media for a critique to should check appointment times posted at the Elite Registration Counter. A schedule will be posted near the critique room Friday and Saturday. 8 a.m.-3:30 p.m. Friday, La Jolla

all teach within a 20-mile radius of each other in Northern California, have more than 125 years of yearbooking experience, and whose students have received more than 125 national Pacemakers and Crown awards. Enter their conversation of the tangible and intangible elements that have helped make their programs successful and kept them energized as advisers.
9 a.m. Friday, Marquis Northwest

YEARBOOK
A ‘Glee’-worthy yearbook distribution event
“Glee” became a hit by entertaining and intriguing its viewers. With the ideas you’ll learn in this session, make your yearbook distribution event “Glee”-worthy. Just as “Glee” creates a message and theme for each episode, this session will provide before, during and after ideas and strategies to ensure a successful, thematic event for your community.
Tina Cleavelin, Jostens, Phoenix, Ariz., and Michelle Coro, CJE, Desert Vista High School, Phoenix, Ariz.
9 a.m. Friday, Marquis South

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, MJE, Warner Pacific College, Portland, Ore.
9 a.m. Friday, Newport Beach

YEARBOOK, NEWSPAPER, LAW/ETHICS
The right to write
This session is perfect for the new adviser, reporter or editor who wants to understand the First Amendment rights of students at public schools. We’ll discuss libel, student press law, privacy, copyright law and ethics. We’ll look at current cases weaving their way through the courts, and historical cases that set precedent. Finally, we’ll discuss ways to promote your paper as a public forum for free expression.
Megan Fromm, University of Maryland, College Park, Md.
9 a.m. Friday, Orange County 1

GENERAL AUDIENCE
Putting the ‘pal’ in principal
Student journalists often view their principal as more adversary than ally. This interactive session led by editors, their principal and their adviser will explore ways to build bridges from the news office to the main office. Come pick up tips on how to better understand where your principal is coming from and how to persuade him/her to support a successful, responsible student-centered publication.
NOTE: Administrators are welcome.
Kay Lacey, CJE, Scott Brittain, Hannah Fikar and Caty Niemela, Gov. John R. Rogers High School, Puyallup, Wash.
9 a.m. Friday, Orange County 2

YEARBOOK
Foto finish
Take a look at real-time photos and create spreads that go from so-so to so hot. Selection and cropping, action/reaction shots can change the look and focus, making it easier to see the story. Leave with step-by-step procedures to apply to your publication.
9 a.m. Friday, Orange County 3

ADVISING
Accentuate the positive
This session is perfect for the new newspaper advisers who provide insight into a positive approach to advising that will stress giving students ownership and responsibility for their production. The basis will be 25 years of advising and participation in the JEA mentoring program.
Ron Bonadonna, CJE, Mays Landing, N.J.
9 a.m. Friday, Rancho Las Palmas
**ADVISING**

**Get Certified: Coverage, content and reporting**
Planning to take the CJE or MJE test? Or just wanting to be more familiar with coverage, content and reporting issues in student media? Whether it's learning how to improve coverage in your school, fine-tuning the content in your publications, or improving the writing process, here is the place to find out what's essential and how you can teach it.
Lizabeth Walsh, MJE, Reno High School, Reno, Nev.
9 a.m. Friday, Suite 304

**Broadcast teacher talk**
This is time for teacher talk and you will choose the topics from a “menu” that includes curriculum design, grading techniques, student control of content, classroom management, equipment management and more.
9 a.m. Friday, Suite 312

**Building relationships**
They don't care what you know until they know that you care. Tips for building relationships with students, staff, faculty and administration.
Mary Anne McClyod, Newton, Kan.
9 a.m. Friday, Suite 315

**10 a.m.**

**Computer technology**

**InDesign creativity**
This session is for students and advisers who have some knowledge of InDesign but want to be more productive using this software program, and be more creative with your designs. (Sign up and ticket at the convention registration desk. Limit 34.)
Linda Drake, CJE, Chase County High School, Cottonwood Falls, Kan.
10 a.m. Friday, Elite 1

**Multimedia**

**How to be a one-person multimedia journalist**
Learn the basics on how to use inexpensive and cheap tool to produce strong multimedia journalism via print, audio and video. We will discuss what software and equipment needed to get started.
10 a.m. Friday, Elite 2

**LAW/ETHICS**

**That's not plagiarism! Or is it?**
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 attribution is the key for some items but not others. This session will also cover how evaluating organizations are cracking down on plagiarism in contests.
Candace Perkins Bowen, MJE, Kent State University, Kent, Ohio
10 a.m. Friday, Grand Ballroom C

**Newspaper, yearbook**

**Take the ‘dead’ out of deadlines**
Come learn from two seasoned advisers how to structure deadlines to make life easier for the adviser, to give editors control of the process and to keep students on track through the process. We will discuss and give examples on ways we handle deadlines for yearbook and newspaper.
10 a.m. Friday, Grand Ballroom D

**Featured speaker, general audience**

**Political cartooning in newspapers and beyond**
Come to this session and see a demonstration of Lalo Alcaraz's vast body of work and a look into the world of newspaper cartooning.
Lalo Alcaraz, Whittier, Calif.
10 a.m. Friday, Grand Ballroom E

**Advising**

**Resources for the journalism classroom**
Come to this informal session in the JEA Bookstore to pick up ideas for classroom materials that can add spark to your program or help in the advising process. Curriculum committee members will offer insight into books, supplemental materials and websites. Advisers are invited to come and offer suggestions on what materials have worked (or haven’t worked) in their classrooms.
Lori Oglesbee-Petter, CJE, McKinney High School, McKinney, Texas, and Connie Fulkerson, Journalism Education Association, Manhattan, Kan.
10 a.m. Friday, Grand Ballroom G-H-J
NEWSPAPER

Storytelling: The heart of what we do
There is a glory inherent in telling a great story, with attention to detail and a sense of style to the prose. This session will feature samples of some terrific storytelling, from both professional and student papers, and some advice on how to focus on great storytelling in your next issue. Jack Kennedy, MJE, Colorado High School Press Association, Highlands Ranch, Colo. 10 a.m. Friday, Marquis Center

YEARBOOK

Not your grandma's yearbook copy
Tired of being bored with your own copy? Are you writing stories that only your grandma will enjoy? Learn how to ban the boredom factor by taking more care with choice of topic and angle and become attuned to the deadly yearbook no nos that sink a story from the get-go. Mary Kay Downes, MJE, Chantilly High School, Chantilly, Va. 10 a.m. Friday, Marquis Northwest

PHOTOGRAPHY

Photography: From ordinary to extraordinary
Ho-hum, expected, boring. That describes most high school photography. It doesn't have to be. It's more than rules of composition. Learn how to think through a shot and make it sing. And non-photographers — learn to recognize a great photo and use it to attract readers. Judy Babb, Friesen Yearbooks, Plano, Texas 10 a.m. Friday, Marquis South

ADVISORY

Proven strategies to make money
Budget cuts and a tough economy have dried up many of the traditional sources of revenue for student publications. Learn how not only to survive but to thrive — even when advertisers and administrators say they are out of money. Carmen Wendt, MJE, Scottsdale, Ariz. 10 a.m. Friday, Newport Beach

ONLINE

Free tools to inspire, invoke and innovate your Web journalism storytelling
This panel takes you on a nonlinear tour showcasing a collection of tools that will impact your storytelling on the Web. From live streaming video to visualizing data to augmented reality, this wide collection of tech is available at your fingertips for free. Robert Hernandez, University of Southern California, Los Angeles, Calif. 10 a.m. Friday, Orange County 1

GENERAL AUDIENCE

Leading the writing of others
In this session, the instructors will show ways for editors, advisers and prospective editors to help good writers make the passage to becoming sophisticated reporters. You'll learn tips for putting the polish on your writing and the writing of others. Kathy Craighead, MJE, Mexico, Mo., and H.L. Hall, MJE, Hendersonville, Tenn. 10 a.m. Friday, Orange County 2

ADVISING

Get Certified: Role and history of media
For teachers who are preparing for the CJE test, this session offers a brief review of the most important events and individuals in journalism history and the functions of the mass media in modern American society. Sample questions and model responses will also be discussed if time permits. Joe Miranda, MJE, Southeastern Louisiana University, Hammond, La. 10 a.m. Friday, Rancho Las Palmas

ADVISING

Grading: Ideas for making it easier
Journalism encompasses so many different tasks and skills, it often becomes overwhelming to decide how to grade (or even if to grade) each assignment. Come to gather ideas on different grading procedures as well as to share any ideas that have worked for you. Lizabeth Walsh, MJE, Reno High School, Reno, Nev. 10 a.m. Friday, Suite 304

ADVISING

Get Certified: Managing student media
This session will provide information in the area of staff management for those taking the CJME/MJE exam. Jane Blystone, MJE, Mercyhurst College, Erie, Pa. 10 a.m. Friday, Suite 312

GENERAL AUDIENCE, LAW/ETHICS

‘Protocol for Free and Responsible Student News Media’
The McCormick Foundation’s new “Protocol for Free & Responsible Student News Media” is a must for anyone who needs to better communicate with school officials about the value of authentic journalism and First Amendment education. This protocol will have a profound effect. Stan Zoller, MJE, Rolling Meadows High School, Rolling Meadows, Ill. 10 a.m. Friday, Suite 315

11 a.m.

ADVISING

Working with technology
Frustrated with the technology department in your district? Come to this question-and-answer session with a real-life technology department person and let’s see if we can get you some answers. Mark Murphy, Arlington ISD, Arlington, Texas 11 a.m. Friday, Desert Springs

COMPUTER TECHNOLOGY

Creating a Soundslides presentation (2 hours)
In this hands-on session, we will discuss the elements of a Soundslides presentation — photos, audio (including royalty-free music), captions and title slides. Working with photos and audio, you will put together a Soundslides story. You don’t need to have Soundslides or Photoshop experience but should be comfortable using drop-down menus. (Sign up and get ticket at registration desk. Limit 34.) Judy Robinson, CJE, and Julie Dodd, MJE, University of Florida, Gainesville, Fla. 11 a.m.-12:50 p.m., Friday, Elite 1

GENERAL AUDIENCE

Story matters here
There is more than one way to tell a great story in your yearbook. Discover some tangible techniques to
take back to your class, helping you find compelling stories, and more importantly, providing many alternative ways to package those stories both verbally and visually. 

Dan Austin, Casa Roble High School, Orangevale, Calif., and Pete LeBlanc, Antelope High School, Antelope, Calif.
11 a.m. Friday, Elite 2

ONLINE, NEWSPAPER

Blah, blah, blog
This is not a presentation about how to set up a blog. This is about what to do once you have one — how to make it meaningful and journalistic, what to strive for and what to avoid.

Don Bott, CJE, Amos Alonzo Stagg High School, Stockton, Calif.
11 a.m. Friday, Grand Ballroom A

LAW/ETHICS

Mythbusting high-school journalism
If a student takes a photo using the school camera, then the photo belongs to the school — right? It’s a violation of HIPAA to print something about a student’s medical condition — right? You’d be amazed at what some people (maybe even your school’s attorney) think the law says when it doesn’t.

Frank LoMonte, Student Press Law Center, Arlington, Va.
11 a.m. Friday, Grand Ballroom C

BUSINESS/ADVERTISING

Sell like a pro
The winning attitude for sales of your yearbook, newspaper and magazine starts here. Learn how to sell advertising like a pro and raise the big bucks.

Chicago, Ill., and Pete LeBlanc, Antelope High School, Antelope, Calif.
11 a.m. Friday, Elite 2

FEATURED SPEAKER, ONLINE

New Media: Here comes everybody
Learn why we need to embrace the emergence of new media and break down the garden walls.

Marc Cooper, University of Southern California, Los Angeles, Calif.
11 a.m. Friday, Grand Ballroom E

Adviser Luncheon
Join the convention planning committee and JEA mentors at the Friday Adviser Luncheon featuring Geneva Overholser, director of the School of Journalism at the USC Annenberg School for Communication and Journalism. Preregistration was required. Please bring your ticket. 11 a.m. to 12:50 p.m. Friday, Platinum Patio

GENERAL AUDIENCE

M&M’s — It’s more than just candy
Morale and Motivation are two of the most important components of a strong staff, and they are also two of the most troubling. If you need ideas to keep your staff and yourself motivated all year long you’ll want to come to this session to hear the tips these veteran advisers have to offer. This is an interactive session so come prepared to participate in the activities, share your best motivational idea or your biggest challenge for keeping up morale all year long.

Kathy Daly, Denver, Colo., and Linda Puntney, MJE, Manhattan, Kan.
11 a.m. Friday, Marquis Center

FEATURED SPEAKER, GENERAL AUDIENCE

Journalism or Business: It’s the story!
Hear stories from journalism and business to emphasize the importance and power of “the story” in influencing people and business. What is the story, how do you know what you think you know, who should care, and so what? These ideas and questions are fundamental to both the writer and anyone who thinks about change in the world and their place in it.

Eric Best, Best Partners S.C. Inc., Brooklyn, N.Y.
11 a.m. Friday, Marquis Northwest

YEARBOOK

The Power of 10: Awesome academics
Packed with idea-generating tips, this session will get your creative juices flowing to add depth, variety and fun to your yearbook academics coverage, taking that once-dreaded section from dull to dynamite.

Kim Green, MJE, Columbus North High School, Columbus, Ind.
11 a.m. Friday, Orange County 3

ADVISING

Journalism camp in a can
In a five-high-school district, this group of advisers found a way to teach the basics of journalism to incoming staffs during a brief summer camp.

We’ll share our approach and day-to-day plans, which you could easily modify to fit
your needs just in time for this summer. Michelle Balmeo, Monta Vista High School, Cupertino, Calif.; Erin Coyle, Homestead High School, Cupertino, Calif.; Nicole Gordon, Lynbrook High School, San Jose, Calif., and Ann Peck, Cupertino High School, Cupertino, Calif.

11 a.m. Friday, Rancho Las Palmas

ADVISING

Get Certified: Writing and editing

Thinking about taking the CJE exam? This session covers the “what you need to know” in the writing/editing category.

Joe Humphrey, MJE, Hillsborough High School, Tampa, Fla.

11 a.m. Friday, Suite 304

ADVISING

Trip adviser

Traveling with students is an adventure to say the least. We’ll help you figure out the most efficient and effective way to make it happen, from planning and paperwork to etiquette and supervision.

Kathy Habiger, MJE, Mill Valley High School, Shawnee, Kan., and Amy Morgan, MJE, Shawnee Mission West H.S., Overland Park, Kan.

11 a.m. Friday, Suite 312

Noon

FEATURED SPEAKER, GENERAL AUDIENCE

We, the young people, whom you so rightly fear

Learn how to pick the lock on becoming a paid writer without ever going to grad school or being someone’s intern. Natasha Vargas-Cooper, Woodland Hills, Calif.

Noon Friday, Elite 2

GENERAL AUDIENCE

The power of positivity

No matter how small (or seemingly short-lived) a staff conflict might be, quantifiable research reveals the devastating impact of negative staff relationships. Learn how to avoid negativity and get positive in real, meaningful ways.

Travis Feil, Sterling High School, Sterling, Kan.

Noon Friday, Elite 3

NEWSPAPER

Community journalism: From war vets to prison

While it is true that the best high school journalism covers the news on campus, it is also true that journalism coverage can extend beyond. This workshop will describe how Stagg Line journalists in recent years went into the community to talk to WWII veterans, Depression survivors and prison inmates.

Don Bott, Amos Alonzo Stagg High School, Stockton, Calif.

Noon Friday, Grand Ballroom A

GENERAL AUDIENCE

All the students, all the time

The diversity that makes up the United States is reflected in the nation’s schools — does your student media reflect it as well? This session will discuss ways to make sure publications, broadcasts and websites reflect the multicultural makeup of your school.

Stan Zoller, MJE, Rolling Meadows High School, Rolling Meadows, Ill.

Noon Friday, Grand Ballroom B

GENERAL AUDIENCE

How to get and use press credentials

Have you ever wondered how high school journalists cover major events such as inaugurations? This session will give you the need-to-know information on how to get into everything from the Super Bowl to the Grammys.

Leslie Orman and Chase Snider, Kickapoo High School, Springfield, Mo.

Noon Friday, Grand Ballroom C

YEARBOOK

20 Design Rules — Hey, I didn’t make up this stuff

Rules can be broken but never ignored. Examine the 20 rules from “Design Elements: A Graphic Style Manual” as applied to yearbook design.

Lori Oglesbee-Petter, CJE, McKinney High School, McKinney, Texas

Noon Friday, Grand Ballroom D

YEARBOOK

Everyone has a story — including you

When searching for compelling stories or subject matter, don't overlook material relating to your own lives, and those of your family and forefathers. Emmy Award-winning documentary filmmaker Martin Kent reveals the story behind the story — of how a documentary he made on WWII Nazi-turned-hero Oskar Schindler led to the discovery of an amazing tale of heroism, survival and love — in his own family.

Martin Kent, Martin Kent Productions Inc., Woodland Hills, Calif.

Noon Friday, Grand Ballroom E

ONLINE, BUSINESS/ADVERTISING

Earning money online: Make your website work

It’s time to turn a profit with your online publication. Learn the ins and outs of turning views and visits into cents and dollars. Where should the advertisements be? How big? How expensive? The staff and advisers of a Pacemaker-winning website will answer your questions about online ads and offer other online fundraising ideas. Whether your site is 5 years old or 5 days old, learn how to monetize your content.

Mary Barber, Matthew Gutschenritter and Dave Ryan, Wayland High School, Wayland, Wash.

Noon Friday, Newport Beach

YEARBOOK

Yearbook: Chronological style

Is your yearbook organized chronologically? Or are you thinking about changing your book to chronological order? Are you afraid some events might be forgotten or some groups will not receive sufficient coverage? Is your staff having trouble keeping up with the week-to-week schedule? We’ll explore organizational strategies to make sure every event is covered and deadlines are met.

Mark Novom, Brentwood School, Los Angeles, Calif.

Noon Friday, Orange County 1

YEARBOOK

Yearbook Remix: Lessons from disc jockeys

A good yearbook is a lot like a great playlist. You need variety to keep it interesting, and even if the old stuff is really great, you should always be listening for the next big thing. A "mashup" or remix can keep things fresh. Learn how to improve your ladder, coverage and design, and how to take inspiration from the music around you.


Noon Friday, Orange County 2

PHOTOGRAPHY

Photography portfolio 2.0

Recently updated for Web 2.0 environment, our popular session teaches how creating a photography portfolio is more than simply “collecting
your 10 best pictures.” Know how a portfolio should look while gaining tips to improve your photography. Bridge the gap between high school photography and college photography.

Bryan Farley, Oakland, Calif.; Jim McNay, Santa Barbara, Calif., and Mark Murray, Arlington ISD, Arlington, Texas

Noon Friday, Orange County 3

ADVISING
Make it work
This session is designed to help advisers address concerns such as staff management, motivation, organization and recruitment. The speaker will provide examples and structures that have been successful in her experience, as well as open up the session for discussion on these topics. Attendees will figure out how to “make it work,” despite seemingly endless challenges.

Jessica Young, CJE, Orange Glen High School, Escondido, Calif.

Noon Friday, Suite 304

12:30 p.m.

CONTEST
Broadcast carry-in contests
Those moderating contests 40 and 44 will meet here before the contest. 12:30 p.m. Friday, Los Angeles

1 p.m.

CONTEST
On-air Reporter and Broadcast Commentary contests
Students entered in these contests will meet here for the writing portion of their contest, and to get their taping time. You must have a contest ticket to enter.

1 p.m. Friday, Los Angeles

CONTEST
Broadcast moderators meeting
Those moderating contests 34, 35, 36, 37, 38 and 46 will meet here before the contests.

1 p.m. Friday, Newport Beach

Keynote Speakers
Lisa Ling, co-executive producer and host of “Our America” on the Oprah Winfrey Network, and Laura Ling, host and reporter on “E! Investigates,” will give the keynote speech 1 p.m. Friday in the Marquis Ballroom.

1:30 p.m.

CONTEST
Broadcast carry-in contests
Those moderating contests 34, 35, 36, 37, 38 and 46 will meet here before the contest. They must have a contest ticket, bring their entry with them and stay for the critique time. They must have a contest ticket, bring their entry with them and stay for the critique session. Please check the Convention Update for room assignments that were not available at press time.

1:30 p.m. Friday, rooms to be determined

2:30 p.m.

COMPUTER TECHNOLOGY, YEARBOOK
InDesign: Text is more than words
Your text tells a story. But it also adds design, color and excitement to your page. Learn how the tools in InDesign let you go from basic flowing and editing of text to advanced effects such as making text image boxes, headline graphics, and full-blown 3-D-looking editable text without the need for special glasses. Caution: The Effects palette will be used and shortcut keys are welcome. (Sign up and get ticket at registration desk. Limit 34.)


2:30 p.m. Friday, Elite 1

COMPUTER TECHNOLOGY, ONLINE
Incredible embeddables
If you’re not using timelines, slideshows, graphics and quizzes, you’re missing out on a great opportunity to make your site more interactive for your readers. Come see how publications such as the New York Times are using interactive graphics and alternative story forms to make the online reader’s experience more dynamic. You’ll leave with a list of sites that offer embeddable tools.

Michelle Balmeo, CJE, Monta Vista High School, Cupertino, Calif.

2:30 p.m. Friday, Elite 2

BUSINESS/ADVERTISING
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 Fitts, CJE, Mississippi Scholastic Press Association, University, Miss.

2:30 p.m. Friday, Elite 3

GENERAL AUDIENCE
Get an internship, get a job
Internships are critical to your chances of landing a media job. It’s not too soon to begin preparing and exploring. Learn from an internship and recruiting coordinator how to find opportunities and prepare so your application stands out.

Dennis Foley, The Orange County Register, Santa Ana, Calif.

2:30 p.m. Friday, Grand Ballroom A

YEARBOOK
Team yearbook
When we decided to tackle chronological books for the first time, our staffs knew we needed to rethink our staff organization. Moving to a team approach has changed the way we do everything — the way we assign stories, tackle deadlines and motivate our staff. Come to this session to learn how a team approach can help your staff.

Meghan Percival, CJE, McLean High School, McLean, Va., and Tim Yorke, Heritage High School, Leesburg, Va.

2:30 p.m. Friday, Grand Ballroom B

LAW/ETHICS
TAO of Journalism: Transparent, Accountable, Open
Journalists and journalism organizations around the world are looking for ways to maintain or to earn public trust. Those who produce
student media are no exception. The TAO of Journalism Pledge (recently endorsed by JEA) offers a way for journalists and media organizations to make a public commitment to be Transparent, Accountable and Open.
John Hamer and Kathy Schrier, MJE, Washington News Council, Seattle, Wash. 2:30 p.m. Friday, Grand Ballroom C

LITERARY MAGAZINE

Putting together a literary magazine
Learn 12 steps to help your staff produce a top-notch literary magazine.
Kathleen Zwibel, CJE, Pottsville, Pa. 2:30 p.m. Friday, Grand Ballroom D

FEATURED SPEAKER, GENERAL AUDIENCE

Staying ahead of the game
Sports journalists have to do more than inform followers of what happened. Readers want a detailed explanation of why it occurred and what will take place next. Find out from a writer and editor how they enlighten and entertain readers in a timely and responsible manner.
James C. Black, Yahoo! Sports, Santa Monica, Calif. 2:30 p.m. Friday, Grand Ballroom E

FEATURED SPEAKER, BROADCAST

Standby: A life in TV news
An award-winning television news reporter will chat about life in TV news — the good, the bad, the ugly, the personal fulfillment, the nobility and duty of what we do.
John Cadiz Klemack, KNBC-TV, Los Angeles 2:30 p.m. Friday, Orange County 1

NEWSPAPER

Designapalooza
You'll get 60 new page designs and story ideas in 45 minutes in a slick and fast-paced PowerPoint presentation. Come ready to go home with some creative ideas and ways to display them.
Jim McConnell, Findlay High School, Findlay, Ohio 2:30 p.m. Friday, Orange County 2

ONLINE, GENERAL AUDIENCE

Going gaga for social media
Take your staff to the next level by going paperless. It's easy to use Google Docs and Google Groups to organize your staff and make it more efficient. Learn how to use Twitter and Facebook to keep your staff on track and up-to-date.
Michele Dunaway, MJE, Francis Howell High School, St. Charles, Mo. 2:30 p.m. Friday, Orange County 3

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.
Barbara (Babs) Erickson, CJE, Cherry Valley, Ill.; Martha Rothwell, Statesville, N.C.; and Katharine Swan, CJE, San Francisco, Calif. 2:30 p.m. Friday, Rancho Las Palmas

ADVISING

CJE/MJE, certification study session
Teachers who will be taking the JEA certification tests today are invited to this pre-test study session.
Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo. 2:30 p.m. Friday, San Diego

ADVISING

Write-off moderators meeting
Those who have agreed to moderate JEA's Write-off contests must attend this meeting to get instructions and supplies.
Nancy Y. Smith, Lafayette High School, Ballwin, Mo., and Patricia Turley, Junction City, Ore. 2:45 p.m. Friday, Grand Ballroom F

3:30 p.m.

ADVISING

CJE/MJE, certification testing (2.5 hours)
Advisers who have applied to take the CJE or MJE tests will do so at this time.
Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo. 3:30 p.m. Friday, Elite 1

4 p.m.

CONTESTS

Write-off contests
Please look in the Convention Update to find contest room assignments. Students should arrive at the contest room 10 to 15 minutes before the contest begins or risk being disqualified if late. Bring your contest ticket and required supplies.
4 p.m. Friday, rooms to be determined

Friday evening events

Media Swap Shops
Bring at least nine samples of your newspaper, literary magazine or one copy of your yearbook or broadcast DVD to show at your table. Each delegate attending a Swap Shop must have a ticket, which will be in the school registration packet. 8 and 9 p.m. Friday, Grand Salon E (high school students)

Friday Adviser Reception
Friday's reception attendees will be entertained with a jazz band and treated to a dessert buffet. Those who are judging Write-off competitions are especially encouraged to attend this reception when they have finished judging. Advisers can look forward to free door-prize drawings beginning at 10 p.m. USC Annenberg School for Communication and Journalism is the sponsor for this event. 8:30-11 p.m., Orange County 1-2

Student Dance
A dance for students will have music provided by a DJ. This is a good time to enjoy the music and dance with other student journalists from around the country. Students must present their convention name badge to be admitted to the dance sponsored by School Newspapers Online. 9-11:30 p.m. Friday, Platinum 5-6
<table>
<thead>
<tr>
<th>Room Capacities (in parentheses)</th>
<th>8 a.m.</th>
<th>9 a.m.</th>
<th>10 a.m.</th>
<th>11 a.m.</th>
<th>Noon</th>
<th>1 p.m.</th>
<th>2:30 p.m.</th>
<th>3:30 p.m.</th>
<th>Evening</th>
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<tbody>
<tr>
<td>Desert Springs (48)</td>
<td>Digital Media Committee meeting</td>
<td>JEA Mentoring: Triage for new advisers</td>
<td>Grammar crammers for journalists</td>
<td>JEA Awards Committee meeting</td>
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<td>Convention wrap-up</td>
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<td>Elite 1 (34)</td>
<td>Photoshop basics for advisers</td>
<td>Photoshop: Essential tricks for making good pics</td>
<td>Web design using iWeb</td>
<td>Broadcast your voice: Learn to podcast</td>
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<td>Elite 2 (95)</td>
<td>Projects to fund your broadcast program</td>
<td>Best of newspaper design</td>
<td>Tom and Kathy’s super design time, Part 1</td>
<td>Getting started with online media</td>
<td>Lights, camera, ACTION!</td>
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<td>Elite 3 (92)</td>
<td>Advertising 101</td>
<td>Issue Seminar: Citizen journalism</td>
<td>The well-rounded yearbooker</td>
<td>Find your voice</td>
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<td>Elite Registration Counter</td>
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<td>Convention check-in and registration (until 2 p.m.)</td>
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<td>Gold Key I-II (108)</td>
<td>Increase your online hits: Bridging the media gap</td>
<td>Top 10 ways to be organized in yearbook</td>
<td>Digital Photography: Shoot like a pro</td>
<td>The nature of color</td>
<td>Media ethics for high-school journalists</td>
<td>What is the ‘truth’ in broadcasting</td>
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<tr>
<td>Grand Ballroom A (80)</td>
<td>365: A year of photos</td>
<td>Press Law/Ethics: Handling tough calls</td>
<td>Team storytelling wrap-up</td>
<td>Censorship, fact and fiction</td>
<td>It’s not layout; it’s DESIGN!</td>
<td>Don’t cut that class!</td>
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<tr>
<td>Grand Ballroom B (80)</td>
<td>May the best writer publish</td>
<td>It’s your opinion; get it right</td>
<td>The team bonded, had fun and gave 110%</td>
<td>Don’t be a lonely leader</td>
<td>Breaking the news: Revising news angles</td>
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<td>Grand Ballroom C (80)</td>
<td>Through the reader’s eyes</td>
<td>Deep the recipe: Turning editors into coaches</td>
<td>Convergences: Interactive online publications</td>
<td>10 steps to creating a successful online publication</td>
<td>Mastering your writing</td>
<td>The Right Angle: Morals and ethics</td>
<td>Staff management tools for the 21st century</td>
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<tr>
<td>Grand Ballroom D (80)</td>
<td>AP style is not always Apparent</td>
<td>Public Relations: Another side of journalism</td>
<td>Deadline — a not-so-dirty word</td>
<td>Sell like a pro</td>
<td>Motivating the masses</td>
<td>Read-me-now! Attention-grabbing headlines</td>
<td>Opening forums and opening minds</td>
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<tr>
<td>Grand Ballroom E (306)</td>
<td>Photojournalism from Baghdad to Bangkok</td>
<td>Design with purpose</td>
<td>Clean up your typography</td>
<td>Be an action hero</td>
<td>Trends in high school newspaper design</td>
<td>Using social media on deadline</td>
<td>Using multimedia tools in investigations</td>
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<td>Grand Ballroom F (400)</td>
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<td>Adviser Luncheon (noon-2:20 p.m.)</td>
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<tr>
<td>Grand Ballroom G-J (120)</td>
<td>Meet the Mentors (8-10 a.m.); JEA Bookstore/Adviser Hospitality (8 a.m.-3 p.m.); Development/Curriculum Commission meeting (11 a.m.)</td>
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<td>Grand Ballroom K (40)</td>
<td>Write-off Headquarters (all day)</td>
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<td>JEA Suite (7:30 a.m.)</td>
<td>JEA Certification Commission meeting</td>
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<td>La Jolla (40)</td>
<td>On-site Critiques (until 2:30 p.m.)</td>
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<td>Los Angeles (30)</td>
<td>Scholastic Press Rights Commission meeting</td>
<td>Help for new advisers</td>
<td>Establishing an national PLC for journalism teachers, advisers</td>
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<td>Marquis Center (1,128)</td>
<td>Marquis Northeast (442)</td>
<td>Marquis Northwest (442)</td>
<td>Marquis South (792)</td>
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<td>NSPA Awards Ceremony (Marquis Ballroom)</td>
<td>Stadler Film Festival (9-11 p.m., Marquis Ballroom)</td>
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<td>On-site Critiques (until 3:30 p.m.)</td>
<td>Go fish!</td>
<td>What's the alternative?</td>
<td>Recipes for cool secondary coverage</td>
<td>NSPA Awards Ceremony (Marquis Ballroom)</td>
<td>Stadler Film Festival (9-11 p.m., Marquis Ballroom)</td>
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### Saturday at a Glance

#### Rooms beginning with O through S

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event Description</th>
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<tbody>
<tr>
<td><strong>8 a.m.</strong></td>
<td><strong>Orange County 1</strong> (165)</td>
<td>Same story, different package</td>
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<td></td>
<td><strong>Orange County 2</strong> (127)</td>
<td>Little details, big difference</td>
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<td><strong>Orange County 3</strong> (89)</td>
<td>Best of Show judging</td>
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<td><strong>9 a.m.</strong></td>
<td><strong>Orange County 4</strong> (127)</td>
<td>Writing/photography evaluation</td>
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<td></td>
<td><strong>Platinum 1</strong> (133)</td>
<td>Chat, like and text your way to increased yearbook sales</td>
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<td></td>
<td><strong>Platinum 2</strong> (180)</td>
<td>Multimedia made easy ...</td>
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<td><strong>Platinum 3</strong> (180)</td>
<td>Writing the personal column</td>
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<td>Giving voice to the voiceless</td>
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<td></td>
<td><strong>Platinum 5</strong> (92.6)</td>
<td>Better by design</td>
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<td><strong>Platinum 6</strong> (92.6)</td>
<td>The Pacemaker (print)</td>
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<td><strong>Platinum 7</strong> (133)</td>
<td>Journalism 2.0: Using mobile devices</td>
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<td><strong>Platinum 8</strong> (180)</td>
<td>How not to kill each other</td>
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<td><strong>Platinum 9</strong> (180)</td>
<td>Make ‘em laugh, make ‘em cry</td>
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<td></td>
<td><strong>Platinum 10</strong> (50)</td>
<td>Adviser Swap Shops</td>
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<td></td>
<td><strong>Rancho Las Palmas</strong> (46)</td>
<td>JEA Multicultural Commission meeting</td>
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<td></td>
<td><strong>San Diego</strong> (56)</td>
<td>Scholastic Journalism Week Committee meeting</td>
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</table>

**Room Capacities in Parentheses:**

- Room capacities vary depending on the event and location.

### Notes:

- **Advisers**
- **Broadcast**
- **Business/Advertising**
- **Computer Technology**
- **Digital Media**
- **General Audience**
- **Law/Ethics**
- **Middle School**
- **Newspaper**
- **Photography**
- **Yearbook**

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### Saturday Schedule:

- **8 a.m. - 9 a.m.**
  - **Orange County 1** (165): Same story, different package
  - **Orange County 2** (127): Little details, big difference
  - **Orange County 3** (89): Best of Show judging

- **9 a.m. - 10 a.m.**
  - **Orange County 4** (127): Writing/photography evaluation
  - **Platinum 1** (133): Chat, like and text your way to increased yearbook sales
  - **Platinum 2** (180): Multimedia made easy ...
  - **Platinum 3** (180): Writing the personal column
  - **Platinum 4** (133): Giving voice to the voiceless
  - **Platinum 5** (92.6): Better by design
  - **Platinum 6** (92.6): The Pacemaker (print)
  - **Platinum 7** (133): Journalism 2.0: Using mobile devices
  - **Platinum 8** (180): How not to kill each other
  - **Platinum 9** (180): Make ‘em laugh, make ‘em cry
  - **Platinum 10** (50): Adviser Swap Shops
  - **Rancho Las Palmas** (46): JEA Multicultural Commission meeting
  - **San Diego** (56): Scholastic Journalism Week Committee meeting

- **9 a.m. - 10 a.m.**
  - **9 a.m. - 10 a.m.**
  - **9 a.m. - 10 a.m.**

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### Additional Events:

- **Establishing a broadcasting program**
- **Painting with light** (1.5 hours)
- **Co-op Convergence: Even Contra was better with two**
- **Go Pro: The path to paycheck**
- **How to build a constructive yearbook manual**
- **Chat, like and text your way to increased yearbook sales**
- **Marketing to Latino parents**
- **Issue Seminar: Islamophobia**
- **Think First**
- **Building structure**
- **Teambuilding that fits your team**
- **Think First**
- **Building structure**
- **Teambuilding that fits your team**
- **Sensitive Issues: Keeping your school, staff out of the media**
- **What your Facebook says about you**
- **Better by design**
- **20 ways to make your yearbook amazing**
- **Themes like a concept to me**
- **Get Certified: Legal and ethical issues**
- **Publication organization 101**
- **Putting on the breaks**
- **Preparing young journalists for a multicultural world**
- **Innovative challenges and issues for journalism teachers**
- **Get Certified: Design and graphics**
- **Train your staff in 6 weeks**
- **Putting on the breaks**
- **Preparation for the future of journalism education**
- **Sizzle and pop with a splash of color**
- **Art director's guide to online publication**

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**Room Capacities**

- Room capacities vary depending on the event and location.
Middle school strand

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, MJE, Cesar Chavez High School, Stockton, Calif.
8 a.m. Saturday, Suite 312

Writing/photography evaluation
After presenting interviews and photos gathered Friday afternoon and evening, students will meet with middle-school advisers in small groups to create materials to download to the JEA/NSPA convention website.
Konnie Krislock, Newport Beach, Calif.
8 a.m. Saturday, Orange County 4

Photos in 5
Sometimes photography can be complicated and you may feel a little lost. We will simplify photography into five packs of rules to help you get the best shots possible. These rules will also work for video.
Jed Palmer, Sierra Middle School, Parker, Colo.; Mary Patrick, CJE, Maize South Middle School, Wichita, Kan., and Anita Marie Wertz, MJE, Cesar Chavez High School, Stockton, Calif.
11 a.m. Saturday, Orange County 4

3 P’s: Publication policy planning
Does your publication have a policy covering the death of a student or faculty member? How are refunds handled? If a reporter plagiarizes, what is the official position of the paper, and how will the situation be handled? Learn why your publication needs policies, how to use the policies efficiently and effectively, and how to create your publication’s policies.
Anita Marie Wertz, MJE, Cesar Chavez High School, Stockton, Calif.
10 a.m. Saturday, Orange County 4

Our Favorite Trends:
2010 is so last year
What’s new in magazines and online that you could adapt to your publications? Three speakers will discuss their favorite trends and how their students might use them. Then it’s the students’ turn in a design activity. Share how you would use those trends. You might win a fabulous prize.
Jed Palmer, Sierra Middle School, Parker, Colo.; Mary Patrick, CJE, Maize South Middle School, Wichita, Kan., and Anita Marie Wertz, MJE, Cesar Chavez High School, Stockton, Calif.
11 a.m. Saturday, Orange County 4

Size 7 shoes, size 9 feet
Middle school yearbook can be tough! Working with a smaller size book and younger students presents some unique challenges. Come learn strategies for creating a great size 7 book and also find out how to build your middle school or junior high program to compete with the “big boys.” We will also have some ideas for beginning high school students who want to “step up” next year.
Jed Palmer, Sierra Middle School, Parker, Colo., and Yvette Manculich, Powell Middle School, Littleton, Colo.
9 a.m. Saturday, Orange County 4

Roundtable: Looking ahead to high-school journalism (2.5 hours)
Middle school students and advisers will meet with editors from Orange Glen, Walnut, Sunny Hills and Bullard high schools to discuss their current publications and to prepare for high school journalism classes.
1 to 3:20 p.m. Saturday, Orange County 4

7:30 a.m.

MEETING
JEA Certification Commission meeting
Commission members will meet to discuss JEA certification procedures.
Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.
7:30 a.m. Saturday, JEA Suite

8 a.m.

MEETING
Digital Media Committee meeting
This committee will meet to discuss goals and projects for the upcoming academic year.
Aaron Manfull, MJE, Francis Howell North High School, Saint Charles, Mo.
8 a.m. Saturday, Desert Springs

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 34.)
Mark Murray, Arlington ISD, Arlington, Texas
8 to 9:50 a.m. Saturday, Elite 1

BROADCAST
Projects to fund your broadcast program
Aerial shoots, underwater photography and rifle match video packages are all in students’ portfolios. The presenter will share projects that challenged students’ video, interviewing and feature production skills as they raised money for their broadcast program.
Mike Riley, Cody High School, Cody, Wyo.
8 a.m. Saturday, Elite 2

ONLINE
Increase your online hits: Bridging the media gap
Do you want to increase views on your publication’s website? Come take a look at how The Harbinger uses multimedia and convergence to enhance both their online and print publications. Tips will be shared to help get more people in your school and community involved in your website.
Maggie Simmons, Shawnee Mission East High School, Prairie Village, Kan.
8 a.m. Saturday, Gold Key I-II
PHOTOGRAPHY

365: A year of photos
The speaker will give an explanation of what a 365 is and the different ways in which somebody can begin his or her own project. Students will go away with knowledge of how to apply the 365 project to their publications and personal artistic journeys.
Grant Heinlein, Shawnee Mission East High School, Prairie Village, Kan.
8 a.m. Saturday, Grand Ballroom A

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, Grand Ballroom C

PHOTOGRAPHY

Photojournalism from Baghdad to Bangkok
Photographer Andy Nelson will share photographs he has taken on assignments around the world. He will describe the scenes and situations and how he was able to make pictures that provide compelling insight into the struggles and triumphs faced by people worldwide.
Andy Nelson, Kansas State University, Manhattan, Kan.
8 a.m. Saturday, Grand Ballroom E

On-site Critiques
Advisers and staffs who submitted newspapers, newsmagazines, yearbooks, videos and literary magazines for a critique should check appointment times posted at the Elite Registration Counter. A complete schedule will be posted near the critique room Friday and Saturday. 8 a.m.-2:30 p.m. Saturday, La Jolla

MEETING

Scholastic Press Rights Commission meeting
Members of this commission will meet to make plans and goals for the upcoming year. Other advisers who are interested in being part of the commission are invited to attend.
John Bowen, MJE, Kent State University, Kent, Ohio
8 a.m. Saturday, Los Angeles

YEARBOOK

Design Quest: Finding ideas for your 2012 yearbook
This session will stimulate your thinking for next year. Where do top-notch yearbook designers get all those great ideas? Come see what the professionals are doing and see how you might adapt them to your next year’s book.
8 a.m. Saturday, Marquis Northwest

NEWSPAPER, YEARBOOK

Same story, different package
Want to get more readers for your publication? Looking for innovative, cutting-edge alternatives to traditional stories? Learn how to push your readership to the next level by connecting to your audience.
8 a.m. Saturday, Orange County 1

PHOTOGRAPHY

Little details, big difference
This class teaches beginning photographers about the small changes they can make to produce the photo they want. Bending down six inches to clean up your background, shooting with your back to the light or using your foreground to tell more about your background can change your outcome dramatically.
Alissa Pollack and Andrea Zecy, Shawnee Mission East High School, Prairie Village, Kan.
8 a.m. Saturday, Orange County 2

YEARBOOK, BUSINESS/ADVERTISING

Chat, like and text your way to increased yearbook sales
Looking for high-impact, low-cost ways to increase yearbook sales? Wondering how new social-media trends and tools will impact the future of your yearbook program? Come chat about e-mail, all-calls, videos and tour the latest social, mobile and location-based tools including Facebook, Twitter, YouTube and Foursquare. You’ll see how, when and where to use these fun (and free!) tools to make your yearbook the talk of the town.
Kris Mateski, Walsworth Publishing Co., Kansas City, Mo.
8 a.m. Saturday, Platinum 1

ONLINE

Multimedia made easy: Websites through Wordpress
This introductory-level session teaches advisers and students how to build a website using Wordpress, a publishing platform that makes it easy to have a functional, multiuser site that is also aesthetically pleasing. Learn how one staff launched its site with a wide variety of content, including blogs, audio slideshows, mobile and location-based tools including Facebook, Twitter, YouTube and Foursquare. You’ll see how, when and where to use these fun (and free!) tools to make your yearbook the talk of the town.
8 a.m. Saturday, Platinum 2

JEA Bookstore
Check out the new books, as well as popular bestsellers, at the JEA Bookstore. Nearly 300 items relating to journalism are available, including textbooks, curriculum development, yearbook, newspaper, design, photography, writing, desktop publishing, new media, advertising and broadcast. Supplies are limited, so shop early. See Convention Update for Meet the Author book-signing schedule. 8 a.m. to 3 p.m. Saturday, Grand Ballroom G-H-J
Adviser Hospitality
Meet with your colleagues from across the country in the adviser hospitality suite. Local committee members will be available to recommend sightseeing, dining and entertainment options. Friessen Yearbooks will underwrite Saturday morning hospitality refreshments. 8 a.m. to noon Saturday, Grand Ballroom G-H-J

NEWSPAPER, MAGAZINE, ONLINE
Writing the personal column
The strongest personal columns are those that draw from the writer’s own experiences. Come and read some top examples and participate in some brainstorming activities to generate column ideas from your own experiences. Bretton Zinger, MJE, Chantilly High School, Chantilly, Va. 8 a.m. Saturday, Platinum 3

GENERAL AUDIENCE
Giving voice to the voiceless
The Davis High HUB found that most of the people interviewed for stories were a lot like the staff: high-achieving juniors and seniors with a heavy concentration of white and Asian females. But the HUB took concrete steps to make sure articles more accurately reflected the student body. Learn how to conduct a diversity audit and alter your story assignment process to bring real change to your publication or website. Kelly Wilkerson, Davis Senior High School, Davis, Calif. 8 a.m. Saturday, Platinum 4

GENERAL AUDIENCE
The Pacemaker (print)
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, MJE, National Scholastic Press Association, Minneapolis, Minn. 8 a.m. Saturday, Platinum 6

9 a.m.

BROADCAST, ONLINE
Journalism 2.0: Using mobile devices and cloud-based workflow
New mobile apps put the power of authoring and publishing literally into the hands of students. Find out how to author and publish your text, video and photos using the latest apps, writing and collaboration tools, and best practices. Michael Hernandez, Mira Costa High School, Manhattan Beach, Calif. 8 a.m. Saturday, Platinum 7

GENERAL AUDIENCE
How not to kill each other
Whether it’s your yearbook, newspaper, online, broadcast or a literary magazine, we are all carrying the weight of a deadline and the stress that comes with it. Come by and we’ll talk it out, explore our options and work toward solutions. I’ll bring the play dough. Beth Lee, Hope International University, Fullerton, Calif. 8 a.m. Saturday, Platinum 8

YEARBOOK
Make ‘em laugh, make ‘em cry
... but most of all, make an impact! Be brave and throw out trite themes and copy. Instead, build a concept, coverage and plan to make the methods for telling the stories of your year both innovative and memorable. Linda Ballew, CJE, Great Falls High School, Great Falls, Mont. 8 a.m. Saturday, Platinum 9

MEETING
JEA Multicultural Commission meeting
Commission members will discuss special projects and goals for the upcoming year. Steve O’Donoghue, California Scholastic Journalism Initiative, Sacramento, Calif. 8 a.m. Saturday, Rancho Las Palmas

MEETING
Scholastic Journalism Week Committee meeting
A member of the SJW committee, or want to be? Stop by this session and help plan activities for the annual Scholastic Journalism Week, the last full week in February. New advisers, veteran advisers and anyone in the middle is welcome. This is your chance to get involved with JEA! Tom Gayda, MJE, North Central High School, Indianapolis, Ind. 8 a.m. Saturday, San Diego

ADVISING
JEA Mentoring: Triage for new advisers
JEA-trained mentors are prepared to help first- and second-year journalism advisers who may feel they are likely to 1) live through the experience; 2) die from the experience; 3) thrive, given appropriate help. Apply for a JEA mentor. Find out how to assess your situation and locate the resources for survival, with or without the help of a mentor. Jo Ann Hagood, Jackson, Ala.; Marie Parsons, University of Alabama, Tuscaloosa, Ala.; and Nora Stephens, Huntsville, Ala. 9 a.m. Saturday, Desert Springs

NEWSPAPER
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. You will be able to download the presentation from a file-sharing website. Linda Barrington, MJE, Mount Mary College, Milwaukee, Wis. 9 a.m. Saturday, Elite 2

GENERAL AUDIENCE
Issue Seminar: Citizen journalism (2 hours)
How is the Internet influencing our perception of the news? This seminar will explore its impact on television, print and electronic media. From startup, online freelance journalists, to independent television and movie producers, and even...
conditions that permitted Wikileaks, seeking breaking news has become an obsession of our information-based society. The changing blogosphere landscape and Teflon boundaries of infotainment have also created a developing niche for citizen-journalism. Panelists will examine variations on the citizen-journalism theme, discussing Wiki journalism and looking at media pioneers as well as student journalists.

Panelists to be named
9 a.m. Saturday, Elite 3

**YEARBOOK**

**Top 10 ways to be organized in yearbook**

Ever lost a photo or used one twice? Forgotten to assign someone to cover the big game? Sent in your pages and realized you were several spreads short? Nothing is more frustrating than a lack of organization affecting the quality of your yearbook. This session will offer 10 helpful tips including photo organizing, developing a ladder, meeting deadlines and grading.

Mark Novom, Brentwood School, Los Angeles, Calif.
9 a.m. Saturday, Gold Key I-II

**NEwSPAPER, YEARBOOK, ADVISING**

**Drop the red pen:**

**Turning editors into coaches**

Too often editors and advisers are simply correcting writing by telling the reporter exactly what to do. While effective, this doesn't exactly create writers or teach staff members how to avoid problems in the future. This session will look at how to make editors lose the red-pen method and become coaches of writing.

Karen Wagner, Eaglecrest High School, Centennial, Colo.
9 a.m. Saturday, Grand Ballroom C

**NEWSPAPER**

**Public Relations: Another side of journalism**

Find out what goes into a press kit, how the materials are put together and the journalist’s approach to dealing with public relations account executives.

Karen Thompson, Flintridge Sacred Heart Academy, La Canada Flintridge, Calif.
9 a.m. Saturday, Grand Ballroom D

**YEARBOOK**

**Design with purpose**

This session will focus on content-driven design — using fonts, photographs and graphic touches to not only fit the personality/concept/theme of the yearbook, but also to tell the individual story on each spread. Learn how to use different designs throughout yet maintain a consistency within the book.

Crystal Kazmierski, Arrowhead Christian Academy, Redlands, Calif.
9 a.m. Saturday, Grand Ballroom E

**NEWSPAPER**

**May the best writer publish**

Competition among staff members results in better writing and variety for readers. For each issue, students compete for space in a variety of short writing spots. Discover how this system creates better writers. Don't stop there — get columnists to turn in interesting copy on time.

Janet Levin, MJE, John Hersey High School, Arlington Heights, Ill.
9 a.m. Saturday, Grand Ballroom B

**NEWSPAPER, YEARBOOK, ADVISING**

**Drop the red pen:**

**Turning editors into coaches**

This Los Angeles Times reporter will give tips on things such as gathering clips, getting internships and job prospects.

Paloma Esquivel, Los Angeles Times, Los Angeles, Calif.
9 a.m. Saturday, Marquis Northwest

**FEATURED SPEAKER, BROADCAST**

**Gadgets, facts and deadlines:**

**Getting the story right and on the air**

Broadcast news gathering has changed dramatically in recent years with new, quicker technology. How do we take advantage of the iPhones, laptops and phone cameras to report accurately and factually for air?

Sid Garcia, KABC-TV, Glendale, Calif.
9 a.m. Saturday, Marquis South

**NEWSPAPER**

**Beyond the scoreboard:**

**Better sports writing**

Great sports reporting goes far beyond game recaps and season stats. Through the lens of sports, writers can describe the triumphs, tragedies and issues on campus. And, with the latest social media, your sports coverage can (and should) become up-to-the-minute for your readers. There are enough angles to high school sports to fill 64 magazine pages with profiles, advanced feature stories, opinions and more.

Ellen Austin, CJE, Palo Alto High School, Palo Alto, Calif.
9 a.m. Saturday, Orange County 1

**LAW/ETHICS**

**Could you, should you, would you?**

Let's talk about the law. We will talk about your rights as scholastic journalists and determine what you CAN do, which may be different from what you SHOULD do. We'll help you figure out what you WOULD do to make sound, ethical decisions.

Kathy Habiger, MJE, Mill Valley High School, Shawnee, Kan., and Amy Morgan, MJE, Shawnee Mission West High School, Overland Park, Kan.
9 a.m. Saturday, Orange County 2

**YEARBOOK, BUSINESS/ADVERTISING**

**Marketing to Latino parents**

If your school has a growing Hispanic population and you find your yearbook sales continuing to drop, then this session is of special interest to you. The class will present findings from a Latino marketing firm that recently conducted research across the country to determine
the buying habits of our country’s fastest-growing minority group. The session will offer practical and proven ways of marketing effectively to your school’s population.

9 a.m. Saturday, Platinum 1

YEARBOOK
‘Glee’ Whiz
“Glee” is like yearbook? Yep! There’s a theme, sections, photo opportunities, stories to be told … and it’s all driven around central characters at school. Finding a place in the yearbook for everyone at your school can seem difficult but it’s crucial to your success. Let’s create an experience that covers everyone from Finn to Puck, Brittany to Artie. Uncover great opportunities for storytelling.
9 a.m. Saturday, Platinum 2

YEARBOOK
Tell the WHOLE story
The sin of omission — failure to do something one can and ought to do. It is the most damnable sin committed by yearbook staffs. Learn how to expand coverage through your words, photos and design.
Judi Coolidge, Balfour Yearbooks, Avon Lake, Ohio, and Marilyn Scoggins, Balfour Yearbooks, Dallas, Texas
9 a.m. Saturday, Platinum 3

YEARBOOK
Hidden in plain sight
Getting your driver’s license to pets to parents who work in the same school as their children … the same cliche stories appear year after year. Fresh story ideas are lurking everywhere, if you know where to look. Come find new ideas to turn your yearbook coverage around.
Nancy Hastings, MJE, Highland, Ind.
9 a.m. Saturday, Platinum 4

YEARBOOK
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.
9 a.m. Saturday, Platinum 5

Media Swap Shop for Advisers
This swap shop is a prime opportunity for preregistered advisers to share useful ideas and concepts with others. Bring at least nine samples of your newspaper, literary magazine or one copy of your yearbook or broadcast DVD to show at your table. Each delegate attending a swap shop must have a ticket, which will be in the school registration packet.
9 a.m. Saturday, Platinum 10

ONLINE
From Meh to Epic: Learn from Online Pacemaker finalists
Want a highly interactive multimedia website with lots of page views, robust content and intuitive navigation? The 2011 NSPA Online Pacemaker Finalists have mastered these areas and more. Get an explanation of the judging criteria and process, then see examples of where these finalists excelled. You’ll leave with tips to better serve your audience, something that could get you an epic win.
Logan Aimone, MJE, National Scholastic Press Association, Minneapolis, Minn., and David Studinski, College Media Network, New York, N.Y.
9 a.m. Saturday, Platinum 6

ADVISING, BUSINESS/ADVERTISING
Taking your broadcast program to the next level
Are you looking for new student project ideas, fundraising methods and bigger audiences? Are you ready to increase quality and quantity of your equipment? Attendees can choose from a menu list of these and other topics to keep this session centered on issues that concern you.
9 a.m. Saturday, Platinum 7

GENERAL AUDIENCE
5 steps of revision
Feedback leads a student through the editing process to create a stronger piece, but the load of grading can interfere with the efficiency. These steps of revision keep feedback immediate and with the efficiency. These five steps of revision will found out how Light plus Content plus Composition equals Awesomeness. A handy-dandy little handout will help you remember all the magic that you learn.
Eric Thomas, CJE, Saint Teresa’s Academy, Kansas City, Mo.
9 a.m. Saturday, Platinum 8

PHOTOGRAPHY
Photographic awesomeness
Having “photographic awesomeness” comes to only the smartest, most agile, most thoughtful photographers: the ones who come to this session. You will find out how Light plus Content plus Composition equals Awesomeness. A handy-dandy little handout will help you remember all the magic that you learn.
Lori Oglesbee-Petter, CJE, McKinney High School, McKinney, Texas
9 a.m. Saturday, Platinum 9

PRESS ASSOCIATION DIRECTORS
Scholastic press association roundtable (2 hours)
The roundtable provides an opportunity for those involved in scholastic press associations to share ideas and strategies. We will discuss how state and regional SPA groups can take advantage of national initiatives. We’ll also talk about how budget cuts in education are affecting media programs at the state level.
Julie E. Dodd, MJE, University of Florida, Gainesville, Fla.
9 a.m. Saturday, San Diego

ADVISING
Get Certified: Photojournalism
Whether you’re planning to take the CJE exam or just want to learn more about principles of photojournalism, this session is for you. Learn about the elements of composition, camera techniques, file formats, photo management. We’ll also cover strategies for how to teach these concepts to your students so they can become more proficient at presenting the
visual side of the story.
Sarah Nichols, MJE, Whitney High School, Rocklin, Calif.
9 a.m. Saturday, Suite 304

ADVISING
What I wish I had known ...
This session, primarily for new advisers, will detail elements of journalism that are integral to advising newspaper and/or yearbook. The presenter will share the things she would like to have known coming in as a new adviser.
Ellen Kersey, CJE, Corban College, Salem, Ore.
9 a.m. Saturday, Suite 312

LAW/ETHICS, ADVISING
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
9 a.m. Saturday, Suite 315

10 a.m.

ADVISING
Grammar crammers for journalists
Are staff writers repeatedly making grammatical errors? Are the copy editors spending hours correcting those basic errors? The writers have studied the grammar rules since elementary school but they forget them in high school. Using five-minute, daily grammar crammers to incorporate grammar lessons in a production class will not only refresh those lessons but will also take the staffers to a higher level of effective writing.
Martha Rothwell, Statesville, N.C.
10 a.m. Saturday, Desert Springs

YEARBOOK, COMPUTER TECHNOLOGY
Photoshop: Essential tricks to making good pics
Different people, different cameras, at different times of day and location all conspire to make the images in your publication look inconsistent and even plain messy. For beginning to intermediate users, here are some essential actions and methods for making your good pictures look great. Tricks include color correction, image sharpening and correcting image exposure.
(Sign up and get ticket at registration desk. Limit 34)
10 a.m. Saturday, Elite 1

GENERAL AUDIENCE
Part I
The slides are new. The jokes are new. The prizes are new, too. Stop by and learn all about the newest and greatest design trends from two of the most fun people at the convention. We’ll be talking newspaper, magazine and yearbook.
Tom Gayda, MJE, North Central High School, Indianapolis, Ind., and Kathy Habiger, MJE, Mill Valley High School, Shawnee, Kan.
10 a.m. Saturday, Elite 2

PHOTOGRAPHY
Digital Photography: Shoot like a pro
Learn professional photography techniques that contribute to creating compelling and award-winning photographs.
Fred Perrin, Friesen Yearbooks, Altona, Manitoba, Canada
10 a.m. Saturday, Gold Key I-II

ADVISING
Team storytelling wrap-up
Students who participated in Thursday’s team storytelling workshop are invited to this special session to review the results of their efforts.
Jill Chittum, CJE, Blue Valley High School, Stilwell, Kan.; Amy DeVault, CJE, Wichita State University, Wichita, Kan., and Lindsay Safe, Sunny Hills High School, Fullerton, Calif.
10 a.m. Saturday, Grand Ballroom A

NEWSPAPER
It’s your opinion; get it right
This is a “nuts ‘n’ bolts” session for newspaper students and advisers on writing staff editorials. Emphasis will be on cooperating with an editorial board, types of editorials and preparation for writing clear, concise opinion pieces for your staff.
Ron Bonadonna, CJE, Mays Landing, N.J.
10 a.m. Saturday, Grand Ballroom B

MULTIMEDIA
Convergence and interactive online publications
Session will show how student newspapers can improve their online editions and make it a daily source of news on campus and in their community through breaking news, blogs, videos, podcasts, live chats, photo galleries, Twitter, Facebook and more.
Chase Wofford, Coppell High School, Coppell, Texas
10 a.m. Saturday, Grand Ballroom C

NEWPAPER, YEARBOOK
Deadline — a not-so-dirty word
Learn several easy tips on how to make your deadlines less painful and easier to manage. Time will be provided for questions and answers.
Lori Keekley, MJE, Saint Louis Park High School, Saint Louis Park, Minn.
10 a.m. Saturday, Grand Ballroom D

ADVISING
Help for new advisers
Advisers who have been mentored as a part of the JEA Mentoring Program share their experiences in the program. Learn about the advantages of having an experienced journalism mentor guide you through your first years of advising.
Melissa Dixon, Oak Mountain High School, Birmingham, Ala.; Jody Evans, Hillcrest High School, Tuscaloosa, Ala.; Erica Hand, Milwaukee High School, Milwaukee, Ore.; Anna Horton, Highland High School, Gilbert, Ariz.; Greg Reilly, Harlem High School, Machesney Park, Ill.; Jessica Young, CJE, Orange Glen High School, Escondido, Calif.
10 a.m. Saturday, Los Angeles

GENERAL AUDIENCE
What’s the alternative?
Alternative copy can help student journalists find new ways to connect with their readers. This session will explore the possibilities of communicating through alternative copy formats. Be prepared to participate!
Kathy Daly, Denver, Colo.
10 a.m. Saturday, Marquis Northeast
FEATURED SPEAKER, GENERAL AUDIENCE
You want to cover Hollywood? LOL!
Celebrity journalism in the face of Twitter, Facebook, blogs, aggregators, iPhones, Flip cams, entertainment TV shows, weekly magazines and those smudgy gray things called newspapers.
Michael Fleeman, People Magazine, Los Angeles, Calif.
10 a.m. Saturday, Marquis South

GENERAL AUDIENCE
So, you want to be a comedian
“Dying’s easy, comedy is hard.” Orange County Register columnist and young-adult fiction author D.L. Garfinkle will talk about effective humor writing and what makes funny funny — and SPLC attorney Frank LoMonte will flag some of the pitfalls when funny falls flat.
D.L. Garfinkle, Orange County Register, Santa Ana, Calif., and Frank LoMonte, Student Press Law Center, Arlington, Va.
10 a.m. Saturday, Marquis South

GENERAL AUDIENCE
Design with help from our friends
In this design session on ideas from the pros, come sample what’s hot in newspaper, magazine and yearbook design.
Mitch Eden, CJE, Kirkwood High School, Kirkwood, Mo.
10 a.m. Saturday, Orange County 1

ONLINE
You have a website; now what?
Choosing your platform, hosting plan and getting the site set is half the battle. The other half of the battle deals with getting your staff organized, posting consistent updates and adding special extras to draw visitors to the site. We will be talking about everything you need to help make your move online the best it can be.
Aaron Manfull, MJE, Francis Howell North High School, St. Charles, Mo.
10 a.m. Saturday, Orange County 2

GENERAL AUDIENCE
Issue Seminar: Islamophobia
(2 hours)
John Feffer describes three myths of Islamophobia that are flourishing worldwide. Another author has described Islamophobia as one of society’s greatest, growing dilemmas. How has the media perpetuated this fear? How objectively based are some of our perceptions about the religion of Islam? What does the average American student know of Muslim sects? Religious leaders of different faiths and students who have started a Muslim Club at their public high school will share information regarding common misconceptions and the reality of some members of society who become engaged or alienated with their form of government. We will explore several examples of student groups that have tried to address or counter Islamophobia.
Panelists to be announced
10 a.m. Saturday, Platinum 1

YEARBOOK
Top advisers discuss yearbook trends
Join a panel of top honorees in JEA’s 2010 National Yearbook Adviser of the Year competition for a far-reaching discussion and Q-and-A session.
Moderator: Lori Oglesbee-Petter, CJE, McKinney High School, McKinney, Texas
Panelists: Sarah Nichols, MJE, Whitney High School, Rocklin, Calif.; Charla Harris, CJE, Pleasant Grove High School, Texarkana, Texas; Mary Patrick, CJE, Maize South Middle School, Wichita, Kan., and Mitch Ziegler, CJE, Redondo Union High School, Rendondo Beach, Calif.
10 a.m. Saturday, Platinum 2

PHOTOGRAPHY
The portrait
Come take a look at some of the entrants and award recipients in JEA’s Portrait photo competition and discuss what makes a good portrait and the different types of portraits. We’ll also discuss how a portrait is different from a mug shot and how to shoot good mug shots.
Bradley Wilson, CJE, Cary, N.C.
10 a.m. Saturday, Platinum 3

ONLINE, NEWSPAPER
Enter the blogosphere
You want to add personality to your website by adding blogs, but journalistic blogs have certain guidelines for students to follow. Learn those guidelines and more in this session.
Jim Streisel, MJE, Carmel High School, Carmel, Ind.
10 a.m. Saturday, Platinum 4

YEARBOOK
20 ways to make your yearbook amazing
We’ll start with 10 years to make your yearbook great … and then we’ll talk about another 10 considerations for raising the bar even more. You’ll see hundreds of examples from coast to coast as well as learn some specific guidelines that will help you set your book apart.
10 a.m. Saturday, Platinum 5

NEWSPAPER, ADVISING
Editorials: The soul of your paper
This is a session about leadership, about persuasion and about courage. Most of your newspaper is a mirror that reflects the way your school community is. Editorials can show us how your school could be. We live in a cynical age, but we can guard the gates of idealism through our editorial leadership. This is a session about making a difference.
10 a.m. Saturday, Platinum 6

BROADCAST
Broadcast: Don’t just enter it — win it!
Phil Harris, a veteran video contest judge, discusses the most common errors in contest entries and how student producers can avoid making those mistakes. The techniques will carry over from winning contests to winning in the real world with high-quality productions. Attendees will view one of the world’s worst produced news stories and have fun picking out the mistakes.
10 a.m. Saturday, Platinum 7

BROADCAST
Funny broadcasts, the right way
Skits, parodies and inside joke videos might be fun to make, but it’s not fair to subject your audience to that kind of torture — and it’s definitely not journalism. In this session, see examples of how some video students have captured organic humor for their broadcasts.
Alyssa Armentrout, McKinney High School, McKinney, Texas
10 a.m. Saturday, Platinum 8

GENERAL AUDIENCE
The digital age of peer editing
Many students and teachers are comfortable with peer-editing sessions using small groups, red pens and guided questions on the chalkboard. But what about the new age of computer collaboration when students work online to edit one another’s work? This session will
provide one teacher’s approach and invite other teachers and editors to share ideas. Eric Thomas, CJE, Saint Teresa’s Academy, Kansas City, Mo.
10 a.m. Saturday, Platinum 9

LAW/ETHICS, GENERAL AUDIENCE
Open discussion of prior review and censorship (2 hours)
Tell us about your experiences with prior review and censorship. Members of JEA’s Press Rights Commission will listen and discuss prior review and censorship with anyone who has experienced it or is interested in this educationally unsound 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
10 a.m. Saturday, Platinum 10

ADVISING
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 program works and how advisers can gain their CJE or MJE.
Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.
10 a.m. Saturday, Rancho Las Palmas

ADVISING
Get Certified: Design and graphics
Whether you’re planning to take the CJE exam or just want to learn more about principles of design and graphic elements, this session is for you. Learn about contrast, emphasis, rhythm, balance, proportion, direction and unity with contemporary examples from a variety of media. We’ll also cover strategies for how to teach these concepts to your students.
Kim Green, MJE, Columbus North High School, Columbus, Ind.
10 a.m. Saturday, Suite 304

ADVISING
Using critiques to hit high targets
While winning awards is always nice, those critiques we receive and those contests we enter can be so much more. Contests and critiques can be used to justify the importance of your publication program to administration and to show how your program meets high targets.
You can even use these to set measurable achievement goals. This session will show you how to take critiques and use them to better your program in all aspects.
Michele Dunaway, MJE, Francis Howell High School, Saint Charles, Mo.
10 a.m. Saturday, Suite 315

11 a.m.

MEETING
JEA Awards Committee meeting
Committee members will meet to review award applications.
Linda Drake, CJE, Chase County High School, Cottonwood Falls, Kan.
11 a.m. Saturday, Desert Springs

ONLINE
Web design using iWeb (2 hours)
Is your creativity hindered by Wordpress templates and HTML code? Learn to create a dynamic website for your publication quickly and easily using Apple’s free iWeb. We’ll cover the drag-and-drop interface, creating slide shows, video and podcasts, web hosting, design tips and best practices. No HTML programming required. (Sign up and get a ticket at the convention registration desk. Limit 34.)
Michael Hernandez, Mira Costa High School, Manhattan Beach, Calif.
11 a.m. Saturday, Elite 1

GENERAL AUDIENCE
Tom and Kathy’s super design time, Part 2
The slides are new. The jokes are new. The prizes are new, too. Stop by and learn all about the newest and greatest design trends from two of the most fun people at the convention. We’ll be talking newspaper, magazine and yearbook. There’s something for everyone!
Tom Gayda, MJE, North Central High School, Indianapolis, Ind., and Kathy Habiger, MJE, Mill Valley High School, Shawnee, Kan.
11 a.m. Saturday, Elite 2

YEARBOOK
The well-rounded yearbooker
Developing multiple personalities can actually be an advantage for editors, staffers and advisers who want to successfully survive the yearbook challenge. Take a not-so-serious look at what more than 30 yearbooking years have taught this former adviser about making the most of the experience.
11 a.m. Saturday, Elite 3

YEARBOOK, PHOTOGRAPHY, MAGAZINE
The nature of color
Learn the fundamentals of color theory and how creative use of color contributes to creating compelling and award-winning photographs and yearbook design.
Fred Perrin, Friesen Yearbooks, Altona, Manitoba, Canada
11 a.m. Saturday, Gold Key I-II

LAW/ETHICS
Censorship, fact and fiction
Young-adult fiction author D.L. Garfinkle and attorney Frank LoMonte will talk about recent censorship controversies in all forms, from books to plays to newspapers, and what the law does and doesn’t allow. Bring your own story for the group to discuss and learn from.
D.L. Garfinkle, Orange County Register, Santa Ana, Calif., and Frank LoMonte, Student Press Law Center, Arlington, Va.
11 a.m. Saturday, Grand Ballroom A

NEWSPAPER, YEARBOOK
The team bonded, had fun and gave 110%
This session will deal with those trite terms and phrases. It’s so easy to use them, because these are the responses we usually get from those we interview, but what do these phrases and terms really mean? How can we get to the meat of the story, instead of settling for the mundane?
Ellen Kersey, CJE, Corban University, Salem, Ore.
11 a.m. Saturday, Grand Ballroom B

ONLINE, NEWSPAPER
10 steps to creating a successful online publication
As multimedia becomes a larger part of today’s scholastic and professional journalism, this session will have something for everyone. Learn how to generate site traffic, create an appealing Web page, cover live events and much more.
Leslie Orman and Chase Snider, Kickapoo High School, Springfield, Mo.
11 a.m. Saturday, Grand Ballroom C

BUSINESS/ADVERTISING
Sell like a pro
The winning attitude for sales of your yearbook, newspaper and
PUBLICATION

Thinking in sports
A session that sounds like the greatest oxymoron will cover how to improve your sports photography by understanding the game and preparing for the moment.

C. Dow Tate, Shawnee Mission East High School, Shawnee Mission, Kan.
11 a.m. Saturday, Marquis Northwest

Everybody has one
An opinion, that is. And if you’re like most teens, you don’t mind sharing your opinion with others. A few tips on maximizing your chances to be noticed, heard and remembered.

Bobby Hawthorne, Austin, Texas
11 a.m. Saturday, Marquis Northwest

GROUP THERAPY

Estimating your current PLC
You may not be Spider-Man, but that press pass does give you the power and responsibility to capture images that transform your publications’ pages. Channel your inner Peter Parker as we reveal the secrets of taking compelling action photos while on assignment. Step out from behind that shadow and assume your true identity.

Deanne Brown and Cindy Todd, Westlake High School, Austin, Texas
11 a.m. Saturday, Grand Ballroom D

MEETING

Development/curriculum
Commission meeting
This commission will meet to discuss projects for the upcoming year.

Lori Oglesbee-Petter, CJE, McKinney High School, McKinney, Texas
11 a.m. Saturday, Grand Ballroom G-H-J

YEARBOOK, MAGAZINE

Recipes for cool secondary coverage
It is not a 30-minute meal. Nor is it a week’s worth of recipes, but using Rachel Ray’s magazine, you can cook up some amazing sidebars and modules for your publication.

Larissa Capodici, Balfour Yearbooks, Citrus Heights, Calif., and Mike Taylor, Balfour Yearbooks, Dallas, Texas
11 a.m. Saturday, Marquis Northeast

PHOTOGRAPHY

Be an action hero
“With great power comes great responsibility.” You may not be Spider-Man, but that press pass does give you the power and responsibility to capture images that transform your publications’ pages. Channel your inner Peter Parker as we reveal the secrets of taking compelling action photos while on assignment. Step out from behind that shadow and assume your true identity.

Deanne Brown and Cindy Todd, Westlake High School, Austin, Texas
11 a.m. Saturday, Grand Ballroom D

NEWSPAPER, YEARBOOK, ADVISING

The redesign retreat
Never quite managed to accomplish a complete redesign? A retreat to the mountaintop with your returning staff members may be just what your publication needs to sort out the complexities of a redesign and to prepare for the coming year. The presenter will focus on the process newspaper students have used to redesign and get organized in fun, productive, four-day summer retreats.

Steve Matson, MJE, Tacoma, Wash.
11 a.m. Saturday, Platinum 4

YEARBOOK

Themes like a concept to me
Not just a slogan and not just a graphic device, themes of today form the entire concept of the book and help the staff develop story ideas and voices to more effectively tell the story of the year. If you’re struggling on coming up with the perfect theme, this session may help put you on the right track.

Linda Punteny, MJE, Manhattan, Kan.
11 a.m. Saturday, Platinum 5

YEARBOOK

The power of print
In the midst of the digital communications revolution, it’s time to recognize and embrace the power of print. This session offers dynamic yearbook design strategies that incorporate the power of print while strategically integrating the immediacy and appeal of online media.

Gary Lundgren, Jostens, Minneapolis, Minn.
11 a.m. Saturday, Platinum 2

PHOTOGRAPHY

Adobe Photoshop CS5
OK, it’s been out for almost a year now. But if you haven’t take a look at Adobe Photoshop CS5 and want to take a peek, now is your chance. Come see how the Content Aware functions work and why they’re applicable to photojournalism. Or how you can use the lens correction to simulate the use of a fisheye lens. Or what this HDR thing is all about anyway.

Bradley Wilson, CJE, Cary, N.C.
11 a.m. Saturday, Platinum 3

YEARBOOK

Sports matters
He’s a lifelong Giants fan; she’s a lifelong Indians fan, and together they have advised more yearbooks than play-off games won by both teams. Find out why sports pages are often the weakest in yearbooks and the most taken for granted. Get ideas for going beyond the obvious and getting into the culture and reality of sports coverage. Join these yearbook nerds for a look at the best and worst sports ideas you’ve ever seen.

Judi Coolidge, Balfour Yearbooks, Avon Lake, Ohio, and Casey Nichols, CJE, Rocklin High School, Rocklin, Calif.
11 a.m. Saturday, Platinum 6
saturday

BROADCAST

Music and copyright: To use or not to use
Many student broadcasters want to use music to “spice” up their shows, but then the copyright laws get in the way. Issues such as educational free use, music licenses and transformative use will be explained, and there will be time for Q and A so you can bring up your own unique scenarios. This workshop is designed to help keep students and teachers out of legal trouble when it comes to using copyrighted music in video productions.

Phillip Harris, Springfield, Va.
11 a.m. Saturday, Platinum 7

ONLINE

Pushing the envelope in Web journalism
Join our panel discussion with student editors from some of the country’s top Web journalism programs as we talk about what it takes to be an Online Pacemaker finalist.

Paul Kandell, Palo Alto Senior High School, Palo Alto, Calif.
11 a.m. Saturday, Platinum 8

YEARBOOK

See what I’m saying
Knowing when to use and when to lose a graphic can be tricky. It’s an ever-changing world where the written word is often dependent on the split judgment of a reader’s visual interest. Plain and simple ... you have to connect the verbal and the visual elements on the page. Walk away with ideas on how to give your page visual punch without making a mess.

Brenda Field, CJE, Glenbrook South High School, Glenview, Ill., and Shannon Williams, Jostens, Chicago, Ill.
11 a.m. Saturday, Platinum 9

ADVISING

Get Certified: Legal and ethical issues
Are you wanting to be more familiar with the legal and ethical issues surrounding student media? This is the session for you. Whether it’s knowing the important cases or defining libel or understanding the importance of being a forum, here’s the place to find out what’s essential and how you can teach it.

Candace Bowen, MJE, Kent State University, Kent, Ohio
11 a.m. Saturday, Rancho Las Palmas

ADVISING

Train your staff in 6 weeks
Learn how to make use of a staff manual to train a new staff, while still helping your veteran staffers to publish a paper. It just takes a little planning to keep newbies learning the ropes in class, while still leaving time to guide your editors.

Nancy Zubiri, Venice High School, Los Angeles, Calif.
11 a.m. Saturday, Suite 304

ADVISING

Preparing young journalists for a multicultural world
This session features leaders of the University of Alabama’s Multicultural Journalism Program, winner of the 2011 JEA Diversity Award. It will provide practical tips for advisers on preparing students for media careers in an increasingly multicultural world. Topics include helping students find and gain admission into specialized summer programs and integrating diversity into your lesson plans and media.

Jennifer Greer and Marie Parsons, University of Alabama, Tuscaloosa, Ala.
11 a.m. Saturday, Suite 312

Noon

ONLINE

Getting started with online media
A former high school editor, now an editor/writer for Mind Equals Blown, will talk about his experience starting an online entertainment website and how it can happen for you. MEB has grown to 20 staff members and is now international. How do you find these types of opportunities and how do you make it happen?

Jack Appleby, Mind Equals Blown, Fullerton, Calif.
Noon Saturday, Elite 2

LAW/ETHICS

Media ethics for high-school journalists
This class will be a basic introduction to media ethics, and protected and unprotected speech. We will cover topics such as libel, copyright and invasion of privacy. This will greatly benefit high school students who are interested in being involved with journalism in college.

Lauren Gocken and Diana Krole, Kansas State University, Manhattan, Kan.
Noon Saturday, Gold Key I-II

YEARBOOK

It’s not layout; it’s DESIGN!
The arrangement of elements on a spread is layout. Thoughtfully leading your reader around the spread to convey a message is design. Discover the difference!

Marilyn Scoggins, Balfour Yearbooks, Dallas, Texas
Noon Saturday, Grand Ballroom A

GENERAL AUDIENCE

Don’t be a lonely leader
Editors live a lonely life. We make the hard decisions and are put in tough spots with student staffs and school administration. Learn the pros and

Adviser Recognition Luncheon
JEA and NSPA will present awards at this special event. New and renewing Certified Journalism Educators and Master Journalism Educators will be recognized. Winners of JEA’s Yearbook Adviser of the Year, Teacher Inspiration Award, Rising Star and Diversity awards will be honored. Sarah Nichols, MJE, Yearbook Adviser of the Year, and Linda Puntney, MJE, Teacher Inspiration Award winner, will speak. Preregistration was required. Please bring your ticket. Herff Jones has underwritten this event.

Noon to 2:20 p.m. Saturday, Grand Ballroom F
cons of leading and how to survive. Stephanie Coats, Hope International University, Fullerton, Calif. Noon Saturday, Grand Ballroom B

**GENERAL AUDIENCE**

**Mastering your writing**
This section breaks apart the pieces of the story-writing process and how you can improve them individually. With stronger interviewing, writing and editing skills, you will create more polished products. Sarah Rajewski, Kansas State University, Manhattan, Kan. Noon Saturday, Grand Ballroom C

**NEWSPAPER**

**Trends in high school newspaper design**
Let's take a look at what is happening in scholastic newspaper design across the United States. We will look at some PDFs and some of your own pages. Please bring copies of your student news publication to the session to share with others and maybe have the speaker do a quick group critique of a page or two. Randy Stano, University of Miami, Coral Gables, Fla. Noon Saturday, Grand Ballroom D

**PHOTOGRAPHY**

**Concert photography**
Have you ever wondered how some high school students shoot really cool concert photos? Do you want to know how to get back stage at a large musical festival or your small high school? How do you shoot when the lights are bright? Or when the lights are low? Learn how to shoot for print and online publications. Bryan Farley, Oakland, Calif., and Ina Herlihy, Scripps College, Claremont, Calif. Noon Saturday, Marquis Northwest

**BROADCAST**

**Establishing a broadcasting program**
If your school wants to begin broadcasting in the school or online, come learn what kind of space, gear, computers and software is needed to place video on the newspaper website or to broadcast a program schoolwide. Lessons acquainting students with cameras, software and concepts will be included. Cyndy Green, Lodi, Calif. Noon Saturday, Orange County 1

**LAW/ETHICS**

**Th1nk F1rst**
As part of their 45words initiative, this group of JEA Scholastic Press Rights Student Partners will share information to raise First Amendment awareness and help student journalists understand prior review and censorship, build positive relationships with administrators and address current issues related to scholastic press rights. Morgan Brewster, Sunrise Mountain High School, Peoria, Ariz.; Zachary Knudson, St. Francis High School, St. Francis, Minn., and Zoë Newcomb, Convent of the Sacred Heart High School, San Francisco, Calif. Noon Saturday, Platinum 1

**YEARBOOK**

**Get a plan — a design plan**
Learn the basics of solid yearbook design as we walk through the rules every good designer needs to know. Plus see examples of good designs in books from around the country. Sandra Strall, Carlson High School, Gibraltar, Mich. Noon Saturday, Platinum 3

**ONLINE**

**Understanding CSS and HTML**
Wanting to learn Web programming but not sure where to start? This very basic workshop introduces HTML and CSS to beginners wanting to know the languages. From syntax to structure, the goal of this workshop is to have you capable of reading, not writing, source code of a simple HTML site. David Studinski, College Media Network, New York, N.Y. Noon Saturday, Platinum 4

**GENERAL AUDIENCE**

**You had me at ‘hello’**
This hands-on, interactive session will reveal how easy it is to uncover great stories: just ask. Participants will learn simple yet powerful interviewing techniques, first by watching demonstrations then by practicing on strangers. Chris Holmes, Hazelwood West High School, Hazelwood, Mo. Noon Saturday, Platinum 8

**GENERAL AUDIENCE**

**Co-op Convergence: Even Contra was better with two**
Learn how to work in small teams to cover stories and publish them across media. To tell a full story, you need full coverage: slideshows, video coverage, written stories and infographics. Amazingly, working in a team can create all these components without much extra work. Wes Mikel, Kansas City, Mo. Noon Saturday, Orange County 2

**LAW/ETHICS, GENERAL AUDIENCE**

**The Right Angle: Morals and ethics**
Drawing from his own experiences, entertainment commentator Ken McCoy discusses (sometimes in comic detail) the challenges of morals and ethics in the “real world” on “real assignments,” but he encourages everyone to
never cross the line.
Ken McCoy, Ken McCoy Productions, Fresno, Calif.
1 p.m. Saturday, Grand Ballroom C

GENERAL AUDIENCE

Read me now! Attention-grabbing headlines
Headlines have always been important — but in the new media age, a headline is sometimes the only shot you have to get a reader hooked into your story. This session will give tips, tricks and ways to turn a phrase into headline gold for publications of all types.
Don Day, KTVB News Group, Boise, Idaho
1 p.m. Saturday, Grand Ballroom D

FEATURED SPEAKER, ONLINE

Using social media on deadline
Participants will learn the value of using platforms such as Twitter and Facebook to communicate with views and gather tips during breaking news events.
Robert Lopez, Los Angeles Times, Los Angeles, Calif.
1 p.m. Saturday, Grand Ballroom E

FEATURED SPEAKER, PHOTOGRAPHY

Advocacy Photojournalism: Alternative outlets for visual reporting
Learn how to use the skills and techniques of photojournalism to work for nonprofit and non-governmental organizations.
David Blumenkrantz, California State University, Northridge, Calif.
1 p.m. Saturday, Marquis Northwest

BROADCAST

Painting with light (1.5 hours)
Lighting is about more than just making your shots look better. The way you light a story can reinforce a certain mood or emotion. This workshop be in two segments: a short presentation on using natural light and a longer one using a light kit and various “found” light. Reflectors will be demonstrated outside.
Cyndy Green, Lodi, Calif.
1 p.m. Saturday, Orange County 1

GENERAL AUDIENCE

Go Pro: The path to paycheck
How do to take your profound high school experience and get on track to the best Worst Industries in the World: Journalism, Marketing and Advertising. If you want to spend your days writing press releases and designing animated GIFs, don’t come to this session. If you want to make your mark in the world and live according to your own standards, then stop by for a few minutes so your adviser thinks you’re learning something.
Wes Mikel, Kansas City, Mo.
1 p.m. Saturday, Orange County 2

NEWSPAPER

Building structure
Learn how to create a structured classroom and help build responsible staff members. Editors are encouraged to attend.
Zachary Knudson, Saint Francis High School, Saint Francis, Minn.
1 p.m. Saturday, Platinum 1

FEATURED SPEAKER, BROADCAST

Radio: Yesterday, today and tomorrow
A broadcast engineer will take the audience back in time, giving a brief radio history. He’ll fast-forward to the technology that drives radio today and look into the future of radio.
Scott Mason, CBS Radio, Los Angeles, Calif.
1 p.m. Saturday, Platinum 2

YEARBOOK

Wow! I’m in the yearbook!
If you want to sell books, these are the words yearbook staffers want to hear. This session offers design tips as well as solid ideas on how to cover as many students as possible.
Sandra Strall, Carlson High School, Gibraltar, Mich.
1 p.m. Saturday, Platinum 3

ONLINE, COMPUTER TECHNOLOGY

LIKED: What your Facebook says about you
How many times today have you sent a text, checked Facebook or even tweeted? Studying your digital habits gives you insight into more than your own life. Your audience has a lot of distractions; your challenge is rising above them all. We’ll discuss how technology and social media mold attention spans, and what you can do to stay ahead of it all.
David Studinski, College Media Network, New York, N.Y.
1 p.m. Saturday, Platinum 4

What is this box? ▶▶▶
It’s your chance to tell us what you think about the sessions you attend. Visit jea.org/eval on your computer or Web-enabled mobile device, enter that code and provide some feedback for each of the events you attend. You’ll be able to rank each session as well as provide further input to help us improve our upcoming conventions.

MAGAZINE, NEWSPAPER

Science Journalism:
Sexier than it sounds
Science journalism, perhaps the most under-appreciated genre in high school publications, is full of fascinating feature stories. Learn how to expand and enrich your news coverage with stories that elicit “cool,” “no way” and “wow” responses from readers of all ages, interests and intellects.
Chris Holmes, Hazelwood West High School, Hazelwood, Mo.
1 p.m. Saturday, Platinum 8

GENERAL AUDIENCE

Life Coaching 101
Get in touch with your most powerful traits to play them or pull them down. Gain insight into how you can build upon your strengths in order to become the best you can be, to get the job of your dreams. This quick interactive session will give you tools to move forward and options for additional pursuits.
Marcia Meskel-Macy, Balfour Yearbooks, Melbourne Beach, Fla.
1 p.m. Saturday, Platinum 9

2:30 p.m.

ADVISORY

Convention wrap-up
JEA’s officers and executive director invite advisers to attend this session to discuss praises and concerns about this and future conventions.
Bob Bair, MJE, Blair High School, Blair, Neb.; Kelly Fumaris, CJE, Kansas State University, Manhattan, Kan.; Jack Kennedy, MJE, Colorado High School Press Association, Highlands Ranch, Colo.; Ann Visser, MJE, Pella Community High School, Pella, Iowa
2:30 p.m. Saturday, Desert Springs
BROADCAST, PHOTOGRAPHY

Lights, camera, ACTION!
This session is ideal for beginning and intermediate video production students. Students will cover the video production process from pre-production through the final stages of post production. The session will cover the basics of video editing and packaging and allow opportunities for students to ask questions. Attendees will be provided with suggestions for resources and materials, ranging from low-budget options to higher-end projects.
Nicholas Hunsaker, Orange Glen High School, Escondido, Calif.
2:30 p.m. Saturday, Elite 2

YEARBOOK

Find your voice
To tell the story of a whole year, you need a strong voice. Find out how color, fonts and design style work together to create that voice in your yearbook and explore how to make them work together to give your book the voice you want it to have.
2:30 p.m. Saturday, Elite 3

BROADCAST

What is the ‘truth’ in broadcasting?
“Do you swear to tell the truth, the whole truth and nothing but the truth” when reporting with video? Do you strictly adhere to the Society of Professional Journalists’ Code of Ethics by Obj ectively “seeking truth and providing a fair and comprehensive account of events and issues”? If you think you do, perhaps you should think again in this session guaranteed to challenge your beliefs about what the truth is.
Mike Riley, Cody High School, Cody, Wyo.
2:30 p.m. Saturday, Gold Key I-II

GENERAL AUDIENCE

Don’t cut that class!
As budgets shrink, schools tighten their belts and begin eliminating courses. How do we convince our administrators and district officials that journalism classes are indispensable? Join one adviser and her principal to discuss strategies for preserving your program during tough economic times. Don’t wait until the threat is immediate, when it might be too late.
Michelle Balmeo, Monta Vista High School, Cupertino, Calif., and Kate Jamentz, Fremont Union High School District, Sunnyvale, Calif.
2:30 p.m. Saturday, Grand Ballroom A

NEWSPAPER

Breaking the news:
Revising news angles
How can student publications really print “breaking” news when an issue comes out often weeks after something happens? With Twitter and Facebook and various other social media available, our ideas of breaking news has to change. News has to be adjusted to better suit the needs of our audiences. In this workshop the speakers will discuss what news is, how it has changed and how writing should be adjusted.
Jessica DeStefano and Starr Sackstein, MJE, World Journalism Prep School, Flushin, N.Y.
2:30 p.m. Saturday, Grand Ballroom B

ONLINE

Staff management tools for the 21st century
Still communicating with sticky notes and mail boxes? Does file sharing still mean swapping floppy disks or manila folders? Well, it’s time to step up to the 21st century (or at least the 20th!) and move your organization into more effective and efficient systems. This session will introduce you to the state of the art in online organizational management tools that student publications can use right now.
Vincent DeMiero, Mountlake Terrace High School, Mountlake Terrace, Wash.
2:30 p.m. Saturday, Grand Ballroom C

LAW/ETHICS

Opening forums,
opening minds
Getting a student publication declared an “open forum” for student expression is the Holy Grail of the First Amendment — it’s elusive, but it can be done, and the payoff for quality journalism can be huge. Learn from a veteran adviser who’s just secured forum status for her students’ paper, and the director and former director of the SPLC, about how to make the strongest case for editorial freedom.
Frank LoMonte, Student Press Law Center, Arlington, Va.; Sue Gill, CJE, Stafford High School, Falmouth, Va., and Mark Goodman, Kent State University, Kent, Ohio
2:30 p.m. Saturday, Grand Ballroom D

FEATURED SPEAKER, ONLINE

Using multimedia tools in investigations
Learn how investigative journalists use videos, Flash presentations and other interactive platforms to help tell their stories.
2:30 p.m. Saturday, Grand Ballroom E

YEARBOOK

Take a little off the top
You’ve laid the groundwork. Checked the facts. Plugged in the quotes. Even written the story. But you’re still having a bad hair day and want to hide. Time for a chop chop. A new cut and style. This session will inspire you to take your stories — even the decent ones — from acceptable to spectacular. It’s just a matter of finding the right words.
2:30 p.m. Saturday, Orange County 1

YEARBOOK, ADVISING

How to build a constructive yearbook manual
Advisers and students learn what should be in a successful yearbook manual and how to work together to build a liquid document to maintain consistency. The session will cover how to organize the manual and how to come up with mission and policy statements.
Stephanie Casso, West Covina High School, West Covina, Calif.
2:30 p.m. Saturday, Orange County 2

GENERAL AUDIENCE

Teambuilding that fits your team
Not all teambuilding works for every staff. What works for one publication staff isn’t necessarily going to work for all of them. This presentation is designed around getting you to understand your team better so that you will know what kinds of activities will best work for your intended audience.
Sandra Coyer, MJE, Puyallup High School, Puyallup, Wash.
2:30 p.m. Saturday, Platinum 1

YEARBOOK

Finding your voice
Learn powerful strategies for developing a strong visual and verbal voice so your yearbook content will sing for the readers. From thorough analysis and pre-planning your stories to making sure you don’t “lower the bar” once the work begins, there’s plenty you can do now to begin work on an amazing volume for 2012.
Paul Ender, Palm Springs, Calif., and Tamra
focus on vocal delivery skills. Judy Muller, University of Southern California, Los Angeles, Calif.
2:30 p.m. Saturday, Platinum 7

ONLINE

Writing for the Web
Still shoveling whole articles and headlines unchanged from your print editions straight onto your website? There's a better way. Learn how to package and repackage your stories for online readers. Paul Kandell, Palo Alto Senior High School, Palo Alto, Calif.
2:30 p.m. Saturday, Platinum 8

GENERAL AUDIENCE

Sizzle and pop with a splash of color
Whether your publication has eight pages or every page in dazzling, vibrant colors, you need to know how to strategically use this powerful tool. It can make your pages not only sizzle and pop, but also draw your readers into the heart of your story's message. Let's take a look at some trendy examples and talk about some design fundamentals incorporating color theory. Linda Balles, CJE, Great Falls High School, Great Falls, Mont.
2:30 p.m. Saturday, Platinum 9

ADVISING

Publication organization 101
Having trouble organizing your staff? Unsure of how to get your staff to work up to its full potential? Come to this session to find out how to effectively organize your yearbook or newspaper staff for maximum productivity. Anastasia Harrison, Ponderosa High School, Parker, Colo., and Yvette Manculich, Powell Middle School, Littleton, Colo.
2:30 p.m. Saturday, Rancho Las Palmas

ADVISING

Putting on the breaks
From the first day of school to the last a newspaper production class runs at high speed and stops for nothing except maybe a follow-up interview or story-idea brainstorming session. At this pace it is tough for students and advisers to evaluate where they are, how far they've come and where they want to go before the end of the year. Consider putting on the “breaks” mid-year with engaging, enriching, publication-changing staff activities. Sue Skalicky, CJE, Century High School, Bismarck, N.D.
2:30 p.m. Saturday, Suite 304

Saturday night will feature a first-time student film festival from 9-11 p.m. Students were invited to submit 10- to 20-minute feature or documentary films, suitable for ages 13-18, for this event. A concession area will be available. At the end of the screenings, awards will go to the winning filmmakers as determined by the audience.
9-11 p.m. Saturday, Marquis Ballroom

Award Ceremonies
Two award presentations will recognize students and their work. NSPA will honor winners of Best of Show, Pacemakers and individual awards at 3:30-5:30 p.m. Saturday in the Marquis Ballroom. JEA will announce winners of the Write-off competitions and National High School Journalist of the Year scholarship recipients during the closing ceremony, 8:30-11:30 a.m. Sunday in Marquis Ballroom. JEA and NSPA encourage everyone to celebrate all winners.
Speaker bios A-C

Logan Aimone, MJE, is executive director of the National Scholastic Press Association, the nation’s oldest and largest association of student media organizations. Prior to joining NSPA, Aimone taught journalism at Wenatchee (Wash.) H.S. and advised The Apple Leaf newspaper and Wa Wa yearbook, both of which earned top national honors. He is a past DJNF Distinguished Adviser and Washington state journalism adviser of the year. He is co-author of the most recent edition of “High School Journalism,” and “Junior High Journalism.” 8 and 9 a.m. Saturday, Platinum 6

Ann Akers, MJE, is Herff Jones Yearbooks’ education specialist. Formerly NSPA’s associate director, Akers has done stints as journalism teacher/publications adviser and yearbook rep. She was the 2005 recipient of the Carl Towley Award, JEA’s highest honor, and has been awarded CSPAs Gold Key and NSPA’s Pioneer Award. 9 and 10 a.m. Saturday, Platinum 5

Martha Akers advises the Saga yearbook staff at Loudoun Valley H.S. in Purcellville, Va. JEA’s 2005 National Yearbook Adviser of the Year, she has advised for 30 years. The Saga staff has received numerous Gold and Silver Crowns from CSPA, Pacemakers and Pacemaker Finalists from NSPA, and 25 consecutive Trophy Awards from VHSLS. In 2008 she was inducted into VHSSL’s Hall of Fame, and she has been awarded VAJTAs Lifetime Achievement Award. A member of OIPA’s Yearbook Hall of Fame, she is a recipient of NSPA’s Pioneer Award and SIPAs Distinguished Service Award. 11 a.m. Saturday, Orange County 2

Lalo Alcaraz — See Featured Speakers.

Jack Appleby is a former editor-in-chief for Hope International University’s Tribune in Fullerton, Calif., and editor/writer for Mind Equals Blown (MEB), a music-review website. Noon Saturday, Elite 2

Alyssa Armentrout is on her sixth year of advising the staff of MH1 at McKinney (Texas) H.S. Her students travel to state and national conventions wearing ugly sweaters they purchase at Goodwill. 10 a.m. Saturday, Platinum 8

Dan Austin advises the Rampages and the Casa Chronicle for Casa Roble H.S. in Orangevale, Calif. His students have garnered many national awards, including several Gold Crowns and Pacemakers. JEANC named him Adviser of the Year in 1992, and JEA named him a Distinguished Yearbook Adviser in 2000. He is the 2006 National Yearbook Adviser of the Year. 8:30 a.m. Thursday, Elite 3; 9 a.m. Friday, Marquis Northwest; 11 a.m. Friday, Elite 2

Ellen Austin, CJE, teaches journalism at Palo Alto H.S., where she advises the Viking 64-page sports magazine, which began in 2007. She is the JEA Southwest Region director and chair of the SPLC advisory council steering committee. 7:15 a.m. Friday, Grand Ballroom B; 9 a.m. Saturday, Orange County 1

Judy Babb, a yearbook print consultant for Friesen Yearbooks, has taken more than 25 yearbook and newspaper staffs to the highest levels of achievement. Her staffs have won Tops in Texas, CSPAs Crowns and NSPA Pioneer awards. Her students have gone on to be professional journalists, including those who have been on Pulitzer Prize-winning teams. She was named Texas Journalism Teacher of the Year and JEA Distinguished Yearbook Adviser and received CSPAs Gold Key and NSPA’s Pioneer Award. 9 a.m. Friday, Grand Ballroom E; 10 a.m. Friday, Marquis South

Bob Bair, MJE, has taught English and journalism at Blair (Neb.) H.S. since 1973. He has advised both yearbook and newspaper since 1974. JEA’s vice president, he also has served JEA as North Central/Region 3 director and Nebraska state director. He is a past president of the Nebraska High School Press Association and serves as NSPAs communications director. Bair was the 2000 recipient of NSPA’s Pioneer Award and received JEA’s Medal of Merit in 2005. 9 a.m. Friday, 2:30 p.m. Saturday, Desert Springs

Linda Ballew has represented advisers as the 2005 DJNF National High School Journalism Teacher of the Year and JEA’s 2006 Distinguished Yearbook Adviser. She is JEA’s Montana director. Ballew works as a member of the University of Montana’s Journalism Advisory Council, and she is also a member of the MJE’s Executive Board. At Great Falls H.S. in Montana, she advises the student staffs of the award-winning Inwa newspaper, Roundup yearbook, interactive DVD and website. 8 a.m. and 2:30 p.m. Saturday, Platinum 9

Michelle Balmeo, CJE, is the adviser of El Estoque newspaper and El Estoque Online at Monta Vista H.S. in Cupertino, Calif. Her students have earned several Crown and Pacemaker awards, as well as individual and regional awards. She is a JEA Northern California board member and contributor to JEADigitalMedia.org. 10 a.m. Friday, Grand Ballroom A; 11 a.m. Friday, Rancho Las Palmas; 2:30 p.m. Friday, Elite 2; 2:30 p.m. Saturday, Grand Ballroom A

Mary Barber has been the adviser of the Pacemaker-winning Wayland Student Press Network since its inception four years ago. She is the technology specialist and journalism teacher at Wayland (Wash.) H.S. Noon Friday, Newport Beach

Karen Barrett, MJE, advises Spokesman, the student newspaper of Wheeling (Ill.) H.S. She received JEA’s Rising Star Award in 2006. She is a member of the National Journalism Professional Learning Community and the JEA Scholastic Press Rights Commission. 9 a.m. Thursday, Garden A, Sheraton

Linda Barrington, MJE and NBCT, who advised a high school newspaper for 17 years, is now layout and design adviser for the student newspaper at Mount Mary College, where she teaches. Her new focus is on teacher education and mentoring new teachers. She is JEA’s liaison to the NCTE and is the president of the Kettle Moraine Press Association. Barrington is co-chair of JEA’s Mentoring Program committee. She is the recipient of CSPAs Gold Key Award and NSPA’s Pioneer Award. 10 a.m. Friday, Grand Ballroom G-H-J; 9 a.m. Saturday, Elite 2; 10 a.m. Saturday, Los Angeles

Eric Best — See Featured Speakers. 11 a.m. Friday, Marquis Northwest

James C. Black — See Featured Speakers. 2:30 p.m. Friday, Grand Ballroom E

David Blumenkrantz — See Featured Speakers. 1 p.m. Saturday, Marquis South

Jane Blystone, Ph.D. and MJE, is JEA’s Northeast regional director and a member of JEA’s Scholastic Press Rights Commission. She served as local chair for the JEA/NSPA Philadelphia convention. A past president and current board member of Pennsylvania Scholastic Press Association, Blystone has received the JEA Medal of Merit and JEA Special Recognition Yearbook Adviser award.
CSPA has honored her with the Gold Key Award and the James F. Paschal Award. Blystone directs the graduate program in secondary education at Mercyhurst College, Erie, Pa. She is still involved in public education as a school board director.

7:15 a.m. Friday, San Diego; 10 a.m. Friday, Suite 312

Ron Bonadonna, CJE, advised a high school newspaper for 25 years in New Jersey. He is retired and serves as a JEA mentor for New Jersey. He is on the board of the Garden State Scholastic Press Association, where he served as president for six years. Bonadonna was also a JEA board member and sits on the JEA Awards Committee.

9 a.m. Friday, Rancho Las Palmas; 10 a.m. Saturday, Grand Ballroom B

Don Bott, DJNF Teacher of the Year for 2002, has advised publications since 1986. The Stagg Line, which he has advised since 1992, has won six National Pacemakers and other honors. Bott is an NSPA Pioneer and a JEA Diversity Award winner.

11 a.m. and noon Friday, Grand Ballroom A

Candace Perkins Bowen, MJE, established the Center for Scholastic Journalism at Kent State University after 20 years of teaching and advising in high schools. She runs workshops, teaches and directs the new statewide Ohio Scholastic Media Association. She is JEA Listserv manager, a past JEA president, a former DJNF Journalism Teacher of the Year and a JEA Carl Towley Award winner.

9 a.m. Friday, Grand Ballroom C; 11 a.m. Saturday, Rancho Las Palmas

John Bowen, MJE is chair of JEA's Scholastic Press Rights Commission and is assistant director of the Center for Scholastic Journalism at Kent State University. He has been a member of the SPLC board of directors and a newspaper adviser and journalism/social studies teacher at Lakewood (Ohio) H.S. He was a DJNF Journalism Teacher of the Year, a JEA Carl Towley Award winner, an NSPA Pioneer and CSPA Gold Key winner. He teaches law and ethics in Kent State's social studies teacher at Lakewood (Ohio) H.S. He was a DJNF Journalism Teacher of the Year, a JEA Carl Towley Award winner, an NSPA Pioneer and CSPA Gold Key winner. He teaches law and ethics in Kent State's online master's program.

9 a.m. Friday, Grand Ballroom C; 8 a.m. Saturday, Los Angeles; 10 a.m. Saturday, Platinum 10

Morgan Brewster is multimedia editor of The Mustang Express at Sunrise Mountain H.S. in Peoria, Ariz. She says the First Amendment means freedom: “Freedom to express myself anyway that I want, whether by speaking out in one of my classes, to writing about controversial topics in my articles, to practicing a religion which I believe in.”

Noon Saturday, Platinum 1

Carlos Briano is in his fifth year as the journalism adviser at El Dorado H.S. in El Paso, Texas. Last year their book, The Legend, received CSPA Gold ratings and Quill and Scroll sweepstakes honors. Prior to advising, Briano worked in public relations for the Socorro ISD and in advertising marketing at the El Paso Times.

9 a.m. Saturday, Platinum 1

Candis Brinagar is a former Texas yearbook adviser at the high school and college levels. Her works won a CSPA Gold Crown and other state and national awards. With 16 years of scholastic journalism experience, Brinagar now enjoys working with schools as a yearbook sales representative for Walsworth Publishing Co.

9 a.m. Saturday, Platinum 1

Scott Brittain is in his 10th year as principal of Gov. John R. Rogers H.S. in Puyallup, Wash. During the past 27 years he has served as an administrator in large comprehensive senior and junior high schools, where he has also taught science, leadership and remediation courses. He is also an adjunct instructor in education for Western Washington University and serves as Washington State chair for the Northwest Accreditation Commission.

9 a.m. Friday, Orange County 2

Deanne Brown has advised The Featherduster newsmagazine and taught photojournalism at Westlake H.S. in Austin, Texas, for 23 years. Three of her students have been named Texas High School Journalist of the Year and National High School Journalist of the Year. The newspaper has been recognized with Pacemakers, Gold and Silver Crowns, Gold Stars and Best of Show awards. Brown received the Edith Fox King in 2002, a TAJE Trailblazer Award in 2005 and is an officer in ATPI.

11 a.m. Saturday, Grand Ballroom E

Jeff Browne is the executive director of the Kansas Scholastic Press Association at the University of Kansas, where he teaches multimedia reporting. Browne previously served as the director of Student Media at Colorado State University, the director of the Colorado High School Press Association and as journalism adviser at Smoky Hill H.S. in Aurora, Colo.

9 a.m. Friday, Grand Ballroom B

Ava Butzu teaches yearbook and English at Grand Blanc H.S. in Michigan. Of her 19 years of teaching, the best 13 have been spent advising yearbook. She encourages her Echo staff to strive for current and thorough coverage and to focus on visual packaging with powerful photography and meaningful stories as the key to developing readership.

9 a.m. Saturday, Platinum 2

Sheri Campbell taught and advised award-winning yearbook publications for 14 years. Under her guidance, staffs earned CSPA Gold Crowns, NSPA Pacemaker Finalists and All-Americans as well as Best of Show trophies. Campbell is now an independent consultant on layout and design, Photoshop techniques and effective editing. She has judged for CSPA and NSPA and has spoken at both conventions.

9 and 10 a.m. Saturday, Orange County 3

Larisa Capodieci has been involved in the world of yearbooks since middle school. She is a graduate of Saguus H.S. in Santa Clarita, Calif., where her senior yearbook earned a CSPA Gold Medal. From there she went to UC Davis, and in 2009 she started her dream job as a yearbook representative for Balfour Yearbooks. Capodieci uses her knowledge of technology, social media and design while working with yearbooks across the nation.

11 a.m. Saturday, Marquis Northeast

Deanne Carroll advises the Lion’s Roar yearbook staff at Christ Presbyterian Academy in Nashville, Tenn., where she teaches English as well. In recent years, the Lion’s Roar has won All-American, NSPA Best of Show, CSPA Gold Medalist and THSPA Best Overall Yearbook. Her students have won many individual awards from Quill and Scroll and THSPA.

11 a.m. Friday, Orange County 1

Stephanie Casso is an English teacher and yearbook adviser at West Covina (Calif.) H.S. Her staff, The Quest, has won the Walsworth Publishing Gallery of Excellence Award and Excellence in Leadership Award.

2:30 p.m. Saturday, Orange County 2

Jill Chittum, CJE, teaches journalism and advises publications at Blue Valley H.S. in Stilwell, Kan. She previously advised the yearbook and newspaper at Derby (Kan.) H.S. She has also worked as a photographer and photo editor at the Wichita Eagle.

8:30 a.m. Thursday, Platinum 8; 10 a.m. Saturday, Grand Ballroom A

Deanne Carroll advises the Lion’s Roar yearbook staff at Christ Presbyterian Academy in Nashville, Tenn., where she teaches English as well. In recent years, the Lion’s Roar has won All-American, NSPA Best of Show, CSPA Gold Medalist and THSPA Best Overall Yearbook. Her students have won many individual awards from Quill and Scroll and THSPA.

8 a.m. Saturday, Grand Ballroom D

Tina Cleavelin is the Southwest creative accounts manager for Jostens Publishing. She advised award-winning newspaper, yearbook and photojournalism staffs for 14 years in Arizona and Oklahoma. While in Arizona, she served as the fall convention director for the Arizona Interscholastic Press Association.

She received the Friends of Journalism award from the New Mexico Scholastic Press Association.

9 a.m. Friday, Marquis South

Lauren Clodfelter advises student publications at Jeffersonville (Ind.) H.S. She received her bachelor’s degree in education and journalism at Indiana University, Bloomington, and earned her master’s degree in journalism in 2010. As an adviser for nearly 10 years, she has judged, critiqued and analyzed publications at local and national conventions.

8 a.m. Saturday, Grand Ballroom D
Stephanie Coats is editor-in-chief of the Hope International University Tribune, sports reporter for HIU athletics and an advancement-marketing intern. She is a former opinion editor for the Tribune and is a writer for Gather Inc. Noon Saturday, Grand Ballroom B

Rich Connell — See Featured Speakers. 2:30 p.m. Saturday, Grand Ballroom E

Russell Contreras is an immigration/minority affairs reporter at The Associated Press in Boston. In addition to his reporting duties, Contreras works as an online videographer and has trained staff in each of the AP New England bureaus on multimedia audio editing. He also teaches journalism part time at Emerson College and is a board member of the National Association of Hispanic Journalists. 10 a.m. Friday, Elite 2

Judi Coolidge retired after 35 years at Bay H.S. in Ohio and now works in education and marketing for Balfour Yearbooks. The books she advised won NSPA Pacemakers, CSPS Trendsetter and Crowns and a Publisher’s Industry Award. Coolidge received NSPA’s Pioneer Award, CSPS’s Gold Key and JEA National Yearbook Adviser of the Year. She was inducted into the Great Lakes Interscholastic Press Hall of Fame and the Scholastic Journalism Hall of Fame. 9 a.m. Saturday, Platinum 3; 11 a.m. Saturday, Platinum 6

Marc Cooper — See Featured Speakers. 11 a.m. Friday, Grand Ballroom E

Michelle Coro, CJE, with experience in the real world of broadcast and print media, brings a wealth of knowledge to the classroom. She advises the yearbook, newspaper and TV productions at Desert Vista H.S. in Phoenix, Ariz. She has advised yearbook and newspaper staffs at other schools in Arizona and Missouri. 9 a.m. Friday, Marquis South; 10 a.m. Friday, Grand Ballroom A

Sandra Coyner, MJE, has been advising publications for more than a decade. She serves as the Washington Journalism Education Association vice president, advises the Viking Vanguard newspaper, and has taught Beginning Journalistic Writing and Editorial Leadership at the WJEA Summer Camp. 2:30 p.m. Saturday, Platinum 1

Erin Coyle advises the newspaper at Homestead H.S. in Cupertino, Calif. 11 a.m. Friday, Rancho Las Palmas

Kathy Craghead, MJE and former adviser at Mexico (Mo.) H.S., is now Newspapers In Education director for the Mexico Ledger. She is a former member of the JEA board of directors, and a recipient of the NSPA Pioneer, JEA Medal of Merit and JEA Lifetime Achievement awards. She is the 2003 National Yearbook Adviser of the Year. 10 a.m. Friday, Orange County 2

Kathy Daly teaches at workshops and conventions around the country. She also consults with Herff Jones Yearbooks. While an adviser, her yearbooks at Overland H.S. won CSPS Gold and Silver Crowns and NSPA Pacemakers. She has received a CSPS Gold Key and NSPA Pioneer Award. In 1998 she was selected JEA’s Yearbook Adviser of the year. She received the JEA Medal of Merit in 2000 and its Lifetime Achievement Award in 2007. 11 a.m. Friday, Marquis Center and 9 and 10 a.m. Saturday, Marquis Northeast

Don Day is the Internet sales and product manager for KTVB-TV in Boise, Idaho. For 12 years, he has been involved in the day-to-day operations of one of the nation’s most progressive websites. In 2010, Day won the National Edward R. Murrow award for best newscast from the Radio Television Digital News Association. He serves on the advisory committee for the Borah H.S. journalism program in Boise and helps students build an online presence for their newspaper. 1 p.m. Saturday, Grand Ballroom D

Vincent DeMiero, the president of WJEA, teaches and advises at Mountlake Terrace (Wash.) H.S., where the student newspaper, Hawkeye, and its student staff have won hundreds of awards. DeMiero is a member of the JEA Scholastic Press Rights Commission and served as the local chair for the 1998 JEA/NSPA national convention in Seattle. DeMiero was twice named the WJEA Adviser of the Year, was a DJNF Distinguished Adviser and is an NSPA Pioneer Award recipient. 2:30 p.m. Saturday, Grand Ballroom C

Rhonda Dempsey teaches yearbook and photojournalism at Liberty (Mo.) H.S. She previously taught yearbook, journalism and electro-journalism at Raytown (Mo.) South H.S. 9 and 10 a.m. Friday, Grand Ballroom D

Jessica DeStefano is in her third year of teaching high school in New York. She started the yearbook program at her school and has been the adviser for the past three years. DeStefano has professional experience as an editor-in-chief of a local Long Island weekly newspaper and has had her fiction published in Carve Magazine. 2:30 p.m. Saturday, Grand Ballroom B

Amy DeVault, CJE, teaches editing and visual communication in The Elliott School of Communication at Wichita State University. She joined the faculty after nearly five years as a visual journalist at The Wichita Eagle. DeVault earned a Society of News Design award of excellence and helped The Eagle win Kansas Press Association’s best front page award. 8:30 a.m. Thursday, Platinum 8; 10 a.m. Saturday, Grand Ballroom A

Melissa Dixon is a senior English teacher in Birmingham, Ala. She has advised the yearbook for 11 years and is a first-year newspaper adviser. She was the ASPA Journalism Adviser of the Year and Taylor Publishing’s Alabama Adviser of the Year in 2009. 10 a.m. Saturday, Los Angeles

Julie E. Dodd, MJE, is a professor of journalism at the University of Florida. She is the former director of the Florida Scholastic Press and the Kentucky High School Press associations and was a high school journalism teacher and adviser in two states. Dodd serves on the Quill and Scroll board of trustees and is JEA’s scholastic press association liaison and co-chair of JEA’s Mentoring Committee. 11 a.m. Friday, Elite 1; 9 a.m. Saturday, San Diego

Mary Kay Downes, MJE, is a veteran adviser of the Odyssey yearbook at Chantilly (Va.) H.S. Because of the talent of her students, Odyssey has been recognized more than 20 times with NSPA Pacemaker and CSPS Crown awards, 17 VHSL Trophy Class Awards, numerous Best of Show placements, and is in the NSPA Hall of Fame. Downes was named JEA National Yearbook Adviser of the Year in 2007. 10 a.m. Friday, Marquis Northwest

Linda Drake, CJE, advises the award-winning yearbook and newspaper at Chase County H.S. in Cottonwood Falls, Kan. Honors include National Yearbook Adviser of the Year, Special Recognition and Distinguished adviser by JEA and DJNF, KSPA Engel Award, and JEA Teacher Inspiration Award and Medal of Merit. Drake directs the Bethany Publications Workshop.
She was twice president of the Kansas Scholastic Press Association. She serves on the NSPA and JEA boards of directors.

10 a.m. Friday, Elite 1; 11 a.m. Saturday, Desert Springs

Michele Dunaway, MJE, is a 2009 JEA Medal of Merit recipient and a JEA Special Recognition Yearbook Adviser. She advises the award-winning yearbook, newspaper and Web at Francis Howell H.S. in St. Charles, Mo.

2:30 p.m. Friday, Orange County 3; 10 a.m. Saturday, Suite 315

Mitch Eden, CJE, is in his fifth year of teaching journalism students at Kirkwood (Mo.) H.S. and his 15th year teaching. He advises students who produce the Kirkwood Call newspaper, Pioneer yearbook and kirkwoodcall.com website.

10 a.m. Saturday, Orange County 1

Paul Ender was adviser to the American yearbook at Independence H.S. in San Jose, Calif., for more than 25 years. A longtime special consultant for Herff Jones, Ender’s personal honors include JEA Yearbook Adviser of the Year, Northern California Yearbook Adviser of the Year, CSPA Gold Key, JEA Lifetime Achievement Award, NSPA Pioneer Award and OIPA National Scholastic Journalism Hall of Fame. His students’ books earned state and national awards.

9 and 10 a.m. Saturday, Platinum 5; 2:30 p.m.

Saturday, Platinum 2

Barbara Erickson taught journalism for 33 years, mostly at Jefferson H.S. in Rockford, Ill. Erickson received KEMP’s award for yearbook adviser of the year and JEA’s Lifetime Achievement Award in 2007. She is a JEA mentor.

9 a.m. Friday, Grand Ballroom G-H-J; 2:30 p.m. Friday, Rancho Las Palmas

Paloma Esquivel — See Featured Speakers.

9 a.m. Saturday, Marquis Northwest

Jody Evans advises broadcast at Hillcrest H.S. in Tuscaloosa, Ala.

10 a.m. Saturday, Los Angeles

Bryan Farley is a photographer, writer and educator. He is a frequent conference presenter. After working at Brooks Institute of Photography, Farley became a technology consultant and photographer. He also writes a blog advocating epilepsy research and awareness.

Noon Friday, Orange County 3; noon Saturday, Marquis Northwest

Carrie Faust, MJE, advises the Summit yearbook and Express newspaper staffs at Smoky Hill H.S. in Aurora, Colo. Her staffs have earned a CSPA Silver Crown, an NSPA Pacemaker, Gold Medalist and All-American critiques, and many state and local awards. She is the Write-off co-chair for JEA, a member of the Scholastic Press Rights Commission, and is the president of the CHSPA. She was an ASNE Fellow in 2005, a JEA Rising Star in 2008, and a JEA Distinguished Adviser in 2009.

9 a.m. Friday, Grand Ballroom C

Travis Feil advises award-winning publications at Sterling (Kan.) H.S. He has presented at numerous local, state and national workshops and has served on the Kansas Scholastic Press Association Executive Board since 2007.

9 a.m. Saturday, Elite 3

Nick Ferentinos helps conduct trainings for JEA’s mentor program. He worked as a mentor in the Silicon Valley New Teacher Project and trained mentors for the New Teacher Center in California. Ferentinos advised The Epitaph at Homestead H.S. in Cupertino, Calif. He served as president of the CSPAA and received a Fulbright grant to teach New Zealand journalism educators. He has been awarded the Gold Key, the Murphy and O’Malley Awards from CSPA; the Pioneer Award from NSPA; and the Medal of Merit and the Lifetime Achievement Award from JEA. DJNF named him the 1994 Journalism Teacher of the Year.

8:30 a.m. Thursday, Suites 304 and 312

JEA/NSPA Fall National High School Journalism Convention

Minneapolis

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Fromm holds a Ph.D. in journalism studies, advises the student newspaper and yearbook. She serves on the board of the Northern Illinois Scholastic Press Association and is a frequent workshop speaker and critique judge. 11 a.m. Saturday, Platinum 9

Brenda Field advises the Etruscan yearbook at Glenbrook South H.S. in Glenview, Ill. In her 15 years of advising, her students’ publications have earned both state and national recognition, including NSPA Pacemakers and CSPA Crowns. She advises the student newspaper and yearbook. At Charles E. Smith Jewish Day School. She is the publications director at newspapers in Colorado, California and Washington, D.C. Fromm has received the Society of Professional Journalists Sunshine Award and the Colorado Press Association’s Friend of the First Amendment award. 9 a.m. Friday, Orange County 1

Connie Fulkerson is administrative assistant, bookstore manager and magazine copy editor for the Journalism Education Association in Manhattan, Kan. She has worked for JEA since 1988. Previously, Fulkerson co-edited two weekly newspapers in western Kansas, worked at a printing company in Nebraska and was production coordinator for Kansas State University Student Publications Inc. 10 a.m. Friday, Grand Ballroom G-H-J

Kelly Furnas, CJE, is executive director of the national Journalism Education Association, as well as an assistant professor at Kansas State University and associate director of Student Publications Inc. Prior to arriving at K-State, he was the student media adviser at Virginia Tech. He has also worked at newspapers in Las Vegas and Tallahassee, Fla. 2:30 p.m. Saturday, Desert Springs

Sid Garcia — See Featured Speakers. 9 a.m. Saturday, Marquis South

D.L. Garfinkle writes a humor column for the Orange County Register and is the author of nine books for teens, including the series “Supernatural Rubber Chicken” and “The Band.” She has been a presenter at the National Society of Children’s Book Writing and Illustrating, the International Reading Association, the National Conference for Teachers of English and the California Library Association. She also has a law degree. 10 a.m. Saturday, Marquis South; 11 a.m. Saturday, Grand Ballroom A

Tom Gayda directs student media at North Central H.S. in Indianapolis. He is the JEA Region 6 director and Scholastic Journalism Week chair. Gayda has been honored with awards such as the JEA Medal of Merit, DNJ Distinguished Adviser, Indiana High School Press Association Adviser of the Year and Ball State University Graduate of the Last Decade. 7:15 a.m. Friday, Newport Beach; 8 a.m. Saturday, San Diego; 10 and 11 a.m. Saturday, Elite 2

Sue Gill, CJE, advises the Smoke Signal newspaper at Stafford H.S., Falmouth, Va. She has been a journalism teacher for 44 years. 2:30 p.m. Saturday, Grand Ballroom D

Lauren Gocken is a junior in secondary education, with an emphasis in journalism and English, at Kansas State University. She works as a guest writer and staff photographer for K-State’s daily newspaper. She also reports and shoots video for the student television station. Noon Saturday, Gold Key I-II

Mark Goodman is a professor and the Knight Chair in Scholastic Journalism in the School of Journalism and Mass Communication at Kent State University. Goodman, a lawyer, was executive director of the Student Press Law Center for more than 22 years. He speaks to dozens of groups of student journalists and journalism educators each year about the legal issues confronting the student press and importance of student press freedom. Goodman has received many awards for his work with the student press, including the Carl Towley Award, JEA’s highest honor. 9 a.m. Saturday, Suite 315; 2:30 p.m. Saturday, Grand Ballroom D

Nicole Gordon advises the Epic, an award-winning newspaper at Lynbrook H.S. in San Jose, Calif. 11 a.m. Friday, Rancho Las Palmas

Brenda W. Gorsuch, MJE, advises the newspaper and yearbook at West Henderson H.S. in Hendersonville, N.C. The publications have won CSPA Crowns and NSPA Pacemakers. She is a past chair of the SIPA executive committee and a past president of the NCSMA. She was a JEA Distinguished Yearbook Adviser and the 2004 DJNF National High School Journalism Teacher of the Year. Gorsuch is JEA’s Southeast regional director. 7:15 a.m. Friday, Desert Springs; 8 a.m. Saturday, Grand Ballroom C

Cyndy Green has reinvented herself several times. From television news cameraman to high school teacher to videojournalist and consultant, she has kept up with technological changes in broadcast (and now Internet) news for the past 35 years. She most recently taught broadcasting at McNair H.S. in Stockton, Calif., before retiring. Noon and 1 p.m. Saturday, Orange County 1
Kim Green, MJE, advises student media at Columbus (Ind.) North H.S., where her students produce award-winning newsmagazine, yearbook and broadcast programs. She is a 2006 DJNF Distinguished Adviser, a 2009 JEA Distinguished Yearbook Adviser and a member of JEA’s Certification Commission. 11 a.m. Friday, Orange County 3; 10 a.m. Saturday, Suite 304

Jennifer Greer is chair of the Journalism Department at the University of Alabama. She has worked professionally for newspapers and online news outlets and teaches and conducts research on diversity-related issues. 11 a.m. Saturday, Suite 312

Peggy Gregory, CJE, is the language arts specialist for the Dysart Unified School District. Previously, she taught English and journalism at Greenway H.S. in Phoenix for 35 years, where she founded the Demon Dispatch newspaper and Demonian yearbook. Gregory has received the DJNF Special Recognition Adviser and Distinguished Adviser awards, a CSPA Gold Key and the James F. Paschal Award. She serves on the JEA Mentoring committee, 8:30 a.m. Thursday, Suites 304 and 312; 9 a.m. Saturday, Grand Ballroom G-H-J

Nora Guiney has been in sales for more than 24 years, and she enjoys sharing the techniques that have made her successful. She works with many schools representing Walsworth Publishing Co. Guiney has appeared on “Oprah,” “Live with Regis and Kelly” and “Good Morning America,” and she will be sharing her life experiences. 11 a.m. Friday, Grand Ballroom D; 11 a.m. Saturday, Grand Ballroom D

Matthew Gutschenritter is the business manager and administrative editor of the Pacemaker-winning Wayland Student Press Network. Noon Friday, Newport Beach

Kathy Habiger, MJE, advises yearbook and newspaper and teaches digital photography and beginning journalism at Mill Valley H.S. in Shawnee, Kan. Her students’ publications earn consistent Best of Show placings and All-American ratings and Pacemaker honors. Habiger was local co-chair of the 2010 national convention in Kansas City and serves on the executive board of the Kansas Scholastic Press Association. She is president of the Journalism Educators of Metropolitan Kansas City. 11 a.m. Friday, Suite 312; 9 a.m. Saturday, Orange County 2; 10 and 11 a.m. Saturday, Elite 2

Jo Ann Hagood advised award-winning newspapers for 30 years. Active in the Alabama Scholastic Press Advisers Association, she served as president and won the Adviser of the Year Award. Since retiring in 2006, she has worked with the new adviser and yearbook staff at her former school. Hagood teaches English at a private academy, where she is helping students to create an online newspaper. 9 a.m. Saturday, Desert Springs

H. L. Hall advised the newspaper and yearbook at Kirkwood (Mo.) H.S. for 26 years. Both received Pacemaker and Gold Crown Awards. Hall is a former DJNF Newspaper Adviser of the Year, a former JEA Yearbook Adviser of the Year, a JEA Carl Towley recipient, a CSPA Gold Key winner, and he was the first recipient of JEA’s Teacher Inspiration Award. He serves as an adjunct professor at Kent State University, where he teaches an online class in media management. 10 a.m. Friday, Orange County 2; 11 a.m. Friday, Newport Beach

John Hamer is president of the Washington News Council, an independent forum for media fairness that he co-founded in 1998. He was associate editorial-page editor at The Seattle Times and previously associate editor with Congressional Quarterly/Editorial Research Reports in Washington, D.C. After leaving The Times, Hamer became senior fellow at Discovery Institute and co-wrote “International Seattle: Creating a Globally Competitive Community.” He later became co-editor of CounterPoint, a monthly media-critique newsletter, and co-wrote the biweekly “Watchdogs” media column in Seattle Weekly and Eastsideweek. 2:30 p.m. Friday, Grand Ballroom C

Erica Hand is a first-year adviser for the Milwaukian at Milwaukee (Ore.) H.S. She has been teaching English for the past 12 years in Oregon and volunteered to be the newspaper adviser for her school since no one was willing to take on this challenging role. 10 a.m. Saturday, Los Angeles

Carla Hansen is a Herff Jones yearbook sales representative in San Jose, Calif. She was an adviser for 16 years, leading her staffs to produce several award-winning books, including a Pacemaker Finalist. She is part of Northern California’s Team Extreme. She is one of the four women known as The Yearbook Ladies. 2:30 p.m. Saturday, Platinum 3

Charla Harris, CJE, advises the Hawk yearbook, the Edge newspaper and the broadcast program at Pleasant Grove H.S. in Texarkana, Texas. Her staffs have won numerous Pacemaker and Crown awards. She was named the Texas Max R. Haddick Teacher of the Year in 2007 and has received the JEA Medal of Merit. She serves as a regional representative for the Texas Association of Journalism Educators. 10 a.m. Saturday, Platinum 2

Phillip L. Harris taught television production for 34 years in Fairfax County, Va. As a consultant, he has helped to design curricula and build production facilities in several states. His new high-school textbook, “Television Production and Broadcast Journalism,” was published this spring. Harris has written more than 20 articles for School-Video-News.com online e-magazine. He has made presentations at numerous workshops and conventions. 9 a.m. Friday, Suite 312; 9, 10 and 11 a.m. Saturday, Platinum 7

Sara Harris — See Featured Speakers. 9 a.m. Friday, Elite 3

Anastasia Harrison has been a yearbook adviser for five years and a newspaper adviser for two years at Ponderosa H.S. in Parker, Colo. Her 2008 yearbook, Eques, earned an NSPA All American. The newspaper’s website, themustangexpress.net, was nominated for an Online Pacemaker at the 2009 Phoenix Spring Convention. Her 2008 and 2009 yearbooks won first place in the CHSPA Sweepstakes in Colorado. The 2010 book was a CSPA Crown Finalist. 2:30 p.m. Saturday, Rancho Las Palmas

Nancy Hastings, MJE, advised the award-winning Paragon yearbook and Crier newspaper at Munster (Ind.) H.S. until her recent retirement, which was short-lived. The district asked her back this semester. A
former Yearbook Adviser of the Year, Hastings is a frequent speaker at state and national conventions and summer workshops. She serves as JEA's Indiana state director. 9 a.m. Saturday, Platinum 4

Janice Hatfield, CJF, advised literary magazines for 15 years and newspapers for 10 years. Now retired, she serves as a JEA mentor and a member of Pennsylvania School Press Association Executive Board. Noon Friday, Suite 312; 8 a.m. Saturday, Grand Ballroom G-H-J

Bobby Hawthorne is a writer, writing instructor and author of “The Radical Write,” now in its third edition. In 2005, he retired from the University Interscholastic League, where he served as director of academics and director of journalism. In 2007, he received JEA's Carl Towlery Award and CSPA's Charles R. O'Malley Award for Excellence in Teaching. Hawthorne wrote "Longhorn Football: An Illustrated History" (2007), and he wrote the text for a landscape photo book, “Home Field” (2010). 9 a.m. Friday, Marquis Center; 11 a.m. Saturday, Marquis South; 2:30 p.m. Saturday, Platinum 6

Grant Heinlein is a photographer and designer at Shawnee Mission East H.S. in Prairie Village, Kan. He has submerge himself in the world of creativity, constantly gaining inspiration from the world around him. 8 a.m. Saturday, Grand Ballroom A

Ina Herlihy is the 2010 National High School Journalist of the Year. She attends Scripps College in Claremont, Calif., where she is news editor of Voice, and a news photographer at Pomona College's newspaper, The Student Life. Last year she was editor-in-chief of The Broadview newspaper at Convent of the Sacred Heart H.S. in San Francisco. Herlihy obtained press passes to photograph and interview the 2009 presidential candidates and received credentials for Barack Obama's inauguration. 10 a.m. Friday, Grand Ballroom B; noon Saturday, Marquis Northwest

Michael Hernandez has taught broadcast journalism and video production for 10 years at Mira Costa H.S. in Manhattan Beach, Calif. He earned his M.F.A. in film production from Loyola Marymount University in Los Angeles and his B.A. in communication from Santa Clara University. He is an Apple Distinguished Educator. 8 a.m. Saturday, Platinum 7; 11 a.m. Saturday, Elite 1

Robert Hernandez worked for The Seattle Times from 2002 until 2009, where he was promoted from news producer to senior news producer to director of development. He helped shape and execute the vision for the website and company, leading a team of engineers and designers in research and development focusing on creating innovative tools and applications for both staff and readers, among many other duties. He was a Web designer and consultant for El Salvador’s largest daily newspaper site, La Prensa Gráfica, Web producer for The San Francisco Chronicle and online editor of The San Francisco Examiner. He is also on the online board of directors for the National Association of Hispanic Journalists. 10 a.m. Friday, Orange County 1

Jennifer Higgins has been teaching for 10 years, and advising newspaper for six years. She is now teaching at the brand-new high school, Liberty (Mo.) North, in her district, and is starting the newspaper program there. 9 and 10 a.m. Friday, Grand Ballroom D

Chris Holmes teaches journalism at Hazelwood West H.S. in St. Louis, Mo. In addition to providing 10 years of instructional strategies, Holmes shares his investigative narratives on special education, mental illness and crime, which include finding a homeless brother to interviewing a mentally ill murderer. In 2009, he was named the Missouri Governor’s Council on Disability Teacher of the Year, and in 2010 he began participating in a science literacy project funded by the National Science Foundation. Noon and 1 p.m. Saturday, Platinum 8

Anna Horton advises newspaper and literary magazine at Highland H.S. in Gilbert, Ariz. 10 a.m. Saturday, Los Angeles

Joe Humphrey, MJE, is president of the Florida Scholastic Press Association. He teaches newspaper, yearbook and broadcast journalism at Hillsborough H.S. in Tampa, Fla. Humphrey is a member of JEA's Certification Commission. 11 a.m. Friday, Suite 304

Nick Hunsaker works with the journalism and yearbook programs at Orange Glen H.S. in Escondido, Calif. He is a graduate of Full Sail University and has worked in a variety of capacities in the film industry. Hunsaker's projects have ranged from small-scale production shorts to full-scale video and editing projects. He runs his own video editing and graphic design business. 2:30 p.m. Saturday, Elite 2

Kate Jamentz is academic deputy superintendent of the Fremont Union High School District, where she is proud to be associated with award-winning journalism programs at all five of the district's high schools. Previously, Jamentz was program director for professional and organizational learning at WestEd. She has published several books and articles on assessment and school reform. Her career includes experience as both a teacher and principal. 2:30 p.m. Saturday, Grand Ballroom A

Jim Jordan is in his 29th year as yearbook adviser at Del Campo H.S. in Fair Oaks, Calif. His students' yearbooks have won consistent Gold Crown Awards (13) from CSPA and Pacemaker Awards (15) from NSPA. In 1996 he was named National Yearbook Adviser of the Year by JEA. He also has been awarded the CSPA Gold Key, the NSPA Pioneer Award and the JEA Medal of Merit. 9 a.m. Friday; 8 a.m. Saturday, Marquis Northwest

Paul B. Kandell, DJNF 2009 National Journalism Teacher of the Year, reported for Newsweek before becoming a high school journalism instructor in 1996. In addition to advising two journalism publications — Verde magazine and The Paly Voice (http://voice.paly.net) — at Palo Alto H.S., he serves on the board of the Journalism Education Association of Northern California. 11 a.m. and 2:30 p.m. Saturday, Platinum 8

Crystal Kazmierski teaches graphic design, yearbook and drama at Arrowhead Christian Academy in Redlands, Calif. Her students have earned CSPA Crowns and NSPA Pacemakers for Wings. She was the 2000 JEA National Yearbook Adviser of the Year. She received CSPA's Gold Key award in 2002 and NSPA's Pioneer award in 2007. 9 a.m. Saturday, Grand Ballroom E; 2:30 p.m. Saturday, Orange County 1

Lori Keekley, MJE, advises at St. Louis Park (Minn.) H.S. Previously she worked as the director of contests and critiques at NSPA. The Echo has been a Gold Crown and Pacemaker recipient, and her students have won state and national awards. Keekley is a DJNF Distinguished Adviser and a member JEA's Scholastic Press Rights Committee. 10 a.m. Saturday, Grand Ballroom D

Jack Kennedy, MJE, is JEA's president and director of the Colorado High School Press Association. He advised high school publications for 30 years. He and his students have won a lot of awards, but let’s not rehash the past. He likes to talk about what we all got in the journalism business to do: tell stories. 8:30 a.m. Thursday, Palm East, Sheraton; 8 a.m. Friday, Orange County 1; 10 a.m. Saturday, Platinum 6; 2:30 p.m. Saturday, Desert Springs

Martin Kent — See Featured Speakers. Noon Friday, Grand Ballroom E
**Ellen Kersey**, CJE, retired from Camarillo (Calif.) H.S. after teaching and advising newspaper and yearbook for more than 30 years. She served for six years as president of Southern California JEA, was JEA Southwest regional director and Awards Committee co-chair. Now living in Salem, Ore., she is an adjunct English teacher and advises the yearbook at Corban University. **8 a.m. Saturday, Grand Ballroom G-H-J; 9 a.m. Saturday, Suite 312; 11 a.m. Saturday, Grand Ballroom B**

**John Cadiz Klemack** — See Featured Speakers. **2:30 p.m. Friday, Orange County 1**

**Diana Klote**, a senior in secondary education with an emphasis in journalism and English at Kansas State University, is minoring in Spanish and leadership. She reports and shoots video for the student television station. Previously, Diana worked for the Royal Purple yearbook and DVD as people and copy editor. **Noon Saturday, Gold Key I-II**

**Zachary Knudson** is a senior at Saint Francis (Minn.) H.S. He is co-editor-in-chief of his high school newspaper, The Crier. He serves as a JEA SPRC 45words Student Partner, a team of students reaching out to peers to support, protect and spread awareness of the First Amendment. **Noon and 1 p.m. Saturday, Platinum 1**

**Konnie Krislock** returned to education after 26 years as a salesperson and area manager with Herff Jones Yearbooks. For two years she was the coordinator for the JACC spring convention and write-off in Fresno. She has been past SCJEA president and vice president, California Journalism High School Teacher of the Year and NSPA Pioneer. Krislock is local co-chair for JEA’s 2011 Anaheim Convention. She mentors five new high school advisers from Fresno to Escondido for JEA’s mentoring program. **10 a.m. Friday, 8 a.m. Saturday and 1 p.m. Saturday, Orange County 4**

**Pete LeBlanc** is in his 18th year of teaching and 16th year advising publications. He advises the Titanium yearbook, The Titan Times newspaper and the Channel 5 Titan TV News at Antelope (Calif.) H.S. **8:30 a.m. Thursday, Elite 2; 9 a.m. Friday, Marquis Northwest; 11 a.m. Friday, Elite 2**

**Beth Lee** is adviser of student publications at Hope International University in Fullerton, Calif. She is an Anaheim convention-planning committee member. **8 a.m. Saturday, Platinum 8**

**Don Leonard**, technical training specialist for Walsworth Publishing Co., has been in the yearbook industry for more than 16 years. He is yearbook adviser for two schools and head of the PTO yearbook committee for his children’s school district. Knowing Adobe products in general and InDesign specifically are his personal focus. **2:30 p.m. Friday, Elite 1; 10 a.m. Saturday, Elite 1**

**Janet Levin**, MJE, has taught journalism her entire career in education, starting in 1981. She came to John Hersey H.S. in 1985, took on the role of adviser of The Correspondent newspaper and remains in that position. Levin is a workshop addict who spends parts of her summers breathing in journalistic knowledge. In 2009, she received JEA’s Medal of Merit and its Teacher Inspiration Award. **9 a.m. Saturday, Grand Ballroom B**

**Gary Lindsay**, MJE, teaches language arts and journalism at Kennedy H.S. in Cedar Rapids, Iowa. He advises the Torch newspaper and co-advises the yearbook. He formerly advised the literary magazine. He also has taught summer journalism workshops for Jostens Yearbooks and for the University of Iowa. His staffs have earned numerous state and national awards. Lindsay is JEA’s North Central regional director, is a member of the National Journalism Professional Learning Community and is a JEA mentor. **7:15 a.m. Friday, Rancho Las Palmas; 2:30 p.m. Friday, Grand Ballroom G-H-J; 9 a.m. Saturday, Rancho Las Palmas**

**Kay Loecey**, CJE, is adviser to the Commoner newsmagazine at Gov. John R. Rogers H.S. in Puyallup, Wash., where she has also chaired the English department. For more than 20 years she has been active in WJEA, currently serves on the WJEA board and teaches at the WJEA Summer Workshop. She was honored as the 2008 WJEA Adviser of the Year, and most recently she has joined the JEA Mentoring Program. **9 a.m. Friday, Orange County 2**

**Frank LoMonte** joined the Student Press Law Center as executive director in 2008 after practicing with the Atlanta-based law firm of Sutherland Asbill & Brennan LLP. He was active in several volunteer legal organizations, including the Georgia Asylum and Immigration Network, which named him volunteer of the year for 2007. Before law school, LoMonte was an award-winning investigative journalist and political columnist. **11 a.m. Friday, Grand Ballroom C; 10 a.m. Saturday, Marquis South; 11 a.m. Saturday, Grand Ballroom A; 2:30 p.m. Saturday, Grand Ballroom D**

**Robert Lopez** — See Featured Speakers. **1 and 2:30 p.m. Saturday, Grand Ballroom E**

**Gary Lundgren** served as director of student publications and director of the Arkansas Scholastic Press Association during his nine years at University of Arkansas. His staffs received several Gold Crown and Pacemaker Awards, and he received the CSPA Gold Key, NSPA Pioneer Award, JEA Medal of Merit and was inducted into the Scholastic Journalism Hall of Fame. Lundgren, a senior marketing manager for Jostens, manages the company’s national educational offerings, including publications, curriculum materials, online resources and Jostens Adviser University. **11 a.m. Saturday, Platinum 2**

**Yvette Manculich** has been a yearbook adviser for seven years at Powell Middle School in Littleton, Colo. The 2008 yearbook, The Prowl, won a Pacemaker and Best of Show at the 2009 Phoenix Spring Convention. The 2009 book was nominated for a Pacemaker. In 2010 book was a CSPA Crown Finalist. **9 a.m. and noon Saturday, Orange County 4; 2:30 p.m. Saturday, Rancho Las Palmas**

**Aaron Manfull**, MJE, is the JEA Digital Media chair coordinates JEDigitalMedia.org. He is adviser of the Excalibur yearbook, North Star newsmagazine, FHNtoday TV and FHNtoday.com at Francis Howell North H.S. in St. Charles, Mo. He is a National Board Certified Teacher. **10 a.m. Friday, Grand Ballroom A; 8 a.m. Saturday, Desert Springs; 10 a.m. Saturday, Orange County 2**

**Scott Mason** — See Featured Speakers. **1 p.m. Saturday, Platinum 2**

**Susan Massy** advises the Lair yearbook and the Northwest Passage newspaper at Shawnee Mission Northwest H.S. in Kansas, where she teaches newspaper, yearbook and photojournalism. Both publications have earned CSPA Crowns and NSPA Pacemakers. Massy was honored as the 1999 JEA National Yearbook Adviser of the Year. **2:30 p.m. Saturday, Orange County 1**
Kris Mateski has spent the past 12 years honing her marketing skills in the areas of acquiring customers, building loyalty and one-to-one marketing. In her role as a marketing supervisor with Walsworth Yearbooks, Mateski is always looking for new ways to help you see big sales increases through efficient, effective and cutting-edge tactics. 8 a.m. Saturday, Platinum 1

Steve Matson, MJE, taught newspaper and yearbook journalism for 22 years, and he speaks regularly at national conventions and workshops. The newspaper his students published received several national Pacemakers, Gold Crowns and Best of Show trophies and was inducted into the NSPA Hall of Fame. Matson has received JEA’s Medal of Merit, NSPA’s Pioneer Award, WJEA’s Adviser of the Year, and his journalism staff manual received a JEA award for “Innovative Instruction.” Matson is the local chair for the 2012 Seattle national journalism convention, and he serves as JEA’s Northwest/Region 1 director. 7:15 a.m. Friday, Grand Ballroom A; 9 a.m. Saturday, Grand Ballroom A; 11 a.m. Saturday, Platinum 4

Tamra McCarthy, CJE, teaches English and advises Wingspan, the yearbook publication from James Enochs H.S. in Modesto, Calif. Her staff’s 2009 edition was awarded a Pacemaker and Gold Crown. 2:30 p.m. Saturday, Platinum 2

Mary Anne McCloud, former journalism and photography instructor at Newton (Kan.) H.S. for 22 years, retired from teaching in 2005. McCloud received the Jackie Engel Award in 1994 and was inducted into the Kansas Scholastic Press Association Hall of Fame in 2006. She has taught summer journalism workshops and has served KSPA as an area representative, committee chair, vice president and president. McCloud is a JEA mentor. 9 a.m. Friday, Suite 315; 2:30 p.m. Friday, Grand Ballroom G-H-J

Ken McCoy has been a global content provider of photos, audio and commentary to companies such as Today Fm-Ireland, World Entertainment News, UPI, Newsweek, Us Weekly, San Francisco Chronicle and other global media for more than 20 years. His audio CD, “The Right Angle,” and e-book are available nationwide. He also produces two radio shows weekly, “Ken McCoy Entertainment Report” and “Ken McCoy Radio,” on iTunes. He has covered Red Carpet events, Oscars, Grammys, MTV and presidents Ford, Clinton and Bush (father and son). 1 p.m. Saturday, Grand Ballroom C

Jim McGonnell has been a newspaper adviser for 34 years. He advises the national award-winning newspaper, Blue & Gold, 2AToday TV news program, The Vid video yearbook and the blueandgoldtoday.org website at Findlay (Ohio) H.S. McGonnell is president the Ohio Scholastic Media Association. He is the 2007 DJNF National Journalism Teacher of the Year and 2008 Master Teacher of Ohio. He received a Gold Key from CSPA. McGonnell speaks at state and national conventions and teaches at summer workshops. 2:30 p.m. Friday, Orange County 2

James E. McNay is a California-based teacher and writer. At Brooks Institute, he was founding program director of the visual journalism program. Previously, he directed the photojournalism program at San Jose State University. He was the first college instructor to receive the summer fellowship in the National Geographic photography department. He is a past president of the National Press Photographers Association. He writes for the Sports Shooter website to help emerging photographers break into the profession. Noon Friday, Orange County 3

Marcia Meskie-Macy, a senior sales representative for Balfour Yearbooks, works with staffs in Florida helping advisers build programs that meet the needs of the schools and challenge the students. A speaker at major journalism conventions since 1982, she combines her journalism expertise with her communication savvy in a fun environment that involves the total person. Meskie-Macy recently took on life coaching as a challenge, and it proves to be a good fit for yearbook staffs. Noon and 1 p.m. Saturday, Platinum 9

JEA/NSPA Spring National High School Journalism Convention

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Speaker bios M-N

**Wes Mikel** is an independent interactive designer based in Kansas City. He manages his own client base and partners with agencies to create dynamic, interactive projects. In high school, he was a newspaper editor. In college, he worked for the newspaper, yearbook and website as a designer, photographer, writer, developer and editor. **Noon and 1 p.m. Saturday, Orange County 2**

**James Miller** is the department chair of the award-winning communications/media arts magnet at duPont Manual H.S. in Louisville, Ky. His broadcast class has won numerous state awards for stories and documentaries. He also advises the multimedia class that produces manualredeye.com. **8 a.m. Saturday, Platinum 2**

**Joe Miranda**, MJE and Ph.D., is a professor at Southeastern Louisiana University in Hammond, La. He has worked as a reporter and copy editor at four daily newspapers and as a high school journalism teacher and school newspaper and yearbook adviser for five years. He now serves as supervisor of a college program in journalism teacher education. **10 a.m. Friday, Rancho Las Palmas**

**Amy Morgan** teaches journalism and advises the newspaper, yearbook and website at Shawnee Mission West H.S. in Overland Park, Kan. Both publications have been Pacemaker finalists and have consistently placed in Best of Show. Morgan was the co-chair for the 2010 Kansas City convention and has served on the boards for KSPA and JEMKC. **11 a.m. Friday, Suite 312; 9 a.m. Saturday, Orange County 2**

**Judy Muller**, an Emmy Award-winning television correspondent and NPR commentator, is an associate professor at the USC Annenberg School for Communication & Journalism. Previously, Muller worked for ABC News and covered the 1992 Rodney King trial and ensuing riots, the 1994 Northridge earthquake and the O.J. Simpson criminal and civil trials, among other stories. As part of a “Nightline” team, she received an Alfred I. duPont-Columbia University Award for coverage of the 1992 Los Angeles riots and an Emmy Award for coverage of the Simpson case. She is the author of a book about her experiences as a journalist titled “Now This — Radio, Television and the Real World.” Before joining ABC News, Muller was a CBS News correspondent. **2:30 p.m. Saturday, Platinum 7**

**Mark Murray** serves as executive director of the Association of Texas Photography Instructors and as coordinator of Technology Systems for Arlington ISD. He also is an Adobe Education Leader. Murray is the recipient of NSPA’s Pioneer Award, CSPA’s Gold Key Award, TAJE’s Trailblazer Award, JEA’s Medal of Merit and ATP’s Star of Texas. **8:30 a.m. Thursday, Elite 1; 10 a.m. Friday, Desert Springs; noon Friday, Orange County 3; 8 a.m. Saturday, Elite 1**

**Heather Nagel** advises the Lion’s Roar yearbook staff and teaches Latin at Christ Presbyterian Academy in Nashville, Tenn. The Lion’s Roar has won All-American, NSPA Best of Show, CSPA Gold Medalist and THSPA Best Overall Yearbook. Nagel’s students have won many individual awards from Quill and Scroll and THSPA. While she was a student at Vanderbilt University, Nagel was co-founder and editor-in-chief of the art and travel magazine Spoon. **11 a.m. Friday, Orange County 1**

**Andy Nelson** is the R.M. Seaton Professional Journalism chair at Kansas State University’s A.Q. Miller School of Journalism and Mass Communication. Prior to his appointment at Kansas State, Nelson was an independent photojournalist and multimedia producer with more than 20 years’ experience covering humanitarian issues, world affairs, U.S. politics and the environment. He was most recently based in Bangkok, Thailand. Prior to moving to Bangkok, Nelson was the Washington, D.C.-based staff photographer for The Christian Science Monitor from 1997 to 2008. **8:30 a.m. Thursday, Platinum 10; 8 a.m. Saturday, Grand Ballroom E**

**Zoë Newcomb** is editor-in-chief of the Broadview at Convent of the Sacred Heart H.S. in San Francisco. Although she has won numerous national and local journalism awards during her four years on staff, Newcomb sees her biggest accomplishment as renegotiating her publication’s prior review policy with the school’s administration. She is a member of 45Words (JEA Scholastic Press Student Partners), which promotes First Amendment rights. **Noon Saturday, Platinum 1**

**Mark Newton**, MJE, the journalism teacher at Mountain Vista H.S. in Highlands Ranch, Colo., is the adviser of The Vista Vine newspaper and Aerie yearbook. He is the JEA Certification Commission chairman. While at Grand Junction H.S., The Orange & Black was consistently named the best large-school newspaper in Colorado by the Colorado High School Press Association. The Orange & Black was inducted into the NSPA Hall of Fame in 2003. **9 a.m. Friday, JEA Suite; 10 a.m. Friday, Grand Ballroom A; 2:30 p.m. Friday, San Diego; 3:30 p.m. Elite 1; 7:30 a.m. Saturday, JEA Suite; 10 a.m. Saturday, Rancho Las Palmas; 11 a.m. Saturday, Los Angeles**

**Casey Nichols**, CJE, advises Tonitrus yearbook and The Flash newspaper at Rocklin (Calif.) H.S. During his 28 years’ teaching, Nichols has advised award-winning publications and has been a frequent speaker at conventions and workshops. He is a recipient of the NSPA Pioneer Award, CSPA Gold Key, and JEA’s National Yearbook Adviser of the Year and Medal of Merit. He also was honored as a member of the Secondary Education Services Hall of Fame at Ball State. **9 a.m. Friday, Marquis Northwest; 11 a.m. Friday, Marquis South; 11 a.m. Saturday, Platinum 6**

**Sarah Nichols**, MJE, advises student media at Whitney H.S. in Rocklin, Calif., where her students have won state and national awards such as NSPA Pacemakers and CSPA Crowns. Nichols is a member of the JEA Certification and Scholastic Press Rights commissions as well as a liaison to the Student Partners program and the Northern California state director. She is an NSPA Pioneer and former JEA Distinguished Adviser. Nichols is pastor president for the JEA of Northern California and a delegate for the California Journalism Education Coalition. **8:30 a.m. Thursday, Platinum 9; 11 a.m. Friday, Marquis South, 9 a.m. Saturday, Suite 304; 10 a.m. Saturday, Platinum 2**

**Caty Niemela** is editor-in-chief of the Commoner newsmagazine at Gov. John R. Rogers H.S. in Puyallup, Wash., where she also serves as Honor Society president and is actively involved in Key Club. She plans to pursue a degree in English at the University of Washington. **9 a.m. Friday, Orange County 2**

**Mark Novom** is the yearbook and newspaper adviser at Brentwood School in Los Angeles and is particularly passionate about organization. His students use an organization notebook as the yearbook bible. In his first year, the Aerie yearbook won a Pacemaker from NSPA. He previously taught English and theater for eight years. **Noon Friday, Orange County 1; 9 a.m. Saturday, Gold Key I-II**
Steve O'Donoghue taught journalism at Fremont H.S. in Oakland, Calif., for 27 years. He founded The Media Academy, a school-within-a-school program built around journalism that is now a small school. Long involved with scholastic journalism issues, he was the 1990 DJNF National High School Journalism Teacher of the Year, California State High School Journalism Teacher of the Year, received the JEA Medal of Merit, the Pioneer Award from NSPA, and the Gold Key and James F. Paschal Award from CSPA.

8:30 a.m. Thursday, Palm West, Sheraton; 10 a.m. Friday, Grand Ballroom A; and 8 a.m. Saturday, Rancho Las Palmas

Lori Oglesee-Petter, CJE, of McKinney (Texas) H.S., loves what she does every day — work with amazing kids who exceed all her expectations. The 2009 Yearbook Adviser of the Year will share any tips on advising, teaching, materials and coupons as she is the curriculum and development chair for JEA and the champion of the checkout line.

10 a.m. Friday, Grand Ballroom G-H-J; Noon Friday, Grand Ballroom D; 9 a.m. Saturday, Platinum 8; 10 a.m. Saturday, Platinum 2; 11 a.m. Saturday, Grand Ballroom G-H-J

Leslie Orman is a yearbook and newspaper adviser at Kickapoo H.S. in Springfield, Mo., and holds a master's degree in education and journalism. She has advised the national award-winning Prairie News, PNToday.com and the Legend yearbook for the past three years. Orman, a former editor of The Prairie News, served as a college editor-in-chief for the Drury Mirror and has worked as a professional journalist. Noon Friday, Grand Ballroom C; 11 a.m. Saturday, Grand Ballroom C

Geneva Overholser is director of the School of Journalism at the USC Annenberg School for Communication & Journalism. Previously, she held the Curtis B. Hurley Chair in Public Affairs Reporting for the Missouri School of Journalism, based in the school's Washington bureau. She was editor of The Des Moines Register from 1988 to 1995, leading the paper to a Pulitzer Prize for Public Service. She has been ombudsman of The Washington Post, a member of the editorial board of The New York Times, a syndicated columnist for The Washington Post Writers Group and a reporter for the Colorado Springs Sun. She served on the Pulitzer Prize Board for nine years, the last year as chair. 11 a.m. Friday, Platinum Patio

Jed Palmer is in his eighth year advising the yearbook and broadcast programs at Sierra Middle School in Parker, Colo. He has served as editor and adviser of the yearbook, The View, which was a Pacemaker Special Recognition book in 2009, and the program has four student finalists in the NSPA Picture of the Year awards since 2008. He is a member of JEA's Middle School/Junior High Commission. 9 a.m. and noon Saturday, Orange County 4

Liz Palmer, CJE, is the teacher of a new multimedia class at duPont Manual H.S. in Louisville, KY. The class produces manualredeye.com, which features articles, podcasts, audio slideshows, blogs, videos and more. She is the Gold Crown-winning adviser of the Crimson yearbook. She is JEA's Kentucky state director and won the James L. Highland Media Adviser of the Year award.

8 a.m. Saturday, Platinum 2

Michele Paolini, a former English teacher and past San Diego JEA president, advised the Torrey Pines H.S. yearbook for nine years before moving to Northern California. She now works for Herff Jones Yearbooks.

2:30 p.m. Saturday, Platinum 3

Marie Parsons is a retired journalist and journalism educator. She is director emeritus of the Alabama Scholastic Press Association and the Multicultural Journalism Workshop at the University of Alabama. She serves as a JEA mentor.

9 a.m. Saturday, Desert Springs; 11 a.m. Saturday, Suite 312

Mary Patrick, CJE, teaches and advises the yearbook at Maize South Middle School in Wichita, Kan. The yearbook has won numerous awards, including CSPA Crowns, and NSPA Pacemakers, and it is a member of the Journalism Hall of Fame. Patrick is a past chair of the JEA Junior High/Middle School Commission and is the middle school liaison for the Kansas Scholastic Press Association.

9 a.m., noon and 6:30 p.m. Friday, Orange County 4; 10 a.m. Saturday, Platinum 2; 11 a.m. Saturday, Orange County 4

Ann Peck is the newspaper adviser at Cupertino (Calif.) H.S. The Prospector won fourth-place Best of Show in 2009 and 2010 and a Pacemaker Award in 2010. Peck has been the journalism adviser at CHS for four years and has been teaching high school English for 14 years.

11 a.m. Friday, Rancho Las Palmas

Meghan Percival teaches photojournalism and AP psychology and advises The Clan yearbook staff at McLean (Va.) H.S. The Clan staff has been consistently recognized with the Virginia High School League's Trophy Class Award and NSPA's All-American Honors. In 2004 The Clan yearbook was inducted into the NSPA Hall of Fame.

Noon Friday, Orange County 2; 2:30 p.m. Friday, Grand Ballroom B

Fred Perrin, a former photographic adviser and senior professional photography specialist with Kodak, has hisolithographs displayed in homes and offices throughout the world. They have been presented to 60 world leaders by the U.S. government. A designated Craftsman of Photographic Arts (CPA), Perrin has also contributed articles to Photo Life and Communication: Journalism Education Today magazines. He is the general manager for Friesen Yearbooks.

10 and 11 a.m. Saturday, Gold Key I-II

Wayna Polk, CJE, recently retired from Abilene (Texas) H.S. Her Flashlight yearbook staffs won Silver Crowns and Pacemakers, SIPA All Southern and ILPC Gold and Silver Star awards. An NSPA Pioneer recipient, Polk has received JEA's Medal of Merit and been a Distinguished Adviser and Special Recognition Adviser in the YAOY competition. She is JEA South Central Region director, the Scholarship Committee chair and a member of the JEA Awards Committee. 6 p.m. Thursday, Desert Springs; 7:15 a.m. Friday, Grand Ballroom C; 10 a.m. Friday, Grand Ballroom B

Linda Puntney, MJE, retired in 2010 after 21 years as JEA executive director, assistant professor of journalism, director of Student Publications and adviser of the Royal Purple yearbook at Kansas State University. Puntney directed the summer Flint Hills Publications Workshop, JEA Advisers Institute and Yearbook Workshop and Idea Forum. Honors include NSPA Pioneer Award, CSPA Gold Key and Charles R. O'Malley Award and the JEA Carl Towley Award, Medal of Merit, Lifetime Achievement Award and Teacher Inspiration Award.

11 a.m. Friday, Marquis Center; 11 a.m. Saturday, Platinum 5

Alissa Pollack is a senior at Shawnee Mission East H.S. in Prairie Village, Kan. She is the photo co-editor for the Hauberk yearbook. She has been a photographer on the journalism staff for four years and has recently started a photography business taking family and senior portraits.

8 a.m. Saturday, Orange County 2

Meghan Percival teaches photojournalism and AP psychology and advises The Clan yearbook staff at McLean (Va.) H.S. The Clan staff has been consistently recognized with the Virginia High School League's Trophy Class Award and NSPA's All-American Honors. In 2004 The Clan yearbook was inducted into the NSPA Hall of Fame. Noon Friday, Orange County 2; 2:30 p.m. Friday, Grand Ballroom B

Fred Perrin, a former photographic adviser and senior professional photography specialist with Kodak, has his lithographs displayed in homes and offices throughout the world. They have been presented to 60 world leaders by the U.S. government. A designated Craftsman of Photographic Arts (CPA), Perrin has also contributed articles to Photo Life and Communication: Journalism Education Today magazines. He is the general manager for Friesen Yearbooks. 10 and 11 a.m. Saturday, Gold Key I-II

Wayna Polk, CJE, recently retired from Abilene (Texas) H.S. Her Flashlight yearbook staffs won Silver Crowns and Pacemakers, SIPA All Southern and ILPC Gold and Silver Star awards. An NSPA Pioneer recipient, Polk has received JEA's Medal of Merit and been a Distinguished Adviser and Special Recognition Adviser in the YAOY competition. She is JEA South Central Region director, the Scholarship Committee chair and a member of the JEA Awards Committee. 6 p.m. Thursday, Desert Springs; 7:15 a.m. Friday, Grand Ballroom C; 10 a.m. Friday, Grand Ballroom B

Alissa Pollack is a senior at Shawnee Mission East H.S. in Prairie Village, Kan. She is the photo co-editor for the Hauberk yearbook. She has been a photographer on the journalism staff for four years and has recently started a photography business taking family and senior portraits.
Sarah Rajewski is a junior at Kansas State University majoring in print journalism and secondary education. She has interned at the Wichita Eagle newspaper for two years and has worked at the Kansas State Collegian throughout college. **Noon Saturday, Grand Ballroom C**

Greg Reilly advises yearbook and newspaper staffs at Harlem H.S. in Machesney Park, Ill. **10 a.m. Saturday, Los Angeles**

Paul Restivo, CJE, has taught journalism and language arts in Missouri and Kansas since 2004. His students' publications have been recognized at the state and national level, including in the All American critique and Pacemaker competition. **8:30 a.m. Thursday, Garden A, Sheraton**

Mike Riley has an MFA in fiction writing from the University of Montana and has taught in various places — prison, public schools, Indian reservations, Pacific Islands, military bases, a school for the deaf — and he values student freedom of the press with a passion. He teaches newspaper and television production classes at Cody (Wyo.) H.S. **8 a.m. Saturday, Elite 2; 2:30 p.m. Gold Key I-II**

Judy Robinson, CJE, is an assistant professor of journalism at the University of Florida. As a former high school media and English teacher she advised newspaper, yearbook, photography and video production in Canada. She creates and instructs on creating digital multimedia for both storytelling and education. Robinson has developed online courses for Poynter’s News U, University of Florida and University of Central Florida. She is a member of JEA’s mentoring committee. **8:30 a.m. Thursday, Suites 304 and 312; 11 a.m. Friday, Elite 1**

Martha Rothwell advised the award-winning newspaper at North Iredell H.S., Statesville, N.C. She has served as past president of the North Carolina Scholastic Media Advisers Association and currently serves on the Executive and Finance committees of the Southern Interscholastic Press Association. Rothwell, a JEA mentor, has received the JEA Lifetime Achievement and NSPA Pioneer awards. **9 a.m. Friday, Grand Ballroom G-H-J; 2:30 p.m. Friday, Rancho Las Palmas; 10 a.m. Saturday, Desert Springs**

Dave Ryan is the co-editor-in-chief and webmaster of the Pacemaker-winning Wayland Student Press Network at Wayland (Wash.) H.S. He has also worked at New England Cable News and Forrester Research in the fields of journalism and online video distribution. **Noon Friday, Newport Beach**

Starr Sackstein, MJE, teaching at a journalism-themed school in Flushing, N.Y., created a newspaper program from scratch. Being in a journalism middle/high school presents a unique opportunity for students to write and understand the importance of journalism in our evolving world. Sackstein also freelance writes in the field she teaches. She is JEA’s New York state director. **2:30 p.m. Saturday, Grand Ballroom B**

Lindsay Safe advises yearbook, newspaper and photography at Sunny Hills H.S. in Fullerton, Calif. **8:30 a.m. Thursday, Platinum 8; 10 a.m. Saturday, Grand Ballroom A**

Greg Samples has degrees in business/journalism education, accounting and education. He spent decades in the journalism classroom publishing a weekly newspaper and several yearbooks. Now he is an industry expert and a print consultant for Friesen Yearbooks. **9 a.m. Friday, Grand Ballroom E**

Robert Scheer — See Featured Speakers. **11 a.m. Saturday, Orange County 1**

Kathy Schrier, MJE, is executive assistant for the Washington News Council and is also executive director of the Washington Journalism Education Association. Besides being involved in journalism education, in a past life Schrier ran a small publishing company, producing publications for a range of clients. For her work on student press rights legislation she earned a JEA Medal of Merit in 2007. She was named a NSPA Pioneer in 2008. **10 a.m. Friday, Grand Ballroom G-H-J; 2:30 p.m. Friday, Grand Ballroom C**

Marilyn Scoggins advised the Hooker (Okla.) H.S. yearbook for 17 years. During that time her students earned top state honors from OIPA as well as CSPA Gold and Silver Crowns and NSPA Pacemakers. She was twice her district’s Teacher of the Year and is a CSPA Gold Key recipient. Scoggins works for Balfour Yearbooks as education and marketing coordinator. She also edits Elements and Yearbook Yearbook. **9 a.m. Saturday, Platinum 3; noon Saturday, Grand Ballroom A**

Mary Seal has been in love with journalism since the ninth grade when she joined her first journalism staff. Teaching beginning and advanced journalism, broadcast journalism and yearbook for the past four years, at both a junior (Lincoln Academy; The Lincoln Lore, LATV and the Epiphany) and senior high (Taylorsville H.S.; The Warrior Ledger), she has a genuine love for the art of teaching journalism to teens. **9 a.m. Friday, Elite 1; noon Saturday, Grand Ballroom D**

Vanessa Shelton is executive director of Quill and Scroll International Honor Society and an adjunct assistant professor of journalism at the University of Iowa. **11 a.m. Friday, Newport Beach**

Linda Shockley is deputy director of the Dow Jones News Fund. She is on the JEA Outreach Academy instructional cadre. **8:30 a.m. Thursday, Palm West, Sheraton**

Maggie Simmons is the online assistant editor of The Harbinger at Shawnee Mission East H.S. in Prairie Village, Kan. In addition to her design and multimedia work for The Harbinger, she also does logo and Web design for Kids of Change, a nonprofit organization. **8 a.m. Saturday, Gold Key I-II**

Sue Skalicky, CJE, is a sixth-year English 10 and journalism teacher at Century H.S. in Bismarck, N.D. She advises the Century Star newsmagazine and Century Spirit yearbook and teaches an introductory journalism 1 class. In the past 23 years, Skalicky has worked as a medical photographer, a section editor/writer/photographer of a weekly newspaper, a leadership conference speaker and a freelance writer. **2:30 p.m. Saturday, Suite 304**

Chase Snider is a national award-winning convergent journalist from Springfield, Mo., who has been honored in categories ranging from Superior in Broadcast News to a Pacemaker finalist for PNToday.com. He is credentialed internationally by organizations such as the NFL, ESPN, NBA, MLB, PGA, WTT and NASCAR and has done scholastic work with the White House, including being credentialed for the inauguration. Snider is editor-in-chief of PN Media at Kickapoo H.S. He plans to major in journalism and law. **Noon Friday, Grand Ballroom C; 11 a.m. Saturday, Grand Ballroom C**

Wendi Solinger, CJE, has been the adviser of the award-winning El Saguaro yearbook at Alice Vail Middle School in Tucson, Ariz., for the past 15 years. She has also advised two high school yearbooks and newspapers in her 26-year career. She is a member of the JEA Junior High/Middle School Commission. **9 a.m. Friday, Orange County 4**

Ronna Sparks-Woodward, MJE, has been teaching for 12 years along with advising the newspaper and yearbook. She is now teaching and starting the yearbook program at the brand-new high school, Liberty North, in her district. **9 and 10 a.m. Friday, Grand Ballroom D**

Randy Stano, professor of practice, journalism and visual journalism, at the University of Miami, Coral Gables, Fla., was the Knight Foundation Chair for the School of Communication from 1995 to 2008. He was director of editorial art and design for The Miami Herald, he has served on two Pulitzer Prize-winning teams and is the recipient of commendations from the Society of News Design. Stano is a former high school adviser. **10 a.m. and noon Saturday, Grand Ballroom E**
Speaker bios S-Z

Nora Stephens was in her second year of teaching high school English in 1969 when she set up a journalism department at her school using skills learned as a student journalist. After completing journalism certification requirements, she advised newspapers and yearbooks for nine years. She then advised a CSPA- and state-honored newspaper at Huntsville (Ala.) H.S. Stephens served as ASPA president and was twice named state Adviser of the Year. Stephens recently retired after 35 years in teaching. She is a JEA mentor. 9 a.m. Saturday, Desert Springs

Greg Stobbe has taught English for 19 years at Fresno (Calif.) Christian H.S., where he serves as publications adviser for The Feather Online, which earned a CSPA Gold Crown in 2010 and an NSPA Online Pacemaker in 2006, 2008 and 2010. The Feather was also an Online Pacemaker Finalist in 2007 and 2009. Stobbe is a winner of the Lester Benz Memorial Scholarship from Quill and Scroll. 9 a.m. Friday, Elite 2; 1 p.m. Saturday, Elite 1

Sandra Strall teaches English and journalism at Carlson H.S. in Gibraltar, Mich., where she advises the Ebb Tide yearbook. Ebb Tide has earned Crowns from CSPA, Pacemakers from NSPA and was named to the NSPA Yearbook Hall of Fame in 2006 and the MIPA Hall of Fame in 2002. Strall was named a Distinguished Yearbook Adviser. She received a CSPA Gold Key in 2009. Noon and 1 p.m. Saturday, Platinum 3

Lynn Strause advised 30 yearbooks before retiring in 2007. She advised the East Lansing (Mich.) H.S. for her last 13 years. Ciendi won 13 consecutive Spartan Awards from MIPA, Gold and Silver Crowns from CSPA and Pacemakers from NSPA. She was MIPA’s Adviser of the Year in 2000 and was named JEA National Yearbook Adviser of the Year in 2001. Other honors include a CSPA Gold Key, an NSPA Pionee Award and a JEA Lifetime Achievement Award. She works as a yearbook consultant and serves on the MIPA board. 11 a.m. and 2:30 p.m. Saturday, Elite 3

Jim Streisel, MJE, is the HiLite newspaper and website adviser at Carmel (Ind.) H.S. He has written two books: “High School Journalism: A Practical Guide” (June 2007) and “Scholastic Web Journalism: Connecting with Readers in a Digital World” (e-book, 2009). 8:30 a.m. Thursday, Garden A, Sheraton; 10 a.m. Saturday, Platinum 4

David Studinski is senior product manager for College Media Network, which serves more than 500 college newspapers in the United States. A former two-term editor-in-chief at Ball State’s Daily News, he also served three years as president of the Indiana Collegiate Press Association. Studinski is the recipient of numerous awards including an online news story Pacemaker and honors in the inaugural UWIRE Top 100 College Journalists list. 9 a.m. Saturday, Platinum 6; noon and 1 p.m. Saturday, Platinum 4

Katharine Swan, retired from 33 years of teaching in the San Francisco public schools, mentors new journalism teachers through JEA. She and her students have won Gold Crowns and Pacemakers, as well as the Hugh Hefner First Amendment Award. She was a DJNF Special Recognition Adviser in 1997. 2:30 p.m. Friday, Rancho Las Palmas

C. Dow Tate is the newspaper and yearbook adviser for Shawnee Mission (Kan.) East H.S. Tate was inducted into the National Scholastic Journalism Hall of Fame and was named the 1997 DJNF National Journalism Teacher of the Year. He is one of the authors of “Scholastic Journalism.” Tate taught 14 years at Hillcrest H.S. in Dallas. He directs the Gloria Shields All-American Publications Workshop. 11 a.m. Saturday, Marquis Northwest

Mike Taylor is national accounts/education manager for Balfour Yearbooks in Dallas. Previously, he taught yearbook, newspaper and television production at Lecanto H.S. for 13 years. His staffs earned Crowns and Pacemaker awards and multiple All-Florida ratings for the broadcast and yearbook programs. He was convention co-chair, vice president and president of Florida Scholastic Press Association. He received the FSPA Gold Medallion and JEA Medal of Merit. 11 a.m. Friday, Orange County 2; 11 a.m. Saturday, Marquis Northeast

Eric Thomas, MJE, advises newspaper, yearbook and online news at St. Teresa’s Academy, a private Catholic high school in Kansas City, Mo. In 2008 Thomas was named Missouri Journalist Teacher of the Year. The staff of Dart News Online won a 2010 Pacemaker. 9 and 10 a.m. Saturday, Platinum 9

Karen Thompson advises the newspaper, yearbook and literary magazine at Flintridge Sacred Heart Academy in La Canada, Calif., where she also teaches English and does public relations for the school. She was a business journalist for 20 years prior to earning a master’s degree in print journalism from USC and beginning her teaching career more than 15 years ago. 9 a.m. Saturday, Grand Ballroom D

Cindy Todd advises the El Paisano yearbook and teaches photojournalism at Westlake H.S. in Austin, Texas. Her students’ publications have earned top awards from TAJE, ILPC, CSPA and NSPA. Todd was named a Distinguished Yearbook Adviser by JEA and is a recipient of the Edith Fox King and Max R. Haddick Teacher of the Year awards. 11 a.m. Saturday, Grand Ballroom E

Patricia Turley is a JEA mentor and national Write-off co-chair. She recently retired from teaching at Junction City (Ore.) H.S. Her favorite day of the week is Tuesday, when she teaches journalism skills to fourth-graders at small, rural Territorial Elementary. They publish the Territorial Tattler. 11 a.m. Friday, Grand Ballroom G-H-J

Lisa Van Etta, who has taught high school journalism for 26 years, advises four publications — two print, two online — in addition to teaching broadcast journalism for Cypress Falls H.S. in Houston, Texas. Three of the past four Texas High Journalists of the Year were graduates of CFHS. Two of the winners, Marcelino and Alex Benito, went on to win the title of National High School Journalist of the Year and the third, Kendall Popelsky, placed in the top five at nationals. 10 a.m. Friday, Grand Ballroom B

Natasha Vargas-Cooper — See Featured Speakers. Noon Friday, Elite 2

Ann Visser, MJE, has been advising yearbook and newspaper at Pella (Iowa) Community H.S. for the past 26 years. She is JEA’s past president/convention consultant. She is also a past president of the Iowa High School Press Association. 6:45 p.m. Thursday, Marquis Center; 2:30 p.m. Saturday, Desert Springs

Karen Wagner has been teaching journalism and advising the school newspaper for five years. This year, she advises the school yearbook at Eaglecrest H.S. in Centennial, Colo. Wagner has served on the Colorado High School Press Association board since 2006 and currently is the vice president. This spring, she was recognized as one of JEA’s 2011 Rising
Lizabeth Walsh, MJE, advises the Re-Wa-Ne yearbook at Reno (Nev.) H.S. She has taught and advised for 18 years. Her staffs have earned All-Columbian Honors and Gold Medals in CSPA evaluations as well as Marks of Distinction, First Place and All-American ratings in NSPA evaluations. She is a member of the JEA Certification and Curriculum commissions, a teacher at yearbook camps and a publications judge. 9 a.m. and 10 a.m. Friday, Suite 304

Austin Ward has spent four years on the staff of The Feather Online, the daily publication of Fresno (Calif.) Christian H.S. He now leads the 30-member staff as editor-in-chief. During his tenure, The Feather has won a CSPA Silver Crown, a CSPA Gold Crown, and two NSPA Online Pacemakers. The Feather has also been an Online Pacemaker Finalist every year that Ward has been on staff. 9 a.m. Friday, Elite 2

Carmen Wendt, MJE, has been a teacher and adviser more than 30 years, advising both yearbook and newspaper staffs. She was a member of the Phoenix local committee, is JEA Arizona state director and is in the Arizona Adviser Hall of Fame. 10 a.m. Friday, Newport Beach; 9 a.m. Saturday, Grand Ballroom G-H-J

Anita Marie Wertz, MJE and JEA's Junior High/Middle School Commission chair, advises The Myth yearbook and The Oracle newspaper at Cesar Chavez H.S. in Stockton, Calif. Wertz has been teaching yearbook for 19 years, newspaper for 14. 9 a.m., 11 a.m., 2:30 p.m. and 6:30 p.m. Friday, Orange County 4; 8 a.m. Saturday, Suite 312; 10 and 11 a.m. Saturday, Orange County 4

Alissa Ofelia Wertz is a studio photographer for Prestige Portraits by Lifetouch. She is a graduate of Northwest College in Powell, Wyo., with a degree in photographic communications. In middle school she was editor of the yearbook. In high school she was the design editor and photographer for the school yearbook and photo editor for the school newspaper. 11 a.m. and 2:30 p.m. Friday, Orange County 4

Kelly Wilkerson worked for 20 years as a professional writer (CNN, union newsletters, corporate public relations, magazine critic) before finding out what she really wanted to do for a living. She now advises the Davis (Calif.) Senior H.S. newspaper, website and news radio program. 8 a.m. Saturday, Platinum 4

Shannon Williams works as a creative accounts manager for Jostens. He served as a high school and college yearbook editor for award-winning publications, managed an award-winning weekly newspaper following college and interned for the "CBS Evening News" during the Oklahoma City bombing. A former adviser, Williams has been involved in several curriculum projects at Jostens. 9 a.m. Saturday, Platinum 2; 11 a.m. Saturday, Platinum 9

Bradley Wilson, CJE, is the editor of the Journalism Education Association magazine. As an active college media adviser in North Carolina, he advises everything from yearbook to a daily newspaper and about 40 student photographers. He has been recognized by top honors from JEA, NSPA and the Association of Texas Photography Instructors. You can find him online and on Twitter and Facebook with various forms of instructional materials. 9 a.m. Friday, San Diego; 10 and 11 a.m. Saturday, Platinum 3

Brian Wilson, CJE, is the adviser of Kismet and The Murmur, the yearbook and newspaper at Kettering H.S. in Waterford, Mich. Wilson serves as JEA's NCTE liaison and as Michigan's JEA state director. He is the second vice president and a former president of the Michigan Interscholastic Press Association. In 2009, he was awarded the Golden Pen, which is given to Michigan's top publication adviser. 8 a.m. Saturday, Orange County 1

Chase Wofford, The Sidekick newspaper adviser, is in his sixth year at Coppell (Texas) H.S. A former sports reporter, Wofford has worked with The Dallas Morning News, Arlington Morning News and other Dallas-area newspapers. The Sidekick's online edition won Best Website in 2009 at The Dallas Morning News High School Journalism Day. The newspaper and its online edition have received awards from NSPA, ILPC, CSPA and The Dallas Morning News. 10 a.m. Saturday, Grand Ballroom C

Tim Yorke teaches journalism, photojournalism, newspaper, AP English Language and Composition and advises The Journey yearbook at Heritage H.S. in Loudoun County, Va. The Journey has consistently won awards from NSPA, CSPA and VHSL. 2:30 p.m. Friday, Grand Ballroom B

Jessica Young, CJE, started her journalism career on her middle school yearbook staff. She was later an editor for her high school newspaper and yearbook. She graduated from San Diego State University, where she majored in journalism and anthropology. She teaches and advises The Musket newspaper and Torch yearbook at Orange Glen H.S. in Escondido, Calif. Noon Friday, Suite 304; 10 a.m. Saturday, Los Angeles; 2:30 p.m. Saturday, Platinum 4

Andrea Zeczy is a senior at Shawnee Mission East H.S. in Prairie Village, Kan. She is the photography co-editor of the Haukerb yearbook. 8 a.m. Saturday, Orange County 2

Mitch Ziegler, CJE, advises the Pilot yearbook and the High Tide newspaper at Redondo Union H.S. in Redondo Beach, Calif. During his 21 years both publications have received Crowns and Pacemakers. He is a 2007 JEA Special Recognition Adviser, 2010 JEA Distinguished Adviser, JEA state director for Southern California, and a past president for Southern California JEA. 10 a.m. Saturday, Platinum 2

Bretton Zinger, MJE, teaches journalism and film at Chantilly (Va.) H.S. He also advises the newspaper (The Purple Tide), literary magazine (Andromeda) and broadcast (The Knightly News). His publications have been Pacemaker finalists and Crown winners, and he teaches every summer at CSQA's summer workshop. He has also taught photography, gone to film school and freelanced in film and video production. 8 a.m. Saturday, Platinum 3

Stan Zoller, MJE, teaches journalism and advises The Pacer, the school newspaper at Rolling Meadows (III.) H.S. A former journalist, Zoller is a 2010 DJNF Special Recognition Adviser. He is also vice president of the Illinois Journalism Education Association and vice president of the Kettle Moraine Press Association. Zoller is also a member of JEA's Multicultural Commission and a 2003 ASNE Fellow. Zoller received KEMPa's Hall of Fame Award in 2009. 8:30 a.m. Thursday, Palm West, Sheraton; 9 a.m. Friday, Grand Ballroom A; 10 a.m. Friday, Suite 315; noon Friday, Grand Ballroom B

Nancy Zubiri is a veteran journalism teacher at Venice (Calif.) H.S. in Los Angeles and a former journalist at several California papers. 11 a.m. Saturday, Suite 304

Kathleen D. Zwiebel, CJE, was the 1998 DJNF National High School Journalism Teacher of the Year. She advised five publications at Pottsville (Pa.) Area High School. She has received numerous awards including CSPA Gold Key and Diamond Jubilee, Charles R. O'Malley and Col. Joseph M. Murphy awards; NSPA Pioneer Award and JEA Medal of Merit. Zwiebel was named Pennsylvania Journalism Teacher of the Year by the Pennsylvania School Press Association. She serves as chairwoman of the Judging Standards Committee of the CSPAA and is a JEA mentor. 2:30 p.m. Friday, Grand Ballroom D