Welcome to Kansas City, where you will have more than 300 instructional sessions at your fingertips, providing you with the opportunity to experience writing, editing, design, broadcasting, photography, advertising, digital media and personal and staff recognition in four days.

Join speakers each day as they share their stories and offer advice and suggestions to you. Media professionals open up about their careers in journalism.

From adviser receptions and curriculum exchanges to student contests and dances, JEA and NSPA offer convention delegates activities and programs to enhance the convention experience. The learning experiences will follow you home to your school.
Welcome to Kansas City

If it takes a village to raise a child, it certainly takes a village to host a national convention — a village filled with committed and enthusiastic advisers and students who are willing to put in hundreds of hours to make our little part of the world ready for its big weekend.

As you can see from our committee photo, the members of the Journalism Educators of Metropolitan Kansas City stand ready to make this a weekend you won’t forget.

Let us be the first to welcome you to Kansas City, where the traditional and the new have converged right here in its downtown. The Power and Light entertainment district was created for events such as this, offering restaurants, lodging and entertainment for folks from out of town. Sample a milkshake at Fran’s Restaurant or stop for a photo in front of the unique architecture of the Sprint Center. Check out the College Basketball Experience, or venture a little farther from home base and experience the history of the Negro Leagues Baseball Museum or the WWI Memorial.

Let’s be honest, though, the real reason you’re here is to become better journalists, better advisers, better thinkers, better leaders. Learning sessions, keynote speakers and on-site critiques and contests will challenge your thinking and push you to explore new ways of doing what you’ve always done. Whether you’re interested in yearbook, newspaper, photography, magazine, broadcasting or the Web, you’ll find a program that will meet your needs.

Before we get this convention party started, our village would like to honor one of its own. When Blue Valley West High School adviser Michael Dunlap died unexpectedly on Aug. 2, his friends and fellow educators in the Kansas City area were left with more questions than answers. Known affectionately as the “elder statesman” of JEMKC, Michael was our leader who had all the answers. To honor his legacy, his friends, students and colleagues are wearing lavender ribbons on their name tags. We miss him more than words can say, and hope your experience at this convention represents all that Michael was: classy, full of energy and a whole lot of fun.

We are glad you have converged with us in the heartland. As the local chairs, we are proud of the rich tradition of scholastic journalism excellence in the Kansas City metro area. We are proud of the volunteer professionals, students, parents and advisers who gave their time to make this convention successful. We are proud of our city, and hope you leave here ready to tackle the new challenges that face journalists today and in the future.

From our village to yours, welcome to Kansas City.

—Kathy Habiger, MJE, and Amy Morgan, MJE, local co-chairs
Ernest Hemingway was not much older than most of our registrants when he began his writing career in the newsroom of The Kansas City Star. “I hit it lucky,” he once told his brother, “because the people there liked to see young guys get out and deliver.”

It’s a great mission statement for any young journalist: Get out there. Deliver.

Attending this convention is a great way to get started. We’ve scheduled more than 300 training sessions touching on essentially every journalism-related topic you can think of, and we have keynotes from nationally recognized speakers. We also take pride in offering a vast number of hands-on and personal experiences, including Break with a Pro, swap shops, contests and on-site critiques.

This convention is also a wonderful opportunity to connect with colleagues and service-providers, so we’ve included dances, receptions, luncheons and exhibits in the program. Much of the terrific programming is the result of hard work from talented and dedicated local committee members, to whom we are indebted.

Thursday evening’s opening keynote will get you set for an energetic conference. Joe Posnanski is one of the country’s premier sports columnists, having twice taken top honors from the Associated Press Sports Editors. His writing has the unique ability to make sports figures’ stories appeal to both the avid fan and the casual reader. His work at Sports Illustrated, as well as his three books, will provide plenty of insightful anecdotes at his keynote.

Few people open the world’s eyes to a location or an issue like Jim Richardson, the keynote speaker on Friday afternoon. As a photographer for National Geographic Magazine and for National Geographic Traveler, he will share perspectives on areas and stories home and abroad, urban and rural, human and natural.

The Kansas City Convention Center hosts nearly all of our convention activities, including breakout sessions, keynote speakers, awards ceremonies and the trade show. It’s also a quick walk to dining, entertainment and shopping options in the heart of downtown Kansas City.

We’ve branded this convention “KConverge,” and it would be hard to find a more appropriate theme for this week. We not only have content teaching the latest in converged journalism trends, but the conference itself is a convergence of everything you need to become a better journalist — great instructors, great programming and great peers.
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 Ogleseb-Petters, Development and Curriculum
- Anita Mane Wertz, MJE, Junior High/Middle School

National Scholastic Press Association
- 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
- 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 Terill, 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
- Break with a Pro
  - Eric Thomas, MJE, St. Teresa's Academy

- Exhibits Sales
  - Linda Puntney, MJE, Kansas State University

- On-Site Critiques
  - Jill Chittum, CJE, Blue Valley H.S.

- Outreach Academy
  - Sharon Martin, CJE, Wichita East, H.S.

- Student Scholarships
  - Cindy Horchem, Piper H.S.

- T-shirts
  - Sarah Woelk, CJE, Jostens

- Local Chairs
  - Kasrly-Habiger, MJE, Mill Valley H.S.
  - Amy/organ, MJE, Shawnee Mission West H.S.

- Write-offs
  - Christina Geaibhart, CJE, Oak Park H.S.
  - Cherie Burgett, CJE, Staley H.S.
  - Kris Peterson, CJE, Winnetonka H.S.
  - Mary Pritchard, North Kansas City H.S.
  - Bethany Drobek, Winnetonka H.S.

- Adviser Gift Bags
  - Becky Tate, CJE, Shawnee Mission North H.S.
These guidelines are established to ensure that all convention participants have a safe and enjoyable stay in Kansas City.

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

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

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

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

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

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

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

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

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

**Academy of Art University**
Friday adviser reception

**Apple Inc.**
Macintosh computer lab

**Ball State University**
General sessions

**Friesens**
Friday morning adviser hospitality refreshments

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

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

**Jostens**
Adviser tote bags

**School Newspapers Online**
Friday student entertainment

**Balfour/Taylor Yearbooks**
Printing of convention program

**Walsworth Publishing**
Macintosh computer lab

**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

Room capacities are listed in parentheses at the end of breakout session descriptions. You are encouraged to have a second session choice in each time slot, in case your first choice is at capacity.
Joe Posnanski

7:30 p.m. Thursday
Ballroom 2501, Kansas City Convention Center

Joe Posnanski is a senior writer at Sports Illustrated. He was a sports columnist at The Kansas City Star from 1996 to 2009, and during that time he was twice named the best sports columnist in America by the Associated Press Sports Editors. He was also nominated for 21 awards by the APSE, and won additional first-place national awards in feature and project writing. Posnanski continues to write columns for The Star.

He has written three books, the latest called “The Machine: The Story of the 1975 Cincinnati Reds” (2009). He previously wrote “The Good Stuff,” a collection of columns, and “The Soul of Baseball: A Road Trip Through Buck O’Neil’s America,” which won the prestigious Casey Award as the best baseball book of 2007. He has written essays for several books, including The Hardball Times Annual, ESPN’s best-selling College Football Encyclopedia and Football and Philosophy. His work twice has been anthologized in “The Best American Sportswriting.”

Posnanski previously worked as a sports columnist for The Cincinnati Post and The Augusta Chronicle, and started his career as a multi-use reporter and editor at The Charlotte Observer. He grew up in Cleveland and now lives in Kansas City.

Meet the Author: If you’d like to meet Posnanski, he’ll be doing a book-signing event in the foyer after his keynote address.

Jim Richardson

1 p.m. Friday
Ballroom 2501, Kansas City Convention Center

Jim Richardson is an environmental and landscape photographer working primarily for National Geographic Magazine. He also is an internationally recognized social-documentary photographer of rural life.

Richardson has researched and photographed more than 40 stories for National Geographic Magazine and for National Geographic TRAVELER, where he is a contributing editor. He has been called “perhaps the most prolific photographer for one of the world’s most prestigious magazines.”

Among his recognized areas of expertise are the British Isles and Celtic culture, as well as a range of scientific and conservation subjects such as endangered grasslands, food production and threats to the earth’s soil, and global water issues.

ABC News “Nightline” and CBS News “Sunday Morning” have featured his work. Time, LIFE, The New York Times and other worldwide publications have relied on his photographs.

Richardson documented adolescence in a small-town high school in his first book, “High School USA,” published in 1979. He then began documenting daily life in the central Kansas town of Cuba, population 250 — a long-term project that continues today. His audio-visual presentation based on Cuba, “Notes from a Wide Spot in the Road,” won the international Crystal AMI Award for excellence.

Richardson teaches workshops and seminars in the U.S. and abroad. He also accompanies small groups organized by National Geographic Expeditions. He is a seasoned public speaker, delivering insights about travel locations and environmental and conservation issues, as well as about making graphically compelling images that convey information in a complex world.

Richardson says that now more than ever, working as an editorial photographer requires research and persistence.

“It is easy to assume the romance of the process — that photographers just happen to get the picture, that a great photograph is a once-in-a-lifetime shot,” Richardson said. “It’s my job to go out every day I’m on assignment and get once-in-a-lifetime shots. Most people working at this level depend on pencil-blunting research and grinding persistence as the underpinning of their careers.”

Richardson lives in the small, central-Kansas town of Lindsborg, where he owns a Main Street gallery and studio called Small World. His work also can be seen at www.jmrichardsonphotography.com, and his ideas about photographs can be found at www.jmrichardson.blogspot.com, on Facebook, and at www.nationalgeographic.com.
Featured Speakers

Eric Adler
The Power of Story: Writing nonfiction narratives
2:30 p.m. Friday, 3501 C
Eric Adler has been a senior feature reporter for The Kansas City Star since 1985. He is a lecturer at the William Allen White School of Journalism and Mass Communications at the University of Kansas. He began his career as a science and medical reporter and later switched to features. He has won numerous state and national writing awards, including the National Headliner Award, the Missouri Lifestyle Journalism Award as well as repeated top honors from the National Association of Sunday and Features Editors. Adler’s favorite part of his job: “Teaching students how to see the world in terms of stories, and then watching them get it and tell those tales.”

Mike Fannin
Newspapers then and now
9 a.m. Friday, 2502 A
Mike Fannin has been the editor at The Kansas City Star for a little more than one year, which just happened to be one of the most challenging years in the modern history of newspapers. Against a difficult economic backdrop, Fannin has overseen a significant restructuring and re-imagining of the news operation. Through careful changes in those tough times, The Star has been able to grow readership over the past year — including both print and online versions of the paper. Under Fannin’s leadership as editor, The Star has won national awards from Investigative Reporters and Editors; National Headliners; Associated Press Sports Editors; Society of American Business Editors and Writers; American Association of Sunday and Feature Editors; and the Society of News Design. In recent Heart of America judging for the western Missouri and eastern Kansas region, The Star was named Newspaper of the Year.

Joe Gisondi
Blogging sports
2:30 p.m. Friday, 2503 B
‘Virtual’ yearbook coverage
1-2:20 p.m. Saturday, 2211
Joe Gisondi has covered sports and worked as a sports copy editor for more than 20 years at several newspapers in Florida, including the Fort Myers News-Press, Clearwater Sun, Florida Today and Orlando Sentinel. His book, “A Field Guide To Covering Sports,” was published in February. He is now an associate professor of journalism at Eastern Illinois University and the president of the Illinois College Press Association.

Dave LaBelle
The great picture hunt
10 a.m. Friday, 2501 B
Great photography as simple as
TLC: Timing, light and composition
10 a.m. Saturday, 3501 C
Dave LaBelle, former assistant managing editor for photography at the Pittsburgh Post-Gazette, recently moved to Ohio to teach photojournalism at Kent State University. Previously, he worked for various newspapers and taught at Western Kentucky University and the University of Kentucky, where he was an adviser for the award-winning University of Kentucky Kernel. Seven of his former students have been on Pulitzer Prize-winning photo teams. LaBelle has written four books, including “The Great Picture Hunt” and “I don’t want to know all that technical stuff, I just want to to shoot pictures.”

City and Washington, D.C. Awards include Freedom on the Press Award, ACLU; three Emmy nominations, and Silver medalist, New York Film Festival. Helling produced the popular “Truthwatch” series of stories examining claims made in political advertising. He has worked as a longtime political and government reporter, covering local and national elections and events.

Travis Heying
The changing face of visual journalism
2:30 p.m. Friday, 2215 A
Travis Heying has worked as a photojournalist for the Wichita Eagle for the past 12 years. He has covered major news events, sports championships and natural disasters all over Kansas. He has also traveled extensively in the Middle East and elsewhere for McClatchey’s Washington Bureau. Some of those stops include Qatar, Iraq, Jordan, United Arab Emirates, Albania and Afghanistan. He has also covered two hurricanes on the U.S. Gulf Coast. In 2009, he completed work on his first full-length documentary, “The Miracle of Father Kapaun.”

Lee Judge
The stuff they wouldn’t print
11 a.m. Friday, 2501 A
Lee Judge has been a political cartoonist at The Kansas City Star since 1981. He began his career at the Sacramento Union and also worked for the San Diego Union. His cartoons have appeared in hundreds of newspapers and magazines, including The New York Times, The Washington Post, The Chicago Sun-Times, The Boston Globe, Washington Monthly and National Review. His work has been featured on “Good Morning America,” “The PBS Newshour” and C-SPAN. He has been a guest lecturer at numerous schools and colleges, including the University of Missouri, the University of Kansas and the John F. Kennedy School of Politics at Harvard University. His work has been honored with more than two dozen awards, including two Fishcetti Awards given by Columbia College in Chicago. He has sold thousands of original cartoons, donating the money to Project Warmth, a Kansas City charity.

Dave Helling
The third century of American journalism
10 a.m. Saturday, 3501 G
Dave Helling is a multimedia reporter for The Kansas City Star, providing videos for the Web, as well as regular contributions to the print edition. He began his career as a radio reporter in 1977 and has worked extensively as a television reporter and anchor in Nebraska, Kansas, Missouri and eastern Kansas region, The Star was named News-News Design. In recent Heart of America judging for the western Association of Sunday and Feature Editors; and the Society of American Business Editors and Writers; National Headliners; Associated Press Sports Editors; and the Missouri Lifestyle Journalist Award, the Missouri Lifestyle Journalism Award as well as repeated top honors from the National Association of Sunday and Features Editors. Adler’s favorite part of his job: “Teaching students how to see the world in terms of stories, and then watching them get it and tell those tales.”

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Colleen McCain Nelson
Why facts matter — even when you're an opinion writer
10 a.m. Friday, 3501 D

Colleen McCain Nelson is a member of the editorial board at The Dallas Morning News. This year, Nelson and two of her colleagues were awarded the Pulitzer Prize for Editorial Writing for their work deploving the stark social and economic disparity between Dallas’ better-off northern half and distressed southern half. While Nelson is eager to share her opinion on almost any subject, she writes most frequently about City Hall, politics and environmental issues. Before joining the editorial page in 2006, Nelson spent six years as a political reporter for the Morning News. She covered the presidential campaign in 2004, crisscrossing the country as she traveled with John Kerry and George W. Bush. She spent nearly three years covering Dallas City Hall and wrote about state politics as well. Previously, Nelson worked as a reporter for the Fort Worth Star-Telegram, and she wrote about the Kansas Legislature at the Wichita Eagle. She is a University of Kansas graduate.

Jeneé Osterheldt
Rising young journalists
Noon Friday, 3501 D

Jeneé Osterheldt is a lifestyle columnist for The Kansas City Star. She’s been at The Star for eight years. A Virginia native, she graduated from Norfolk State University with a B.A. in journalism in 2001. That same summer she became a Knight Ridder rotating intern, spending four months at The Kansas City Star, four months at The Contra Costa Times and four months at The Pioneer Press. At the end of her internship, she offered her a job as both a general assignment writer for FYI and music writer for Preview. She soon launched “The Scenario,” a nightlife column. And about three years ago, she was given the opportunity to become a lifestyle columnist, a great but welcome challenge.

Mary Sanchez
Refine basic skills to obtain professional credibility
11 a.m. Friday, 2215 A

Mary Sanchez is a weekly syndicated columnist with Tribune Media Services, specializing in Latin American issues: immigration, race, politics and culture. She also is a local columnist with The Kansas City Star. She received the National Clarion Award in 2007 for column writing and was also a finalist that year for the American Society of News Editors Distinguished Writing Awards, having her columns published in “Best Newspaper Writing 2007.” Sanchez writes a monthly column for Poder, a business magazine geared to Latin America and has been a correspondent for EFE, a wire service in Spain.

Michael Shear
From my high school paper to the White House: A reporter’s journey
11 a.m. Saturday, 2501 A

Michael Shear joined the New York Times in September, covering national politics as the lead voice on the paper’s Caucus blog. Prior to that, he was a White House correspondent for the Washington Post, documenting President Obama’s early struggles to stabilize the failing economy, his policy of global engagement and the year-long health care battle. In 2007 and 2008, Shear covered the Republican presidential candidates, spending 20 months on the trail with John McCain, Rudy Giuliani and Mitt Romney. In almost 18 years at the Post, Shear covered politics in Virginia, including Gov. Mark Warner and the Webb-Allen Senate race in 2006.

Judy Thomas
Nuts and bolts of great reporting
Noon Friday, 3501 C

Judy Thomas is a projects reporter for The Kansas City Star. She joined The Star in 1995 and has specialized in covering the abortion issue, the militia movement and right-wing extremist groups. In her 22 years as a reporter, Thomas has covered plane crashes, bombings and murders, been threatened with an assault rifle and found in contempt of court. Her 2000 series, “AIDS in the Priesthood,” received a national Sigma Delta Chi Award for Excellence in Journalism. In 2001, Thomas’ series, “Dead Tired: Weary Truckers Take Lethal Toll,” was a finalist for a Scripps Howard Foundation National Journalism Award and a finalist for the national Gerald Loeb Award for Distinguished Business and Financial Journalism. In 2006, Thomas was named a winner in the Unity Awards in Media for a story that exposed restrictive covenants in Kansas City area deeds and homes association bylaws. The covenants barred minorities from owning property in certain developments. Thomas also is co-author of “Wrath of Angels: The American Abortion War,” published in 1998.

David Von Drehle
The power of the storyteller
11 a.m. Friday, 2501 B

David Von Drehle is a Time magazine editor-at-large whose recent cover stories have ranged from Barack Obama to border security, and from the Supreme Court to terrorism. He is the author of three books, including the prize-winning best-seller “Triangle: The Fire That Changed America.”

Mark Zieman
A usable feast
10 a.m. Friday, 2502 B

Mark Zieman was named publisher of The Kansas City Star in early 2008, after serving as editor and vice president since 1997. As a newsroom leader, Zieman founded the newsroom’s Diversity Committee and helped lead efforts to revamp The Star’s Code of Ethics, expand its coverage of community news, reorganize its newsroom operation and, in 2006, redesign the newspaper. While he was editor, The Star won scores of national awards in virtually every area of journalism, including two Polk awards and the $25,000 Goldsmith Prize for Investigative Reporting; several National Headliner awards; numerous awards from the Society for News Design; an EPpy Award for best online news blog; two APSE “Triple Crown” citations for best sports section in the country; four Clarion awards; the Eugene Pulliam National Journalism Writing Award; and multiple national awards for coverage of women, minorities and gay and lesbian issues. As an investigative reporter and later as projects editor, Zieman directed several award-winning series for The Star, including one on the U.S. Department of Agriculture that won the 1992 Pulitzer Prize for national reporting.
**First-Time Attendee Orientation Meeting**

Advisers attending their first JEA/NSPA convention should consider attending a short orientation meeting in the front of the ballroom. JEA Past President Ann Visser will provide a general overview and explanation of convention events and how to get the most out of them.  
6:45 p.m. Thursday, Ballroom 2501

**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. American Society of News Editors’ hsj.org and my.hsj.org are sponsoring this event.  
9:30-11 p.m. Thursday, 2505 B

**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.

**Trade Show Exhibits**

Dozens of national and local vendors and colleges will educate and entertain during the trade show exhibits. Find out what’s new, chat with company representatives, pick up information and have some fun.  
1-7 p.m. Thursday, and 8 a.m. to 4 p.m. Friday, 1500-1501

**Write-off Contest Check-in**

If both your Write-off registration and JEA membership fees have been paid, your school’s Write-off packet containing student contest tickets, additional instructions and contest room assignments may be picked up at the Write-off desk. If you have not paid, you must do so at this time. Noon Friday is the deadline for substitutions in preregistered categories. No new entries will be accepted at the convention. Lost tickets will be replaced for $5. Broadcast contest entrants in Videography, In-camera Feature and Broadcast Package must have their contest ticket before the 8 a.m. Friday orientation meetings.  
Desk open: 1-7 p.m. Thursday, and 8 a.m. to 3 p.m. Friday, 1500-1501

**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: 1-7 p.m. Thursday, and 8 a.m. to 4 p.m. Friday, 1500-1501

**JEAnet Bookstore**

Check out the new books, as well as popular best-sellers, at the JEAnet 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, so shop early. Look for a schedule of Meet the Author book signings throughout the convention.  
1-7 p.m. Thursday, 8 a.m. to 5 p.m. Friday, and 8 a.m. to 3 p.m. Saturday, 2215 B-C

**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 Friday morning hospitality refreshments.  
8 a.m. to 5 p.m. Friday, and 8 a.m. to noon Saturday, 2215 B-C

**Meet the Mentor**

This is your chance to talk one-on-one with a JEA mentor. Ask for advice. Ask how to get a mentor for yourself. Ask 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 on Friday and Saturday.  
9 a.m. to 3:20 p.m. Friday, and 9 a.m. to noon Saturday, 2215 B-C

**On-site Critiques**

Advisers and staffs who submitted newspapers, yearbooks, newsmagazines, videos and literary magazines for a critique should check appointment times posted in the registration area in Exhibit Hall A. A schedule will be posted near the critique area on Friday and Saturday. Since critiques are only 30 minutes long, it is important to be on time.  
8 a.m. to 4 p.m. Friday, 3501 A, and 8 a.m. to 2:30 p.m. Saturday, 3501 A

**Break with a Pro**

Media professionals will share information about their work and backgrounds in an informal setting. Tickets for this preregistered event will be in the school’s packet at registration. There will be two one-hour blocks. Please check your ticket for your assigned time and table number. Students are encouraged to be prepared with questions on careers, nature of work, salary-level expectations and job availability. They may also inquire about how to handle issues or situations in their work as student journalists.  
9 and 10 a.m. Friday, 3501 F, H

**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 2211 has courses in InDesign, 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. For the first time, there will be a lab for hands-on broadcast sessions featuring iLife programs and Final Cut Pro, including
Scholastic Journalism awards will be honored. NSPA will present Achievement, Administrator of the Year and Friend of Winners of JEA’s Carl Towley Award, Medal of Merit, Lifetime Educators and Master Journalism Educators will be recognized.

JEA, NSPA and Dow Jones News Fund will present awards Saturday Adviser Recognition Luncheon

9 a.m. Saturday, 3501 F (advisers)

8 and 9 p.m. Friday, 3501 A (middle-school students)

8 p.m. Friday, 3501 A (middle-school students)

9 a.m. Saturday, 3501 F (advisers)

Friday Adviser Luncheon

Relax and dine with your colleagues in a relaxed setting. This luncheon will honor the Kansas City convention planning committee and provide attendees with door prizes and entertainment. Preregistration was required. Please bring your ticket.

11 a.m. to 12:50 p.m. Friday, 3501 G

Friday Adviser Reception and SPLC Auction

Save room for dessert. Advisers are invited to this social gathering featuring a dessert extravaganza and an auction to benefit the Student Press Law Center. Visa, Mastercard, check or cash will be accepted. Those who are judging Write-off competitions are especially encouraged to attend after they finish judging. Academy of Art University is sponsor of this event.

8:30-11 p.m. Friday, 2501 A

Friday Dance for Students

A local DJ will provide music for a student dance Friday night. This is a good time to enjoy the music and dancing with other student journalists from around the country. Students must present their convention name badge to be admitted. School Newspapers Online is sponsor of Friday’s entertainment.

9-11:30 p.m. Friday, 1501

Friday Fun Night for Middle-School Students

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

6-10 p.m. Friday, 3501 A

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 10 samples of your newspaper or literary magazine or one copy of your yearbook or video/DVD to show at your table. Each delegate attending a Swap Shop must have a ticket, which will be in the school registration packet. Please check the ticket for your assigned table and time.

8 and 9 p.m. Friday, 1500 Lobby (high-school students)

8 p.m. Friday, 3501 A (middle-school students)

9 a.m. Saturday, 3501 F (advisers)

Saturday Adviser Recognition Luncheon

JEA, NSPA and Dow Jones News Fund will present awards at this special event. New and renewing Certified Journalism Educators and Master Journalism Educators will be recognized. Winners of JEA’s Carl Towley Award, Medal of Merit, Lifetime Achievement, Administrator of the Year and Friend of Scholastic Journalism awards will be honored. NSPA will present Pioneer Awards and DJNF will honor winners in the High School Journalism Teacher of the Year competition. Ann Visser, MJE, Carl Towley Award winner, and Valerie Kibler, CJE, National High School Journalism Teacher of the Year, will speak.

Preregistration was required. Please bring your ticket. Herff Jones has underwritten this event.

Noon to 2:20 p.m. Saturday, 3501 F, H

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 Ballroom 2501. JEA will announce winners of the Write-off competitions, Ryan White Excellence in Journalism Awards and Future Teacher Scholarships during the closing ceremony.

3:30-5:30 p.m. Saturday in Ballroom 2501

8:30-11:30 a.m. Sunday in Ballroom 2501.

JEA and NSPA encourage everyone to celebrate all winners.

Convention Survey

Advisers have a chance to win $50, $25 or $15 gift certificates to the JEA Bookstore if they fill out and turn in a JEA convention exit survey. Surveys were stuffed into adviser bags. Drop boxes will be available at the convention registration desk, awards ceremonies and in the JEA Bookstore (2215 B-C). The drawing will be Sunday during the closing award ceremony. You need not be present to win.

Saturday student entertainment

Students are in for a treat Saturday night. A fun, interactive and highly participatory program with speaker, consultant and author Bill D. Cordes will entertain them. The topic of his talk will be “The YOGOWYPI Factor” or You Only Get Out What You Put Into It. In his program, Cordes combines humor, enthusiasm and draws on his extensive life experience from being a schoolteacher, college instructor, coach and television talk-show host. He has keynoted programs for conventions, conferences, schools and universities nationwide. His programs have been featured in 47 states, to more than 2 million participants. Cordes is the author of “The YOGOWYPI Factor,” and he has co-written five other books. Doors will open at 8:30 p.m. with Cordes taking the stage at 9 p.m. This lively interactive experience works best when people attend from start to finish. Please plan to stay for the entire event.

8:30-10:30 p.m. Saturday, Ballroom 2501
Broadcast and Digital Media

A powerful group of teachers and professionals will provide a series of video, podcasting, Web and multimedia sessions. *All computer hands-on sessions in rooms 2210 and 2211 require a ticket. Sign up and get a ticket at the convention registration desk.

FRIDAY

*Improve audio and create voice-overs in Final Cut Pro
9-10:50 a.m., 2210
Going online on the cheap
9 a.m., 2503 B
Thou shalt not shovel
9 a.m., 2504 A
Get in the CAR
9 a.m., 3501 E
Twitter: The new reporter’s notebook
10 a.m., 2503 A
New media: Blogging
10 a.m., 2505 A
Game changer
11 a.m., 2205
*Changing backgrounds: Green screen in iMovie
11 a.m.-12:50 p.m., 2210
*Soundslides: Preparing audio and images to tell a story
11 a.m.-12:50 p.m., 2211
Blogging the news
11 a.m., 2503 A
Yearbook marketing 2.0: The era of the special yearbook
11 a.m., 2503 B
Multimedia made easy: Websites through Wordpress
Noon, 2201
*Create a DVD using iDVD
2:30 p.m., 2210
Blogging sports
2:30 p.m., 2503 B

SATURDAY

10 steps to creating a successful online publication
8 a.m., 2208
*Graphics in Final Cut Pro, Title Safe and Lower Thirds
8-9:50 a.m., 2210
Digital Storytelling: Games as informative experience
8 a.m., 3501 G
Creating a media-convergence course
9 a.m., 2207
Juggling print and digital media
9 a.m., 2503 A
*Website design using iWeb (2 hours)
10 a.m., 2210
An opportunity to tell a story
11 a.m., 2205
Lights, camera, ACTION!
11 a.m., 2209
The news in your classroom
11 a.m., 2504 B
*Use GarageBand to create soundslides
Noon-2 p.m., 2210
New Broadcasters: Building a high school newsroom
Noon, 2502 A

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.

FRIDAY

Taming the grading monster
9 a.m., 2208
Revving up your publication: Years 1,2,3 (or anytime)
10 a.m., 2208
How many administrators does it take to spell ratatouille?
10 a.m., 2204
Proven strategies to make money
11 a.m., 2504 A
10 ways to become an award-winning publication
11 a.m., 2504 A
Small, but mighty: Successful small-school journalism programs
Noon, 2205
Teaching Accountability: Student journalists and ethical choices
2:30 p.m., 2205
Introducing “Protocol for Free and Responsible Student News Media”
2:30 p.m., 2206

SATURDAY

Adviser-editor rapport
9 a.m., 2202
Getting all stakeholders to buy into “Protocol for Free and Responsible Student News Media”
9 a.m., 2209
Juggling print and digital media
9 a.m., 2503 A
Management skills for advisers and student editors
10 a.m., 2202
Newspaper nightmares begone!
10 a.m., 2203
Who needs a staff manual? You do!
11 a.m., 2206
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:

**FRIDAY**
- Get Certified: Coverage, content and writing
  9 a.m., 2201
- Get Certified: Photojournalism
  10 a.m., 2205
- Get Certified: Legal and ethical issues
  10 a.m., 3501 B
- Get Certified: Writing and editing
  11 a.m., 2206
- Get Certified: Role and history of media
  Noon, 2208
- Get Certified: Determining news value
  2:30 p.m., 2203

**SATURDAY**
- Get Certified: Managing student media
  9 a.m., 2201
- Why consider JEA certification?
  10 a.m., 2201
- Get Certified: Design and graphics
  11 a.m., 2201

**Administrators**

A number of activities and sessions during the convention will be of interest to school administrators. They may attend any sessions they choose 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.

**FRIDAY**
- Making the case for scholastic journalism
  9 a.m., 2205
- The importance of sound editorial policies
  9 a.m., 2206
- Stemming assault on scholastic journalism programs
  10 a.m., 2206
- Open forum on press rights
  11 a.m., 2207
- That’s not plagiarism! Or is it?
  11 a.m., 3501 B
- Shock talk
  Noon, 2502 A
- Lawsuit-proofing your journalism program
  2:30 p.m., 2201
- Teaching Accountability: Student journalists and ethical choices
  2:30 p.m., 2201
- Introducing “Protocol for Free and Responsible Student News Media”
  2:30 p.m., 2206
- Beyond News Literacy: Knowing what’s true
  2:30 p.m., 2208

**SATURDAY**
- Introduction to intensive journalistic writing
  8 a.m., 2205
- Building collaboratives to support scholastic journalism
  8 a.m., 2207
- Getting all stakeholders to buy into “Protocol for Free and Responsible Student News Media”
  9 a.m., 2209
- Designating your publication as a public forum
  9 a.m., 2504 B
- Why consider JEA certification?
  10 a.m., 2201
- Building administrative support for student media
  10 a.m., 2504 B
- Advisers and the law
  11 a.m., 2203

**Junior High/Middle School**

**THURSDAY**
- Middle Madness, 6:30 p.m., 2215 A

**FRIDAY**
- Taking the ‘lede’
  9 a.m., 2203
- Keeping your readers alive, awake, alert and enthusiastic
  9 a.m., 2501 B
- Twitter: The new reporter’s notebook
  10 a.m., 2503 A
- Making a good first impression
  10 a.m., 3501 E
- What’s the alternative?
  11 a.m., 2502 A
- Blogging the news
  11 a.m., 2503 A
- Spice it up with sidebars lists and infographs
  Noon, 2205 A
- Journalism’s 10 deadly sins
  Noon, 3501 B
- The changing of visual journalism
  2:30 p.m., 2205 A
- Smorgasbord design
  2:30 p.m., 2502 A

**SATURDAY**
- Personality profile
  8 a.m., 2502 B
- Editors say the craziest things
  8 a.m., 2503 B
- Headline how-to
  9 a.m., 2503 B
- Themes like a concept to me
  9 a.m., 3501 D
- Play that works
  10 a.m., 2208
- Four levels of storytelling
  10 a.m., 3501 D
- Interviewing 101
  11 a.m., 2502 A
- Great design from unexpected places
  Noon, 2204
- Making something from nothing
  Noon, 2209
- The elements of news writing for beginners
  1 p.m., 2208
- Portfolios for junior high/middle school
  2:30 p.m., 2201
## Thursday at a Glance

<table>
<thead>
<tr>
<th>Time</th>
<th>8:30 a.m.</th>
<th>1 p.m.</th>
<th>5 p.m.</th>
<th>7 p.m.</th>
<th>Evening</th>
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<tbody>
<tr>
<td>1500-1501</td>
<td>Registration, Best of Show Desk, Write-off Desk, Trade Show</td>
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<td>2201</td>
<td>JEA board meeting</td>
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<td>2202</td>
<td>Redesign seminar</td>
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<td>2203</td>
<td>Maestro project</td>
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<td>2204</td>
<td>Writers' workshop</td>
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<td>2205</td>
<td>Mentor training</td>
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<td>2206</td>
<td>JEA Outreach Academy</td>
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<td>2207</td>
<td>National journalism PLC training</td>
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<td>2208</td>
<td>Digital photography workshop</td>
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<td>2209</td>
<td>Teaching the maestro approach</td>
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<td>2210</td>
<td>Video storytelling with Final Cut Pro</td>
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<td>2211</td>
<td>Photoshop for beginners</td>
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<td>2214</td>
<td>Write-off headquarters</td>
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<td>2215A</td>
<td>Leadership seminar</td>
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<td>2215 B-C</td>
<td>JEA Bookstore</td>
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<tr>
<td>Ballroom 2501</td>
<td>New adviser convention orientation (6:45 p.m.)</td>
<td>Opening/Keynote (7:30 p.m.)</td>
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<tr>
<td>2505 B</td>
<td>Adviser reception (9:30 p.m.)</td>
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8:30 a.m. Thursday

**ADVISERS**

**JEA board meeting**

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

8:30 a.m. Thursday, 2201 (40)

**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. Preregistration was required.

Pete LeBlanc, Antelope High School, Antelope, Calif.
8:30 a.m. Thursday, 2202 (56)

**GENERAL AUDIENCE**

**Maestro project**

Students participating in the Maestro project will receive instruction about the concept, then work in teams of three (writer, designer and photographer or videographer) to create story packages. This is not a contest. Students may need to come back after the 7:30 p.m. opening ceremony for final editing. A Maestro Wrap-up session is scheduled for 10 a.m. Saturday. Preregistration was required.

Amy DeVault, CJE, Wichita State University, Wichita, Kan., and Jill Chittum, CJE, Blue Valley High School, Stilwell, Kan.
8:30 a.m. Thursday, 2203 (60)

**Writers’ workshop**

In this daylong interactive seminar, you will analyze excellent writing and apply what you learn to your own work. The session will cover leads, narrative and what you learn to your own work. The session will give the new set of editors the information and have some fun. Preregistration was required.

H.L. Hall, MJE, Hendersonville, Tenn., and Dan Austin, Casa Roble High School, Orangevale, Calif.
8:30 a.m. Thursday, 2204 (50)

**ADVISERS**

**Mentor training**

Those involved in JEA’s mentoring program will meet for training sessions.

8:30 a.m. Thursday, 2205 (30)

**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. Preregistration was required.

8:30 a.m. Thursday, 2006 (30)

**ADVISERS**

**Teaching the maestro approach**

You have heard of it but can’t figure how it can work for your staff. This workshop will teach you the hands-on basics of the Maestro Concept, which encourages team collaboration for one story or package. Preregistration was required.

Beth Fitts, CJE, Mississippi Scholastic Press Association, University, Miss.
8:30 a.m. Thursday, 2209 (132)

**Best of Show desk**

Don’t forget to turn in your newspaper, yearbook, literary arts magazine, video, website or yearbook at the Best of Show desk for the Best of Show competition. Winners will be announced at the NSPA Awards Ceremony at 3:30 p.m. Saturday.

1-7 p.m. Thursday, 1500-1501

**PHOTOGRAPHY**

**Digital photography workshop**

Designed for photographers who have at least one year’s experience shooting for their publications, this intensive workshop will cover composition, lighting, cropping and camera technique. Participants will receive instruction and go out on assignment. Following the photo shoot, area professional photographers will critique students’ work and offer editing tips and techniques. Participants must bring a digital camera, and they are encouraged to bring a laptop computer with the photo-editing program (Photoshop, Lightroom) they will use. Preregistration was required.

Andy Nelson, Kansas State University, Manhattan, Kan.
8:30 a.m. Thursday, 2208 (30)

**BROADCAST**

**Video storytelling with Final Cut Pro**

Learn how to use Apple’s Final Cut Pro to create stories for your broadcast program or for online media. This class will help you learn Final Cut Pro so editing becomes secondhand. Learn how to organize your workflow, edit clips and audio, add voiceovers, create titles, and output your finished movie for a variety of formats including broadcast and the Web. Each participant is encouraged to bring a set of headphones, a USB microphone, and a portable hard drive or flash drive to save your finished project. A limited number of headphones and microphones will be available for use during the class. Apple Inc. has provided the Macintosh computers. Preregistration was required.

Michael Hernandez, Mira Costa High School, Manhattan Beach, Calif., and Kate Huryor, Ottawa Hills High School, Toledo, Ohio
8:30 a.m. Thursday, 2210 (38)

**ADVISERS**

**Trade Show**

Dozens of national and local vendors and colleges will educate and entertain during the trade show exhibit. Find out what’s new, chat with company representatives, pick up information and have some fun.

1-7 p.m. Thursday, 1500-1501
8:30 a.m. Thursday

The Museums at 18th and Vine include the American Jazz Museum and Negro Leagues Baseball Museum. Photo by Kansas City Convention and Visitors Association.

6:30 p.m. Thursday

MIDDLE SCHOOL, GENERAL AUDIENCE

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. We will offer insights about convention highlights, contests and competitions, team-building and the latest design trends.

Anita Wertz, MJE, Cesar Chavez High School, Stockton, Calif., and Mary Patrick, CJE, Maize South Middle School, Wichita, Kan.
6:30 p.m., Thursday, 2215 A (320)

6:45 p.m. Thursday

ADVISERS

New adviser convention orientation meeting
Advisers attending their first JEA/NSPA convention are invited to a short orientation meeting to get a general overview and explanation of convention events and how to get the most from them.

Ann Visser, MJE, Pella Community High School, Pella, Iowa
6:45 p.m., Thursday, Ballroom 2501 (3,900)

7:30 p.m. Thursday

Opening Ceremony and Keynote Address by Joe Posnanski
You’ll get a warm Midwest welcome during the opening ceremony when the local committee gives you a preview of what is in store for you during the Kansas City convention. Sports Illustrated senior writer Joe Posnanski will highlight the event, as he shares his experiences covering professional sports. Later in the lobby, about 9:15 p.m., Posnanski will be signing for convention attendees some of the books he’s written.
7:30 p.m., Thursday, Ballroom 2501 (3,900)

9:30 p.m. Thursday

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.
9:30-11 p.m. Thursday, 2505 B (288)

Write-off contest check-in
If both your Write-off registration and JEA membership fees have been paid, your school’s Write-off packet containing student contest tickets, additional instructions and contest room assignments may be picked up at the Write-off desk. If you have not paid, you must do so at this time. Noon Friday is the deadline for substitutions in preregistered categories. No new entries will be accepted at the convention. Lost tickets will be replaced for $5. Broadcast contest entrants in Videography, In-camera Feature and Broadcast Package must have their contest ticket before the 8 a.m. Friday orientation meetings.
Desk open: 1-7 p.m. Thursday and 8 a.m. to 3 p.m. Friday, 1500-1501

Sarah Nichols, MJE, Whitney High School, Rocklin, Calif.
8:30 a.m. Thursday, 2215 A (80)
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<tr>
<th>Time</th>
<th>7:15 a.m.</th>
<th>9 a.m.</th>
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<tr>
<td>1500</td>
<td>Registration/Trade show, Write-off desk, Best of Show Desk (8 a.m. to 4 p.m.)</td>
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<td>1501</td>
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<tr>
<td>2201</td>
<td>Region 1/Northwest meet, eat and greet</td>
<td>Get Certified: Coverage, content and writing</td>
<td>Grading: Ideas for making it easier</td>
<td>Run your publication like a theme park</td>
</tr>
<tr>
<td>2202</td>
<td>Region 2/Southwest meet, eat and greet</td>
<td>Starting a paper in the inner city</td>
<td>Putting on the breaks</td>
<td>Publication judging 101</td>
</tr>
<tr>
<td>2203</td>
<td>Region 3/North Central meet, eat and greet</td>
<td>Taking the ‘lede’</td>
<td>All the students, all the time</td>
<td>Top 10 ways to be organized in yearbook</td>
</tr>
<tr>
<td>2204</td>
<td>Region 4/South Central meet, eat and greet</td>
<td>Create the compelling editorial</td>
<td>How many administrators does it take to spell ratatouille?</td>
<td>Deadline — a not-so-dirty word</td>
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<td>2205</td>
<td>Region 5/Southeast meet, eat and greet</td>
<td>Making the case for scholastic journalism</td>
<td>Get Certified: Photojournalism</td>
<td>Game changer</td>
</tr>
<tr>
<td>2206</td>
<td>Region 6/Mid-Atlantic and Great Lakes meet, eat and greet</td>
<td>The importance of sound editorial policies</td>
<td>Stemming assault on scholastic journalism programs</td>
<td>Get Certified: Writing and editing</td>
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<td>2207</td>
<td>Region 7/Northeast meet, eat and greet</td>
<td>Organization 101</td>
<td>Take the ‘dead’ out of deadlines</td>
<td>Open forum on press rights</td>
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<td>2208</td>
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<td>Taming the grading monster</td>
<td>Revving up your publication: Years 1, 2, 3 (or anytime)</td>
<td>Proven strategies to make money</td>
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<td>2209</td>
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<td>Scoring with sportswriting</td>
<td>You can’t handle the truth</td>
<td>20 ways to improve your writing</td>
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<td>2210</td>
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<td>Improve audio and create voice-overs in Final Cut Pro (2 hours)</td>
<td>Changing backgrounds: Green screen in iMovie (2 hours)</td>
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<td>2211</td>
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<td>InDesign creativity</td>
<td>Cut it out!</td>
<td>Soundslides: Preparing audio and images to tell a story (2 hours)</td>
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<td>2212</td>
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<td>Write-off contest judging</td>
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<td>2213</td>
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<td>National professional learning community meeting (2 hours)</td>
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<td>2214</td>
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<td>Write-off headquarters</td>
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<tr>
<td>2215 A</td>
<td></td>
<td>Issue Seminar: Cyberbullying and social networking (2 hours)</td>
<td>Refine basic skills to obtain professional credibility</td>
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<td>2215 B</td>
<td>JEA Bookstore/Adviser Hospitality/Meet the Mentor (8 a.m. - 5 p.m.)</td>
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<td>2215 C</td>
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<td>Resources for the journalism classroom (10 a.m.)</td>
<td>Write for JEA’s magazine (10:15 a.m.)</td>
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<td>Noon</td>
<td>Registration/Trade show, Write-off desk, Best of Show Desk (8 a.m. to 4 p.m.)</td>
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<td>1 p.m.</td>
<td>Multimedia made easy: Websites through Wordpress</td>
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<td>2:30 p.m.</td>
<td>Lawsuit-proofing your journalism</td>
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<td>4-6 p.m.</td>
<td>Power + Empower = Success</td>
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<td>7:15 a.m.</td>
<td>Snoop for word crimes</td>
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<td>9 a.m.</td>
<td>Get Certified: Mastering master pages in InDesign</td>
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<td>10 a.m.</td>
<td>Fixing your sports pages</td>
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<td>Noon</td>
<td>Publication pride in the private/parochial schools</td>
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<td>1 p.m.</td>
<td>5 steps of revision</td>
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<td>Fixing your sports pages</td>
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<td>Noon</td>
<td>Changing backgrounds: Green screen in iMovie (continued)</td>
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<td>1 p.m.</td>
<td>Changing backgrounds: Green screen in iMovie (continued)</td>
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<td>Copy editing</td>
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<td>4-6 p.m.</td>
<td>Teaching accountability: Student journalists and ethical choices</td>
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<tr>
<td>Noon</td>
<td>Introducing Protocol for Free and Responsible Student News Media (continued)</td>
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<td>Introducing Protocol for Free and Responsible Student News Media</td>
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<td>2:30 p.m.</td>
<td>Introducing Protocol for Free and Responsible Student News Media (continued)</td>
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<td>4-6 p.m.</td>
<td>The pen (tool) is mightier than the sword</td>
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<td>Noon</td>
<td>Write-off contest judging</td>
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<td>Noon</td>
<td>JEA Bookstore/Adviser Hospitality/Meet the Mentor (8 a.m. - 5 p.m.)</td>
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<td>1 p.m.</td>
<td>JEA Bookstore/Adviser Hospitality/Meet the Mentor (8 a.m. - 5 p.m.)</td>
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<td>Swap shops (8-10 p.m.)</td>
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<td>Swap shops (8-10 p.m.)</td>
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<td>2:30 p.m.</td>
<td>Student dance (9-11:30 p.m.)</td>
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<td>4-6 p.m.</td>
<td>Student dance (9-11:30 p.m.)</td>
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**Themes and Categories**

- ADVISERS
- DIGITAL MEDIA
- GENERAL AUDIENCE
- NEWSPAPER
- BROADCAST
- COMPUTER TECHNOLOGY
- LAW/ETHICS
- MAGAZINE
- BUSINESS/ADVERTISING
- YEARBOOK
- BUSINESS/ADVERTISING
# Friday at a Glance

## rooms 2501-3501G

<table>
<thead>
<tr>
<th>Time</th>
<th>8 a.m.</th>
<th>9 a.m.</th>
<th>10 a.m.</th>
<th>11 a.m.</th>
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<tbody>
<tr>
<td><strong>Ballroom 2501</strong></td>
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<tr>
<td>2501 A</td>
<td>Make a difference</td>
<td>Keep great stories</td>
<td>The stuff they wouldn't print</td>
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<tr>
<td>2501 B</td>
<td>Keeping your readers alive, awake, alert and enthusiastic</td>
<td>The great picture hunt</td>
<td>The power of the storyteller</td>
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<td>2501 C</td>
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<tr>
<td>2502 A</td>
<td>JEA general membership meeting</td>
<td>Newspapers then and now</td>
<td>Dueling design divas</td>
<td>What’s the alternative?</td>
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<tr>
<td>2502 B</td>
<td>Writing the personal column</td>
<td>A usable feast</td>
<td>The big interview</td>
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<tr>
<td>2503 A</td>
<td>Story matters here</td>
<td>Twitter: The new reporter’s notebook</td>
<td>Blogging the news</td>
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<tr>
<td>2503 B</td>
<td>Going online on the cheap</td>
<td>Using photography websites and blogs for visual storytelling</td>
<td>Yearbook marketing 2.0</td>
<td>The era of the special yearbook</td>
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<td>2504 A</td>
<td>Thou shalt not shovel</td>
<td>The Power of 10: Awesome academics</td>
<td>10 ways to become an award-winning publication</td>
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<td>2504 B</td>
<td>JEA state directors meeting</td>
<td>On being mentored</td>
<td>Avoiding column chaos</td>
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<tr>
<td>2505 A</td>
<td>Design with help from our friends</td>
<td>New media: Blogging</td>
<td>Trends in high school newspaper design</td>
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<tr>
<td>2505 B</td>
<td>Don’t say ‘cheese’</td>
<td>Be an action hero</td>
<td>Shooting photos with stopping power</td>
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<tr>
<td>3501 A</td>
<td>On-site critiques (8 a.m. - 4 p.m.)</td>
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<tr>
<td>3501 B</td>
<td>Fight for every dollar: Selling ads</td>
<td>Get Certified: Legal and ethical issues</td>
<td>That’s not plagiarism! Or is it?</td>
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<td>3501 C</td>
<td>Digging deeper: Finding the heart of the personality profile</td>
<td>Diving deep</td>
<td>Ban boredom from yearbook copy</td>
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<td>3501 D</td>
<td>The best of newspaper design</td>
<td>Why facts matter — even when you’re an opinion writer</td>
<td>Better, by design</td>
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<td>3501 E</td>
<td>Get in the CAR</td>
<td>Making a good first impression</td>
<td>Have questions about Quill and Scroll? Here’s the scoop</td>
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<td>3501 F&amp;H</td>
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<td>3501 G</td>
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<td>Adviser Luncheon (2 hours)</td>
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<td>Noon</td>
<td>Keynote address</td>
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<td>1 p.m.</td>
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**A Make a difference**
- Tell great stories
- The stuff they wouldn't print
- Write-off contests

**B Keep your readers alive, awake, alert, and enthusiastic**
- The great picture hunt
- The power of the storyteller
- Write-off contests

**C**
- Writing the personal column
- A usable feast
- The big interview
- No same old, same old
- Smorgasbord design
- Write-off contests

**D**
- Story matters here
- Twitter: The new reporter's notebook
- Blogging the news
- Yearbook = Fun
- Team building: A staff morale primer
- Write-off contests

**E**
- Design with help from our friends
- New media: Blogging
- Trends in high school newspaper design
- Add energy to your yearbook spreads
- You asked for it
- Write-off contests

**F & H**
- Don't say 'cheese'
- Shooting photos with stopping power
- Photography portfolio 2.0
- Duct tape and high funkadelity
- Write-off contests

**3501 A**
- On-site critiques (8 a.m. - 4 p.m.)
- On-site critiques (8 a.m. - 4 p.m.)
- On-site critiques (8 a.m. - 4 p.m.)

**3501 B**
- Fight for every dollar: Selling ads
- Get Certified: Legal and ethical issues
- That's not plagiarism! Or is it?
- Journalism’s 10 deadly sins
- Newspaper advertising makes you free
- Write-off contests

**3501 C**
- Digging deeper: Finding the heart of the personality profile
- Diving deep: Ban boredom from yearbook copy
- Nuts and bolts of great reporting
- Better, by design
- Rising young journalists
- Feature writing: Telling the real stories
- Write-off contests

**3501 D**
- The power of story: Writing nonfiction narratives
- Why facts matter — even when you're an opinion writer
- Better, by design
- Rising young journalists
- Feature writing: Telling the real stories
- Write-off contests

**3501 E**
- Get in the CAR: Making a good first impression
- Have questions about Quill and Scroll? Here's the scoop
- Adobe InDesign CS5
- Adobe Flash Catalyst CS5
- Write-off contests

**3501 F & H**
- Break with a Pro: Write-off moderators meeting (2:45 p.m.)
- Write-off judges dinner and judging (6 p.m.)

**3501 G**
- Adviser Luncheon (2 hours)
- Adviser Luncheon (continued)

**Session Titles by Category**

- **ADVISERS**
- **BROADCAST**
- **BUSINESS/ADVERTISING**
- **DIGITAL MEDIA**
- **COMPANY TECHNOLOGY**
- **GENERAL AUDIENCE**
- **LAW/ETHICS**
- **MAGAZINE**
- **NEWSPAPER**
- **PHOTOGRAPHY**
- **YEARBOOK**
7:15 a.m. FRIDAY

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. 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 encouraged to stop by, as tips for getting the most from a national convention will be shared. If you are interested, you may be paired 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.

Steve Matson, MJE, Tacoma, Wash.
7:15 a.m. Friday, 2201 (132)

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, 2202 (132)

Region 3/North Central: Illinois, Iowa, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin.
Gary Lindsey, MJE, John F. Kennedy High School, Cedar Rapids, Iowa
7:15 a.m. Friday, 2203 (132)

Region 4/South Central: Arkansas, Kansas, Louisiana, Missouri, Oklahoma and Texas.
Wayna Polk, CJE, Abilene, Texas
7:15 a.m. Friday, 2204 (132)

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, 2205 (132)

Region 6/Mid-Atlantic and Great Lakes: Delaware, Indiana, Kentucky, Maryland, Michigan, Ohio, Virginia, West Virginia and Washington, D.C.
Tom Gayda, MJE, North Central High School, Indianapolis, Ind.
7:15 a.m. Friday, 2206 (132)

Jane Blystone, MJE, Mercyhurst College, Erie, Pa.
7:15 a.m. Friday, 2207 (132)

7:30 a.m. FRIDAY

CONTEST

Broadcast moderators meeting
Those moderating contests 39, 42 and 43 will meet here before the orientation meetings.
7:30 a.m. Friday, Trianon A, Marriott (55)

8 a.m. FRIDAY

ADVISERS

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, 2502 A (270)

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.
8 a.m. Friday, Trianon A, Marriott (55)

Trade Show
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.
8 a.m.-4 p.m. Friday, 1500-1501

Best of Show desk
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. 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.
8 a.m.-4 p.m. Friday, 1500-1501

CONTEST

Write-off photography contest judging
Judges for the photography contests will meet here throughout the day.
Bradley Wilson, CJE, North Carolina State University, Raleigh, N.C.
8 a.m.-2 p.m. Friday, 2212 (14)

9 a.m. FRIDAY

ADVISERS

Get Certified: Coverage, content and writing
Planning to take the CJE or MJE test? Considering it? Or just wanting to be more familiar with coverage, content and writing issues in student media? This is the session for you. Whether it’s learning how to improve coverage in your school, fine-tuning the content in your publications, or improving the writing process,
Starting a paper in the inner city
This session will focus on helping new advisers start or restart a newspaper at an inner-city school. We will explore where to go for help and resources available to you started.
Lacey Buidosik, David Starr Jordan High School, Los Angeles, Calif.
9 a.m. Friday, 2202 (132)

NEWSPAPER
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, 2203 (132)

NEWSPAPER
Create the compelling editorial
Come learn how to structure a scintillating editorial that does much more than vent your spleen. Learn about the pillars of argument and how to inform while you persuade. We will deconstruct both professional and student exemplars.
9 a.m. Friday, 2204 (132)

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, digital media, advertising and broadcast. Did you forget Write-off supplies? Check here for dictionaries, thesauruses, stylebooks, paper, pens, pencils, rulers and erasers. A schedule of Meet the Author book signings is in the convention update.
8 a.m.-5 p.m. Friday, 2215 B-C

Research to support your student media program
Mark Goodman, Kent State University, Kent, Ohio
9 a.m. Friday, 2205 (132)

LAW/ETHICS, ADMINISTRATORS
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, 2206 (132)

Organization 101
It’s easy to get swamped as an adviser. Come learn from seasoned advisers how to manage deadlines, adjust the maestro process to fit your needs and organize ads. Get overall organizational strategies to help your year run smoothly.
Jennifer Higgins, Ronna Sparks-Woodward and Rhonda Dempsey, Liberty North High School, Liberty, Mo.
9 a.m. Friday, 2207 (132)

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 ideas one adviser has used.
Bill Flechtner, MJE, Warner Pacific College, Portland, Ore.
9 a.m. Friday, 2208 (132)

Scoring with sports writing
Whether in newspapers or yearbooks, sports writing is often filled with cliches and “athlete-speak.” In this session, learn how to “score” with your readers by making sports writing appealing, compelling and filled with action.
David Svoboda, CJE, Basehor-Linwood High School, Basehor, Kan.
9 a.m. Friday, 2209 (132)

BROADCAST
Improve audio and create voice-overs in Final Cut Pro (2 hours)
In this session, you will edit music and sound effects, and blend these tracks with interview clips to create a final mix. You’ll also apply additional timeline controls to help manage and preview audio clips, as well as work with two tools for mixing audio and recording your own voice-over. Please bring a set of headphones and a USB microphone. (Sign up and get ticket at the convention registration desk. Limit 38.)
Doug Keppler, Olathe Northwest High School, Olathe, Kan.
9-10:50 a.m. Friday, 2210 (38)

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.
9 a.m. Friday, 2211 (34)

National professional learning community for journalism 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 Streiselt, MJE, Carmel High School, Carmel, Ind.
9-10:50 a.m. Friday, 2213 (14)

Issue Seminar: Cyberbullying and social networking (2 hours)
Bullying has been as much of a part of going to school as cheerleaders and questionable cafeteria food. Two recent suicides by students who were being bullied in Missouri and Massachusetts...
Meet the mentor
This is your chance to talk one-on-one with a JEA mentor. Ask for advice. Ask how to get a mentor for yourself. Ask 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.-3:20 p.m. Friday, 2215 B-C

have returned the issue to the headlines. Technology has allowed those doing the bullying to hide in anonymity and have an audience that can be very large using communication tools such as e-mail, Facebook and Twitter. How does a school combat that kind of bullying? What right does a school have to monitor speech outside of school? What can the police and prosecutors do? How do you cover an issue like that at your school? This seminar will look at these questions and much more as we look at cyberbullying and social networking.

Sam Provost and Amy Murphy, Blue Valley Northwest High School, Overland Park, Kan., and Dan Winter, Kansas and Western Missouri Chapter ACLU, Kansas City, Mo.
9 a.m.-10:50 a.m. Friday, 2215 A (320)

NEWSPAPER
Make a difference
Fewer and fewer high-school newspapers are attempting to provide strong leadership for their communities. I get it. It can draw criticism, and writing persuasively is hard. This session looks at philosophy, topics and style — all to help you head home with the passion to change your world (at least a bit) next issue.
9 a.m. Friday, 2501 A (1,300)

NEWSPAPER
Keeping your readers alive, awake, alert and enthusiastic
Good columnists know how to make their readers chuckle or even how to make them mad. They know how to use words succinctly and for a purpose. Learn to find that anecdotal incident and turn it into a column that plays on readers’ emotions.
H.L. Hall, MJE, Hendersonville, Tenn., and Kathy Craighead, MJE, Mexico, Mo.
9 a.m. Friday, 2501 B (1,300)

FEATURED SPEAKER, NEWSPAPER
Newspapers then and now
The burning question in media today is simple enough: With newspapers suffering financial setbacks from the loss of circulation and ad revenue, and with reporters and editors laid off by the thousands, what lies ahead for American newspapers and their role as public watchdog? The answer is complicated, especially when you consider the industry’s evolution. We’ll take a look at the uneven history of print journalism as money-maker and public guardian, as well as explore the future of in-depth and investigative reporting.
Mike Fannin, The Kansas City Star, Kansas City, Mo.
9 a.m. Friday, 2502 A (270)

NEWSPAPER, MAGAZINE, DIGITAL MEDIA
Writing the personal column
The strongest personal columns are those that draw from the writer’s own experiences. Come read some top examples and participate in brainstorming activities to generate column ideas from your own experiences.
Bretton Zinger, MJE, Chantilly High School, Chantilly, Va.
9 a.m. Friday, 2502 B (270)

DIGITAL MEDIA
Going online on the cheap
Aimed at beginners, this program for students and teachers is a brief overview of the options available for taking your school media online. From buying a domain to considering what to do with online comments, there are a myriad of topics to consider.
Craig Branson, ASNE High School Journalism Initiative, Reston, Va.
9 a.m. Friday, 2503 B (144)

DIGITAL MEDIA
Thou shall not shovel
So you’ve decided to make a serious effort to become an online media source. Don’t make the mistake of thinking online stories are the same as print stories. Attend this session and learn how to write, produce and edit for an online audience, and how to avoid the dreaded news shovel that could dig your online grave.
Jeff Browne, University of Kansas, Lawrence, Kan.
9 a.m. Friday, 2504 A (270)

ADVISERS
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, 2504 B (135)

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., and Laura Schaub, CJE, Commerce City, Colo.
9 a.m. Friday, 2505 A (252)

PHOTOGRAPHY
Don’t say ‘cheese’
The best pictures are not usually the ones where everyone is looking straight at the camera and saying “cheese.” This presentation shows you how to get newspaper, yearbook and broadcast shots that tell the story and engage the audience.
Wayne Dunn, CJE, Well Dunn Images, South Lebanon, Ohio
9 a.m. Friday, 2505 B (288)

BUSINESS/ADVERTISING, YEARBOOK
Fight for every dollar: Selling ads
Dollars are tight everywhere. Be organized and ready to fight for what your publica-
tion deserves. We will cover ad sales, getting exposure for your cause and getting the campus involved to move your book forward.

Velsa Jewett, Claudie Taylor Johnson High School, San Antonio, Texas, and Kathi Hopkins, Balfour/Taylor Yearbooks, Garden Ridge, Texas
9 a.m. Friday, 3501 B (162)

NEWSPAPER, YEARBOOK
Digging deeper: Finding the heart of the personality profile
Some of the most interesting writing in your publication tells stories of the people in your school and community. This session reviews the basics of profile writing and explores interviewing techniques that help get more than superficial facts and standard quotes from your subjects.
Sally Renaud, Eastern Illinois University, Charleston, Ill.
9 a.m. Friday, 3501 C (252)

Write-off desk
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.

8 a.m.-4 p.m. Friday, 1501

NEWSPAPER
The best of newspaper design
This session will look at award-winning newspapers to see what elements make them so good. It is a terrific opportunity to examine the details of their pages and get ideas for making your publication even better than it is now. We will look at design elements one by one. Those who attend this session will also get a list of addresses for these publications for newspaper exchanges.
Linda Barrington, MJE, Mount Mary College, Milwaukee, Wis.
9 a.m. Friday, 3501 D (216)

Get in the CAR
What is computer-assisted reporting, and why should you be doing it? Get story ideas you can do as soon as you return to school.
Andrea Lorenz, Dripping Springs High School, Dripping Springs, Texas
9 a.m. Friday, 3501 E (162)

ADVISERS
MIPA meeting
Members of the Missouri Interscholastic Press Association will revamp J-Day. 9-11 a.m. Friday, Trianon C, Marriott

10 a.m. FRIDAY

Grading: Ideas for making it easier
Journalism encompasses so many 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. After class, if you have a USB drive or computer, the speaker will share her personal grading materials.
Liz Walch, MJE, Reno High School, Reno, Nev.
10 a.m. Friday, 2201 (132)

ADVISERS, NEWSPAPER
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.
10 a.m. Friday, 2202 (132)

GENERAL AUDIENCE
How many administrators does it take to spell ratatouille?
This is a true-life tale of California charter school newspaper editors and their adviser who fought to have a state law amended to guarantee student rights and press freedom on their campus after the first issue of the school year was censored. These student crusaders succeeded in getting the law changed in August 2010, but their adviser was fired. It’s a soap opera with supporting cast members from high schools throughout the country who have experienced similar fates.
Konnie Krislock, Newport Beach, Calif.
10 a.m. Friday, 2205 (132)

ADVISERS
Stemming assault on scholastic journalism programs
Learn of a new grass-roots effort by advisers to save threatened journalism programs and contribute your solutions to this issue.
10 a.m. Friday, 2206 (132)

ADVISERS
Take the ‘dead’ out of deadlines
Seasoned advisers will discuss 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. They will discuss and give examples on ways they handle deadlines for yearbook and newspaper.
Jennifer Higgins, Ronna Sparks-Woodward and Rhonda Dempsey, Liberty North High School, Liberty, Mo.
10 a.m. Friday, 2207 (132)
**NEWSPAPER, ADVISERS**

**Revving up your publication:** Years 1, 2, 3 (or anytime)

Beginning journalism teachers, especially in smaller schools, have a great need for resources to attract students and to produce a quality publication with a small staff often while coaching a sport or club and/or teaching several subjects. In this session we will explore a progressive set of development strategies for the first three years to develop a strong staff and a respected publication.

Katy Gray, Moffat County High School, Craig, Colo.
10 a.m. Friday, 2208 (132)

**GENERAL AUDIENCE**

**You can’t handle the truth**

In a world of instant media and editors and producers who want that story yesterday, many people are wary of the media and feel they get the story wrong more often than not. A journalist’s job is to always be accurate, no matter what. This session will teach you how to be accurate in a world of constantly looming deadlines and pressure from editors and producers who want that story now.

Brad Lewis, CJE, Harrisonville High School, Harrisonville, Mo.
10 a.m. Friday, 2209 (132)

**NEWSPAPER, YEARBOOK, MAGAZINE**

**Cut it out!**

Make friends with Adobe InDesign’s pen tool and become a master at cut-out backgrounds. This session will help you understand the functions of the pen tool and how to make COBs that pop! (Sign up and get a ticket at the convention registration desk. Limit 34)

Jerry Griffin, Walsworth Yearbooks, Atlanta, Texas
10 a.m. Friday, 2211 (34)

**ADVISERS**

**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 Oglebee-Petter, CJE, McKinney High School, McKinney, Texas, Marsha Kaikowski, MJE, Marian High School, Omaha, Neb., and Connie Fulkerson, Journalism Education Association, Manhattan, Kan.
10 a.m. Friday, 2215 B-C (255)

**GENERAL AUDIENCE**

**Tell great stories**

This session gets to the heart of what we need to be doing in scholastic journalism: telling great stories and focusing on people, not events. If you don’t leave the room wanting to get home and share some great stories about your school community, then your session admission charge will be refunded.

10 a.m. Friday, 2501 A (1,300)

**FEATURED SPEAKER, PHOTOGRAPHY**

**The great picture hunt**

A healthy life is a balanced life. And so it is also with photography and photojournalism. Feature photographs are more important than readers and editors realize for providing the readership a balanced visual diet. They make us laugh and they give us hope, something most “news” pictures do not. They give readers a break from tragedy and remind all of us that “the news” is not all bad. Whether you are making photographs for a daily newspaper or a high-school yearbook, good feature photos are stories worth viewing.

Dave LaBelle, Kent State University, Kent, Ohio
10 a.m. Friday, 2501 B (1,300)

**NEWSPAPER**

**Dueling design divas**

Join this lively discussion to explore why some pages work better than others. This is a great session for getting ideas, finding new ways to cover certain topics and seeing some awesome newspaper designs.

Cheryl Pell, Michigan State University, East Lansing, Mich., and Betsy Rau, Central Michigan University, Mount Pleasant, Mich.
10 a.m. Friday, 2502 A (270)

**FEATURED SPEAKER, GENERAL AUDIENCE**

**A usable feast**

Find out what Ernest Hemingway learned about journalism at The Kansas City Star and why those lessons are still useful in today’s digital world.

Mark Zieman, The Kansas City Star, Kansas City, Mo.
10 a.m. Friday, 2502 B (270)

**DIGITAL MEDIA**

**Twitter: The new reporter’s notebook**

Twitter is the new reporter’s notebook. Notes and quick thoughts for the world to see, but it can also improve student writing.

Matt Ragsoroshek, Westside High School, Omaha, Neb.
10 a.m. Friday, 2503 A (180)

**PHOTOGRAPHY, DIGITAL MEDIA**

**Using photography websites and blogs for visual storytelling**

Learn how to use new technology to tell your stories (and make money). Also learn about photography websites that are available for teachers and students so that you can quickly and inexpensively look professional. Sites discussed will have Web 2.0, print, sales and storage options.

Bryan Farley, Oakland, Calif.
10 a.m. Friday, 2503 B (144)

**YEARBOOK**

**The Power of 10: Awesome academics**

Pack ed with idea-generating tips, this session will get your creative juices flowing to add depth, variety and fun to your yearbook academics coverage. Take the once-dreaded section from dull to dynamite.

Kim Green, MJE, Columbus North High School, Columbus, Ind.
10 a.m. Friday, 2504 A (270)

**ADVISERS**

**On being mentored**

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.

Jessica Young, CJE, Orange Glen High School, Escondido, Calif., and Erica Rickard, Newton High School, Newton, Kan.
10 a.m. Friday, 2504 B (135)

**NEWSPAPER, DIGITAL MEDIA**

**New Media: Blogging**

Find out about the increasing interest in blogging by both writers and the public. These speakers will discuss how to get a blog if you’re in a newsroom, tips on how to grab readers; how to write headlines; how to get the attention, the difference in news judgment from print to Web, and what has worked for their website.

Amanda Wilkins and Pamela Spencer, The Kansas City Star, Kansas City, Mo.
10 a.m. Friday, 2505 A (252)

**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 the responsibility to capture images that transform your publications’ pages. Channel your inner Peter Parker as we reveal the secrets of taking compelling action photos.

Cindy Todd and Deanne Brown, Westlake High School, Austin, Texas
10 a.m. Friday, 2505 B (288)
10 a.m. FRIDAY

ADVISERS
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
10 a.m. Friday, 3501 B (162)

NEWSPAPER
Diving deep
Learn how to be a successful in-depth reporter by going beyond the standard five W’s and one H. Seven steps will be given to help the reporter understand how to home in on issues and topics that are relevant and timely, yet surpass the standard news story in content and impact. Discovering how to find these stories and to write them will be covered in this session.
Janet Elbom, CJE, Liberal Arts and Science Academy High School, Austin, Texas
10 a.m. Friday, 3501 C (252)

FEATURED SPEAKER, GENERAL AUDIENCE
Why facts matter, even when you’re an opinion writer
On TV, opinion journalism seems to focus on who can shout the loudest. But the best opinion writing is bolstered by strong reporting. Passion and a clear voice are essential to editorial and column writing, but so are facts and figures. In this session, we’ll delve into the nuts and bolts of opinion writing. We’ll discuss strategic persuasiveness, constructive criticism and how to make the editorial page a must-read.
Colleen McCain Nelson, The Dallas Morning News, Dallas, Texas
10 a.m. Friday, 3501 D (216)

10 a.m. FRIDAY

GENERAL AUDIENCE
Run your publication like a theme park
There is a reason that one theme park chain has a 94 percent return rate. The owners believe in customer experience. Look at your customer service methods and see how you can turn their philosophy into your philosophy.
Mike Taylor, Balfour/Taylor Yearbooks, Dallas, Texas
11 a.m. Friday, 2201 (132)

ADVISERS
Publication judging 101
Have you ever thought of being a publication judge? Maybe just want to be better? A panel of veteran judges from the NSPA critique service will discuss their methods, offer tips for maximizing accuracy and efficiency, and host a quick Q-and-A session. Learn how to spot recurring weaknesses and give actionable advice for all publications. Also, learn about the new and improved guidebooks.
Kathy Huting, National Scholastic Press Association, Minneapolis, Minn.; Laurie Hansen, CJE, Stillwater Area High School, Stillwater, Minn.; Linda Barrington, MJE, Mount Mary College, Milwaukee, Wis.; Lynn Strause, East Lansing, Mich.; Kathy Craghead, MJE, Mexico, Mo.; and Kim Green, MJE, Columbus North High School, Columbus, Ind.
11 a.m. Friday, 2202 (132)

ADVISERS, 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? Have different fonts on two pages? Sent your pages in and realized you were several spreads short? Noth-
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.

Joe Pfeiff, CJE, Peonia, Ariz., and Carmen Wendt, CJE, Scottsdale, Ariz.
11 a.m. Friday, 2208 (132)

20 ways to improve your writing

Are you busy with so many other journalistic things that writing has suffered? If so, try to spice up your writing with these tips. Use them over a period of time or choose one at a time, but these tips are geared to help writers of all experience levels.

April Moss, CJE, Pike High School, Indianapolis, Ind.
11 a.m. Friday, 2209 (132)

Changing Backgrounds: Green screen in iMovie (2 hours)

Using a video that has been recorded in front of a green screen, learn how to overlay your footage on a different background. If you would like to save the project you create in this class, please bring a flash drive or portable hard drive.

(Sign up and get a ticket at the convention registration desk. Limit: 38)
Kate Hunyor, Ottawa Hills High School, Toledo, Ohio
11 a.m.-12:50 p.m. Friday, 2210 (38)

Soundslides: Preparing audio and images to tell a story (2 hours)

In this two-hour, hands-on session students will learn how to use Audacity to prepare audio, use Photoshop to prepare photos and use Soundslides to put together the story. (Sign up and get ticket at registration desk. Limit: 34)
Judy Robinson, CJE, University of Florida, Gainesville, Fla.
11 a.m.-12:50 p.m. Friday, 2211 (34)

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.
11 a.m. Friday, 2502 A (270)

The stuff they wouldn’t print

Cartoonist Lee Judge, known for his sharp political jabs, will show some of his favorite rejected cartoons. He will offer insights on how he comes up with ideas and share stories about why some cartoons never make it into print. Learn what he did to survive being laid off from The Kansas City Star, including covering baseball and facing people he comments on.

Lee Judge, The Kansas City Star, Kansas City, Mo.
11 a.m. Friday, 2501 A (1,300)

The power of the storyteller

A conversation with a veteran writer and editor about the power of stories to convey information. Why is it that, no matter how technology changes our world, well-told stories never lose their ability to grab us, teach us and change our thinking? You’ll learn some of the basic truths that all great writers employ to harness this timeless power.

11 a.m. Friday, 2501 B (1,300)

The big interview

The difference between the good and great publications at this convention is The Big Story. The great ones have it. To get The Big Story, you have to do The Big Interview, which might require The Big Question. We’ll talk about how to get The Big Stuff from The Big Interview to create The Big Story. This is going to be big.

Scott Winter, University of Nebraska-Lincoln, Lincoln, Neb.
11 a.m. Friday, 2502 B (270)

Avoiding column chaos

If you are a newspaper columnist and have never said you don’t have an idea for the next issue, then you will someday. This session, led by a veteran newspaper columnist, will give you ideas for topics for writing editorial, news, feature, entertainment or sports columns. The session features “how-to” tips on creating ideas and writing the column.

Michael Doyle, CJE, Belvidere North High School, Belvidere, Ill.
11 a.m. Friday, 2504 B (135)

Blogging the news

Learn how to use blogs to deliver news and features in real time and build community within your school.

Lorrie Lynch, Washington, D.C.
11 a.m. Friday, 2503 A (180)

Yearbook marketing 2.0: The era of the special yearbook

Are you wondering how new social media trends and tools will impact the future of your yearbook program? Take a guided tour of the latest and greatest social, mobile and location-based tools in today’s marketplace. Learn to use these fun (and free) networks and services to make your yearbook the talk of the town. We’ll cover Facebook, Twitter, YouTube, Foursquare and others — and exactly how, when and where to use them to get students, parents and administrators on board with your yearbook marketing efforts.

Brennan Burger, Walsworth Publishing Co., Kansas City, Mo.
11 a.m. Friday, 2503 B (144)

10 ways to become an award-winning publication

Looking to move up a notch in the standings in either individual or overall awards? If you follow these 10 suggestions, you will immediately improve your paper and your chances for awards.

Georgia Dunn, CJE, Well Dunn Images, South Lebanon, Ohio
11 a.m. Friday, 2504 A (270)

You’ve trimmed away the clutter, cut all of the Paste, and even added a few sections. But is your layout really working for you? Learn about the latest and greatest trends and tools that will impact the future of your yearbook.

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Michael Doyle, CJE, Belvidere North High School, Belvidere, Ill.
11 a.m. Friday, 2504 B (135)

Trends in high school newspaper design

Let’s take a look at what is happening in scholastic newspaper design. We will look at some PDFs and some of your own pages. Please bring copies of your student news publication to share with others and maybe have the speaker do a quick group
Shooting photos with stopping power
Learn how to shoot photos for any event that stops readers on the page. These techniques will have your student body drooling over your images. Come see real examples of coverage and typical events at any school.
Beth Shull, Pulaski Academy, Little Rock, Ark., and Margaret Sorrows, CJE, Bryant High School, Bryant, Ark.
11 a.m. Friday, 3501 B (288)

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
11 a.m. Friday, 3501 B (162)

Ban boredom from yearbook copy
Copy got a severe case of the ‘blahs?’ Come to this session to learn tips from a veteran adviser about making yearbook copy sizzle so that someone other than your grandmother will enjoy reading it.
Mary Kay Downes, MJE, Chantilly High School, Chantilly, Va.
11 a.m. Friday, 3501 C (252)

Better, by design
These principles of design make the difference between good yearbooks and great ones. See how knowing what subtle changes to make can create a drastically different look in terms of sophistication and polish.
Paul Ender, Palm Springs, Calif., and Ann Akers, MJE, Herff Jones, Matthews, N.C.
11 a.m. Friday, 3501 D (216)

Have questions about Quill and Scroll? Here’s the scoop
High school students around the world are Quill and Scroll International Honorary Society members, a recognition of their academic and journalistic achievements.
Randy Stano, University of Miami, Coral Gables, Fla.
11 a.m. Friday, 2505 A (252)

Noon FRIDAY

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 high-school staff launched a site, from registering a domain to registering reader accounts. Now students can publish varied content: audio slide shows, blogs and podcasts. You can too.
Liz Palmer and James Miller, duPont Manual High School, Louisville, Ky.
Noon Friday, 2201 (132)

Power + Empower = Success
Learn the keys to a successful yearbook process: how to organize, run, and get the best out of the class, as well as how to meet and beat deadlines and create an atmosphere of responsibility, investment and camaraderie.
Sharon Swanson and Lisa DeNapoli, Niles West High School, Skokie, Ill.
Noon Friday, 2202 (132)

Mastering master pages in InDesign
This session will provide instruction and tips on using master pages in InDesign to create templates and maintain standard elements for publications, such as graphic elements, theme elements, and folios. The use of master page elements helps keep elements consistent as well as eliminates extra work for staff members in re-creating or placing those elements on pages.
Beth Slusser, Herff Jones Yearbooks, Fairmont, W.Va.
Noon Friday, 2203 (132)

Get Certified: Role and history of media
Planning to take the CJE test? Considering it? Or just wanting to be more familiar with the history of media and their role in society? This is the session for you. Whether it’s knowing the most important journalism milestones or understanding the varied roles media play in society, here’s the place to find out what’s essential.
Joe Miranda, MJE, Southeastern Louisiana University, Hammond, La.
Noon Friday, 2208 (132)
Write tight
Modern communications technology demands that journalists learn to say the most with the fewest number of words, both to save space and to engage easily distracted readers. This session will get to the heart of how good writers compress, condense and concentrate their work. Session will end with a head-to-head competition; prizes will be awarded.
Carole Henning, Southeast Polk High School, Runnells, Iowa
Noon Friday, 2209 (132)

YEARBOOK
Spice it up with sidebars, lists and infographics
Learn how a sprinkling of polls and quote boxes, or a dash of fast facts, lists and sidebars, can create more flavorful coverage. We'll discuss how to effectively add information using each of these nontraditional methods of coverage, and where these specific methods are most appropriately used.
Gracie MacDonell, Walsworth Publishing Co., Maryland Heights, Mo.
Noon Friday, 2215 A (320)

NEWSPAPER, LAW/ETHICS
Shock talk
Sex. Drugs. And rock 'n' roll. It's every administrator's nightmare, and every high school student's dream story. Yes, you should cover these issues and other sensitive topics, but you need to do it in an ethical, responsible manner.
Jeanne Acton, University Interscholastic League, Austin, Texas
Noon Friday, 2502 A (270)

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 Printing, Northridge, Calif.
Noon Friday, 2502 B (270)

ADVISORS, YEARBOOK
Yearbook = Fun
In this session, we will discuss ways to energize your staff, increase morale and help make the yearbook process more fun and productive. Learn motivation and team-building tools and strategies you can take back with you and use with your staff this year... and put the fun back into yearbook.
Keith Hughey, Walsworth Publishing Co., Cincinnati, Ohio
Noon Friday, 2503 A (180)

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 immediate appeal of online media.
Gary Lundgren, Jostens, Minneapolis, Minn.
Noon Friday, 2504 A (270)

YEARBOOK
Add energy to your yearbook spreads
It never hurts or is never too late to take a look at what might spark some new life and energy into your yearbook design and coverage. We will take a look at yearbook spreads from across the country to see what is happening in the terms of design, content and coverage. You might even see some pages and topics that you can adapt for your yearbook.
Randy Stano, University of Miami, Coral Gables, Fla
Noon Friday, 2505 A (252)

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 and college photography.
Bryan Farley, Oakland, Calif., and Mark Murray, Arlington ISD, Arlington, Texas
Noon Friday, 2505 B (288)

YEARBOOK
Save the environment: Go Google Docs
Students will have the opportunity to explore the inner function of Google Docs and how it can help their newspaper. No more excuses about missing work. No more disorganization. No more being unavailable for conferencing on work. Learn how to organize your newsroom and make life easier using this free service.
Starr Sackstein, CJEE, World Journalism Preparatory School, Flushing, N.Y.
Noon Friday, 2503 B (144)

NOON FRIDAY
12:30 p.m. FRIDAY
CONTEST
Broadcast moderators meeting
Those moderating contests 40 and 44 will meet here before the contest.
12:30 p.m. Friday, Trianon A, Marriott (55)

FEATURED SPEAKER, GENERAL AUDIENCE
Rising young journalists
Newspapers are about as dead as hip-hop. The art of journalism isn’t endangered; it’s evolving. These young journalists share their story with you, answer the questions you really want to ask and remind you there will always be stories to tell.
Jenée Osterheldt, Greg Moore and Monica Watrous, The Kansas City Star, Kansas City, Mo.
Noon Friday, 3501 C (252)

FEATURED SPEAKER, GENERAL AUDIENCE
Adobe InDesign CS5
What’s new in InDesign and how it can impact your publishing projects? Magically import captions for photos, create text that spans columns and create an interactive Flash or PDF file without writing code.
Noon Friday, 3501 E (162)

NUTS AND BOLTS OF GREAT REPORTING
Thomas has covered tragedies, right-wing militias, corruption and abortion clinic violence. She knows how to get people to talk and how to communicate their stories to readers. Now, she’ll share those techniques with you.
Judy Thomas, The Kansas City Star, Kansas City, Mo.
Noon Friday, 3501 B (162)

CONTEST
NEWSPAPER, DIGITAL MEDIA
Save the environment: Go Google Docs
Students will have the opportunity to explore the inner function of Google Docs and how it can help their newspaper. No more excuses about missing work. No more disorganization. No more being unavailable for conferencing on work. Learn how to organize your newsroom and make life easier using this free service.
Starr Sackstein, CJEE, World Journalism Preparatory School, Flushing, N.Y.
Noon Friday, 2503 B (144)

GENERAL AUDIENCE
Journalism’s 10 deadly sins
Think you’re stories ready too bee published? Think again. This class offers writers a Top 10 checklist of editing strategies to use before they send articles out for readers to see.
Jim Streisel, MJE, Carmel High School, Carmel, Ind.
Noon Friday, 3501 B (162)

SOFTWARE/TECHNOLOGY
Adobe InDesign CS5
What’s new in InDesign and how it can impact your publishing projects? Magically import captions for photos, create text that spans columns and create an interactive Flash or PDF file without writing code.
Noon Friday, 3501 E (162)
**1 p.m. Friday**

**1 p.m. FRIDAY**

**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 assignment. You must have a contest ticket to enter.

1 p.m. Friday, Trianon A, Marriott (55)

**CONTEST**

**Broadcast moderators meeting**

Those moderating contests 34, 35, 36, 37, 38 and 46 will meet here before the contest.

1 p.m. Friday, Trianon B, Marriott (70)

**KEYNOTE ADDRESS**

Jim Richardson, a photographer for National Geographic, will show some of his work and explain how he creates visual stories close to home in Kansas or in countries around the world.

1 p.m. Friday, Ballroom 2501

**1:30 p.m. FRIDAY**

**CONTEST**

**Broadcast carry-in contests**

All students entered in the broadcast carry-in contests will meet at this 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 in the Marriott that were not available at press time.

1:30 p.m. Friday, Trianon Level, Marriott

**2:30 p.m. FRIDAY**

**LAW/ETHICS, ADVISERS, ADMINISTRATORS**

**Lawsuit-proofing your journalism**

They’re the words every journalist (and adviser) dreads: “I’m getting a lawyer and suing you.” How can you avoid the landmines of libel and invasion of privacy to keep yourself legal, and how do you convince your principal that a controversial story doesn’t equal a lawsuit?

Frank LoMonte, Student Press Law Center, Arlington, Va.

2:30 p.m. Friday, 2201 (132)

**LAW/ETHICS**

**Introducing ‘Protocol for Free and Responsible Student News Media’**

It’s hot off the press — ethical protocol for cultivating free and responsible student news media, improving communication among scholastic journalism stakeholders and enhancing democratic learning in schools. The protocol is the result of a two-day conference, where more than 50 participants — including teachers, administrators, students, school board members, attorneys, professional journalists and other journalism stakeholders — gathered to share ideas. Learn about proactive strategies for creating an environment to practice genuine journalism at your school.


2:30 p.m. Friday, 2206 (132)

**NEWSPAPER**

**Fixing your sports pages**

This session will cover all that’s important in making good sports pages, from content to design. We’ll also look at the biggest problems that happen in sports sections, and fix them.

Jeff Nardone, Grosse Pointe South High School, Grosse Pointe Farms, Mich.

2:30 p.m. Friday, 2207 (132)

**ADVISERS**

**Beyond news literacy: Knowing what’s true**

Our students are inundated with information every second. Learn about a new approach to teach 21st-century information skills. Work on case studies that look at both the producers and consumers of news.

Carol Knopes, Radio Television Digital News Foundation, Washington, D.C.

2:30 p.m. Friday, 2208 (132)

**GENERAL AUDIENCE**

**Teaching accountability: Student journalists and ethical choices**

This session is geared to new advisers who want to build programs where students learn sound reporting and editing practices, and are held accountable for what they publish or broadcast. This session will present essential elements of media ethics that student journalists must understand before they begin their work. The happiest advisers are those with students who are ethically responsible.


2:30 p.m. Friday, 2205 (132)
traditional newspaper photographer looks

An in-depth look at how the role of the journalism

Changing times have meant changing job
trends. Material from current mass media,
applications are presented as a guideline of
what works in contemporary design.

Rick Brooks, Jostens, Port Matilda, Pa.
2:30 p.m. Friday, 2504 A (270)

Middle School Fun Night
and Swap Shop
As an alternative to the clancé,
middle-level students can hang out
and have fun here getting to know
each other and playing card and
board games. Middle-school media
Swap Shops will be here at 8 p.m.
so bring your publication to share.
Members of the JEA Junior High/
Middle School Commission will
oversee this event.
6-10 p.m. Friday, 3501 A

EDITORS ONLY, NEWSPAPER, YEARBOOK
I’ll do it myself!
Hate that thought? Then this session is
for you to learn of the five craziest things
editors say. You’re to be delegating the
workload. Come discuss and share your
comments about the daily routines of
publications, staff organization, photogra-
phy needs, deadlines and other issues.
You’re the editor and this session is for
editors-in-chief. No advisers please.
2:30 p.m. Friday, 2504 B (135)

NEWSPAPER, YEARBOOK
You asked for it
Or maybe you didn’t, but you should
have. Reporters can write great stories
only when they’ve mastered the art of
interviewing. This session will explore tips
for improving your interviewing skills.
Jeanne Acton, University Interscholastic
League, Austin, Texas
2:30 p.m. Friday, 2505 A (252)

YEARBOOK
Duct tape and high funkadelity
Newspaper journalists are smarter, better-
looking and more interesting than every-
body else. That’s why the staff not only
should have a goal of having an awesome
newspaper, but also a goal of having the
funkiest classroom and newspaper expe-
rience. We’ll give you 758 ideas for how to
make class unforgettable this year.
Scott Winter, University of Nebraska-Lincoln, Lincoln, Neb.
2:30 p.m. Friday, 2505 B (288)
2:30 p.m. Friday

BUSINESS/ADVERTISING

Newspaper advertising makes you free
Advertising is the lifeblood of any newspaper. Pushing for it, running it and collecting on it takes perseverance. In addition to the local market, there are various groups that run advertising networks for national advertising. Explore those networks, how they relate to your newspaper and what you can do to improve your chances of getting advertising from them.

Craig Branson, ASNE, Reston, Va.
2:30 p.m. Friday, 3501 B (162)

FEATURED SPEAKER, GENERAL AUDIENCE

The Power of Story: Writing nonfiction narratives
National award-winning feature writer Eric Adler of The Kansas City Star teaches young reporters how to find, report, structure and write journalism’s most compelling stories. Narrative journalism uses all the tools of fiction — character, place, wants, desires, stakes and obstacles — in the service of nonfiction.

Eric Adler, The Kansas City Star, Kansas City, Mo.
2:30 p.m. Friday, 3501 C (252)

MAGAZINE, NEWSPAPER, DIGITAL MEDIA

Feature Writing: Telling the real stories
Whether you’re writing for a newspaper, a feature magazine, a blog or for a Web site, it’s still all about quality writing and telling interesting and important stories. Where can you find unique story ideas? How do you locate good sources? And finally, how do you create the story that will grab your readers? Get ideas from a veteran adviser.

David Wallner, Madison, Wis.
2:30 p.m. Friday, 3501 D (216)

COMPUTER TECHNOLOGY

Adobe Flash Catalyst CS5
With the release of CS5, a new product, Flash Catalyst is available. Learn how this new tool aids teaching interactive design without the need to learn code. Take Photoshop and Illustrator files directly into Flash Catalyst to add movement, buttons and transitions. It’s a whole new way to think about interactive design, and it makes it fun and achievable for more students. This session is for those with intermediate and advanced design skills.

2:30 p.m. Friday, 3501 E (162)

2:45 p.m. FRIDAY

ADVISERS

Write-off moderators meeting
Those who have agreed to moderate JEA’s Write-off contests must attend this meeting to get instructions and supplies.

2:45 p.m. Friday, 3501 F, H

3:30 p.m. FRIDAY

ADVISERS

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, 2211 (34)

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.

6 p.m. FRIDAY

ADVISERS

Write-off judges dinner and judging
Those who have agreed to judge JEA’s Write-off contests are invited to dinner before judging. Please check in at the table in the foyer to receive a ticket and judging assignment.

6 p.m. Friday, 3501 F, H (270)

Student Dance
A dance for students on Friday night will have music provided by a DJ. This is a good time to enjoy the music and dancing with other student journalists from around the country. Students must present their convention name badge in order to be admitted to the dances. School Newspapers Online will sponsor Friday’s student entertainment.

9-11:30 p.m. Friday, 1501

Adviser reception and SPLC auction
Save room for dessert. Advisers are invited to this social gathering featuring a dessert extravaganza and an auction to benefit the Student Press Law Center. Visa, Mastercard, check or cash will be accepted. Those who are judging Write-off competitions are especially encouraged to attend after they finish judging.

8:30-11 p.m. Friday, 2501 A
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<tr>
<th>Time</th>
<th>2200 Lobby</th>
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<th>2215 A</th>
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<tbody>
<tr>
<td>8 a.m.</td>
<td>Registration (8 a.m. - 2 p.m.)</td>
<td>Can we print that? Privacy and diversity in student publications</td>
<td>Defining moments help teach the basics</td>
<td>JEA Multicultural Commission meeting</td>
<td>When editors earn their pink slips</td>
<td>Introduction to intensive journalistic writing</td>
<td>Scholastic Press Rights Commission meeting</td>
<td>Building collaboratives to support scholastic journalism</td>
<td>10 steps to creating a successful online publication</td>
<td>Marketing to Latino parents</td>
<td>Graphics in Final Cut Pro, Title Safe and Lower Thirds (2 hours)</td>
<td>Photoshop basics for advisers (2 hours)</td>
<td>Digital Media Committee meeting</td>
<td>Scholastic Journalism Week Committee meeting</td>
<td>Write-off headquarters</td>
<td>A winning attitude leads to sales success</td>
<td>JEA Bookstore/Adviser Hospitality/Meet the Mentor (8 a.m. - 3 p.m.)</td>
<td>Development/curriculum commission meeting</td>
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<tr>
<td>9 a.m.</td>
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<td>Get Certified: Managing student media</td>
<td>Adviser-editor rapport</td>
<td>JEA Multicultural Commission meeting</td>
<td>Lead writing and the inverted pyramid</td>
<td>30 years: Still loving advising</td>
<td>Scholastic press association roundtable (2 hours)</td>
<td>Creating a media-convergence course</td>
<td>Fantastic features. Much more than fluff</td>
<td>Protocol for Free and Responsible Student News Media® and stakeholders</td>
<td>Website design using iWeb (2 hours)</td>
<td>Teaching InDesign</td>
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<td>10 a.m.</td>
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<td>Why consider JEA certification?</td>
<td>Management skills for advisers and student editors</td>
<td>How do you motivate a slacker?</td>
<td>Meet this press</td>
<td>Who needs a staff manual? You do</td>
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<td>11 a.m.</td>
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<td>Get Certified: Design and graphics</td>
<td>Establishing a national PLC for journalism teachers and advisers</td>
<td>Newspaper nightmares begone!</td>
<td>May the best writer publish</td>
<td>An opportunity to tell a story</td>
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Saturday at a Glance
rooms 1500-2215C
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<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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<td>Great design from unexpected places</td>
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<td>Person to Person: Communication skills for interviewing</td>
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<td>Microdetails: Getting from Brain A to Brain B</td>
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<td>Convention wrap-up</td>
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<td>A prerequisite for yearbook: Intro to Publications</td>
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<td>Making something from nothing</td>
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<td>Fighting back: Taking on censorship</td>
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<td>Using GarageBand to create soundslides (2 hours)</td>
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<td>'Virtual' football coverage (15 hours)</td>
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<td>Write-off headquarters</td>
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<td>Issue Seminar Environmental reporting (continued)</td>
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<td>Bringing your principal into your wolf pack</td>
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<td>So you want to be a columnist</td>
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<td>Ballroom 2501</td>
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<td>From my high school paper to the White House: A reporter’s journey</td>
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<td>2501 A</td>
<td>Sports matters</td>
<td>Give your readers the third degree</td>
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<td>2501 B</td>
<td>Laugh responsibly</td>
<td>20 Design Rules — Hey, we didn’t make up this stuff</td>
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<td>2502 A</td>
<td>Yearbook writing: The chicken or the egg?</td>
<td>Interviewing in the age of e-mail</td>
<td>Real yearbook</td>
<td>Interviewing 101</td>
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<td>2502 B</td>
<td>Personality profiles</td>
<td>Writing for the Web</td>
<td>Yearbook bucket list</td>
<td>Urban legends</td>
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<td>2503 A</td>
<td>Brand yourself and your identity online</td>
<td>Juggling print and digital media</td>
<td>Concert photography</td>
<td>The Basics of Photography: Light and composition</td>
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<td>2503 B</td>
<td>Editors say the craziest things</td>
<td>Headline how-to</td>
<td>Open discussion of prior review and censorship</td>
<td>Defending abhorrent speech: Snyder v. Phelps</td>
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<td>2504 A</td>
<td>In-depth CPR</td>
<td>It’s the little things</td>
<td>Everyone’s a critic</td>
<td>What we sell is credibility</td>
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<td>2504 B</td>
<td>Group therapy</td>
<td>Designating your publication as a public forum</td>
<td>Building administrative support for student media</td>
<td>The news in your classroom</td>
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<td>2505 A</td>
<td>Best of Show judging (8 a.m.-noon)</td>
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<td>2505 B</td>
<td>Maggots, rat guts and feeling good about throwing up</td>
<td>Line ‘em up and shoot ‘em</td>
<td>Photographic awesomeness</td>
<td>Finding a photographic hero</td>
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<td>3501 A</td>
<td>On-site critiques (8 a.m.-2:30 p.m.)</td>
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<td>3501 B</td>
<td>Through the readers’ eyes</td>
<td>Creating your staff manual</td>
<td>Press law and ethics: Handling tough calls</td>
<td>Literary magazine A to Z</td>
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<td>3501 C</td>
<td>Tell the WHOLE story</td>
<td>20 ways to make your yearbook amazing</td>
<td>Great, photography is as simple as TLC. Timing, light and composition</td>
<td>Contemporary coverage</td>
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<td>3501 D</td>
<td>Betsy’s 10-step program</td>
<td>Themes like a concept to me</td>
<td>Four levels of storytelling</td>
<td>Beyond the scoreboard: Better sports writing</td>
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<td>3501 E</td>
<td>What’s really going on at your school?</td>
<td>The Pacemaker</td>
<td>Print, pixels and people</td>
<td>Advertising 101</td>
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<td>3501 F &amp; H</td>
<td>Adviser swap shop</td>
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<td>3501 G</td>
<td>Digital storytelling: Games as informative experience</td>
<td>They won’t let me print this</td>
<td>The third century of American journalism</td>
<td>Interactive magazine brainstorm</td>
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**New broadcasters: Building a high school newsroom**

**Yearbooks in the 21st century**

**10 fingers to better videography**

**Four levels of photography**

**Southapalooza: Using video for interactive events**

**Communicating color effectively**

**Going too far? Surveying sexual activity and publishing the results**

**Excel in environmental portrait photography**

**Reach out, recruit to reflect diversity**

**Advanced approaches to writing film criticism**

**Captions, not craptions**

**Seeing movies like a film critic**

**Comprehensive sports writing**

**Make Rick Reilly proud**

**Living in the journalism ecosystem**

**Gaga for Google Docs**

**The digital age of peer editing**

**Beyond the interviewing basics**

**Picture speaks 1,000 words**

**On-site critiques (8 a.m.-2:30 p.m.)**

**State laws protecting press freedom**

**Public records for dummies**

**I found this great photo on Google Images, and ...**

**Creating senior tribute ads**

**Still not converging?**

**For better or worse**

**The invention and reinvention of journalism**

**Photography skills = $$$**

**Confessions of a font fanatic**

**Taking your daily announcement show to the next level**

**Revitalize your interview techniques**

**Writing with authority: The search for key sources**

**Adviser Luncheon**

**Posters and markers have lost their marketing magic**

**Up your sleeve ...**
7:30 a.m. SATURDAY

ADVISERS

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, Marriott

8 a.m. SATURDAY

NEWSPAPER, YEARBOOK, LAW/ETHICS

Can we print that? Privacy and diversity in student publications
Are you covering your whole school population or just the kids in the spotlight? Are you fearful about what is legal or not legal for you to cover? This session can help you have more diverse coverage and still stay within the legal limits.
Nancy Freeman, MJE, Clayton High School, Clayton, Mo.
8 a.m. Saturday, 2201 (132)

ADVISERS

Defining moments help teach the basics
This teaching unit for advisers incorporates the basics of interviewing, telling a story through quotes, following directions, especially in attention to details, style and editing, composing on the computer, use of sidebars and much more.
Karen Flowers, CJE, University of South Carolina, Columbia, S.C.
8 a.m. Saturday, 2202 (132)

ADVISERS

JEA Multicultural Commission meeting
Commission members will meet to discuss special projects and goals for the upcoming year.
Norma Kneese, MJE, Snake River High School, Blackfoot, Idaho
8 a.m. Saturday, 2203 (132)

On-site critiques
Advisers and staffs who sent in newspapers, newsmagazines, yearbooks, videos and literary magazines for a critique should check appointment times posted in the registration area. Since critiques are only 30 minutes long, it is important to be on time.
8 a.m.-2:30 p.m. Saturday, 3501 A

ADVISERS

When editors earn pink slips
Challenges advisers face include cultivating leadership skills in editors and, at times, making the decision to remove students from editorial leadership roles. This session is designed to provide beginning and intermediate advisers with suggestions and alternatives for assessing leadership effectiveness and options for removing editors. Handouts will be provided.
Johanna Sherman, MJE, Chapin High School, El Paso, Texas
8 a.m. Saturday, 2204 (132)

ADVISERS

Introduction to intensive journalistic writing
Strengthen your school's English and journalism programs by incorporating journalism models and approaches into your English class. The Intensive Journalismic Approach (now approved through the Advanced Placement Audit) brings real experience into the academic setting. Meet with teachers who will share IJW activities and answer your questions.
Carol Lange, CJE, Reston, Va.; Brian Baron, CJE, South High School, Newton Centre, Mass.; and Valerie Kibler, CJE, Harrisonburg High School, Harrisonburg, Va.
8 a.m. Saturday, 2205 (132)

ADVISERS, LAW/ETHICS

Scholastic Press Rights Commission meeting
Members of this commission will meet to make plans and goals for the upcoming year. Other advisers who are interested in being part of the commission are invited to attend.
John Bowen, MJE, Kent State University, Kent, Ohio
8 a.m. Saturday, 2206 (132)

ADVISERS

Building collaboratives to support scholastic journalism
See how three collaboratives involving scholastic journalists, professional journalists, educational entities and funders are supporting school journalism programs in three California cities and how you could adopt this model for your community. Learn the strategies they use to promote student newspapers in schools under pressure to eliminate journalism from the curriculum.
Steve O'Donoghue, California Scholastic Journalism Initiative, Sacramento, Calif.
8 a.m. Saturday, 2207 (132)

DIGITAL MEDIA, 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.
8 a.m. Saturday, 2208 (132)

YEARBOOK, BUSINESS/ADVERTISING

Marketing to Latino parents
If your school has a growing Hispanic population, you'll find your yearbook sales continuing to drop. 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.
8 a.m. Saturday, 2209 (132)

BROADCAST

Graphics in Final Cut Pro, Title Safe and Lower Thirds (2 hours)
In this hands-on session, you will add text to existing sequences in Final Cut Pro using several methods, including some that generate pre-formatted text or animate the text automatically. You’ll also create a sequence of still images and edit it into another sequence. In addition, you can apply a Motion template to your project to create a more sophisticated look.
Doug Kapeller, Olathe Northwest High School, Olathe, Kan.
8-9:50 a.m. Saturday, 2210 (38)

ADVISERS

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 pick up ticket at the convention registration desk. Limit 34.)
Mark Murray, Arlington ISD, Arlington, Texas
8-9:50 a.m. Saturday, 2211 (34)
**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, 2212 (14)

**Business/Advertising**

**Brand yourself and your identity online**

Take control of your identity as an online communicator by turning yourself into a product. Make you and your work known throughout your school, the region and even the world. Learn 10 steps for successful self-branding.

David Schwartz, Iowa High School Press Assn, Iowa City, Iowa.
8 a.m. Saturday, 2503 A (180)

**Editors say the craziest things**

This session is for editors-in-chief only. Do you often say to staff members, “I’ll just do it myself”? That’s one of craziest things editors say. You need to delegate the workload. Come discuss the daily routines of publications, staff organization, photography needs, deadlines and other issues. No advisers please.

Sheryl Fulton, Jostens, Topeka, Kan.; Bonnie Blackman, Jostens, Ocean, N.J., and Linda Chambers, Fairview Middle School, Fairview, Tenn.
8 a.m. Saturday, 2503 B (144)

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**Scholastic Journalism Week Committee meeting**

A member of the SJW committee, or want to be? Stop by this session and 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, 2213 (14)

**A winning attitude leads to sales success**

Selling advertising is an attitude. Students will learn the art of selling and leave with the attitude and enthusiasm to raise a lot of money for their journalism program. Nora Guiney, Walsworth Publishing Co., Riverview, Mich.
8 a.m. Saturday, 2215 A (320)

**YEARBOOK**

**Yearbook writing: The chicken or the egg?**

Have you ever been confronted by a yearbook staffer who says, “No one reads the stories anyway, so why bother?” Or an entire school that thinks this way? Come find out what people actually will read your copy ... if it doesn’t stink.

8 a.m. Saturday, 2502 A (270)

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**GENERAL AUDIENCE**

**Personality profiles**

Everybody has a story. Like Steve Hartman, the television reporter who throws a dart at a map and chooses someone at random from the phone book to interview, you, too, can randomly select people you don’t know and turn them into someone you know. Find out how it can work for any media.

Susan Newell, MJE, Northridge High School, Tuscaloosa, Ala.
8 a.m. Saturday, 2502 B (270)

**Business/Advertising**

**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/Taylor Yearbooks, Avon Lake, Ohio, and Marilyn Scooggins, Balfour/Taylor Yearbooks, Dallas, Texas
8 a.m. Saturday, 3501 C (252)

**Newspaper**

**Betsy’s 10-step program**

Redesigning your publication is much more than changing the design. This session will take you through 10 proven steps to make your publication read and remembered.

Betsy Rau, Central Michigan University, Mount Pleasant, Mich.
8 a.m. Saturday, 3501 D (216)

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**JEA Bookstore**

Need a quiet moment? Stop by the JEA Bookstore to get ideas for your classes or buy up a book to read on the plane home.

8 a.m.-3 p.m. Saturday, 2215 B-C
9 a.m. SATURDAY

ADVISERS

Get Certified: Managing student media
This session will provide information in the area of staff management for those taking the CJE/MJE exam.
Jane Blystone, MJE and Ph.D., Mercyhurst College, Erie, Pa.
9 a.m. Saturday, 2201 (132)

ADVISERS, EDITORS

Adviser-editor rapport
Attendees will focus on common goals to verify that learning will take place during class, and with their final publications and broadcasts. Numerous topics ranging from deadline enforcement, conflict management, delegation of tasks, staff assignments, and respect for each party will be discussed. Advisers and editors are encouraged to attend together if possible.
Dianne Gum, Centennial, Colo.
9 a.m. Saturday, 2202 (132)

GENERAL AUDIENCE

How do you motivate a slacker?
It’s impossible, right? Maybe, but this session will give you some weapons to fight the war on slackers. Come with your own ideas on how you make your publication fun, and we’ll all learn something.
Jeff Nardone, Grosse Pointe South High School, Grosse Pointe Farms, Mich.
9 a.m. Saturday, 2203 (132)

NEWSPAPER

Lead writing and the inverted pyramid
This session is designed for beginning newspaper reporters. In this session we will discuss the various types of leads and the inverted pyramid format.
John Hudnall, University of Kansas, Lawrence, Kan.
9 a.m. Saturday, 2204 (136)

ADVISERS

30 years: Still loving advising
Advisers need a good laugh and encouragement. Come for both and find out how to get past those days when you want to quit. Come hear about ways to love advising no matter what (administration, faculty, parents, students) or what (finances, grading, working hours) is trying to bring you down. Share your struggles, get advice, and make helpful connections.
Janet Levin, MJE, John Hersey High School, Arlington Heights, Ill.
9 a.m. Saturday, 2205 (132)

ADVISERS

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.
9-10:50 a.m. Saturday, 2206 (132)

ADVISERS, DIGITAL MEDIA

Creating a media-convergence course
This session will review the trials, tribulations, and successes of establishing a media-convergence course.
Rod Howe, Matt Rasgoshek, and Nathan Moseley, CJE, Omaha Westside High School, Omaha, Neb.
9 a.m. Saturday, 2207 (132)

GENERAL AUDIENCE

Fantastic features: Much more than fluff
Feature stories are far more than “soft” news: They are often a publication’s heart and soul. News stories inform readers, but features engage, entertain, explore, educate, and entice them. Writing great features requires a special combination of care and creativity.
Patricia Gabbett Snow, La Cueva High School, Albuquerque, N.M.
9 a.m. Saturday, 2208 (132)

GENERAL AUDIENCE, LAW/ETHICS

Getting all stakeholders to buy into ‘Protocol for Free and Responsible Student News Media’
We will discuss strategies for winning the support of the school community in adopting the protocol just published by the McCormick Foundation for use in building the competence and ethics of student journalists and in creating structure to enhance responsible student news media.
Shawn Healy, McCormick Tribune Freedom Museum, Chicago, Ill., and Randy Swikle, CJE, McHenry, Ill.
9 a.m. Saturday, 2209 (132)

ADVISERS

Doing National Board certification with journalism
Many teachers across the country are pursuing National Board certification through the National Board for Professional Teaching Standards. This session will show teachers of journalism how they can tailor their lessons in journalism and publications to meet the national standards and become NBPTS certified.
Pat Graff, MJE, La Cueva High School, Albuquerque, N.M.
9 a.m. Saturday, 2213 (14)

YEARBOOK

Sports matters
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 a former jock turned sport writer turned yearbook nerd for a look at the best and worst sports ideas you’ve ever seen.
Casey Nichols, CJE, Rocklin High School, Rocklin, Calif., and John Cutsinger, CJE, Jostens, Ocoee, Fla.
9 a.m. Saturday, 2501 A (1,300)

GENERAL AUDIENCE

Laugh responsibly
Real Southern women shouldn’t laugh out loud, my mother reminds me. She’s not here, and if you promise not to tell her, we’ll laugh out loud as we examine satire and how to use it in your publication.
Lori Oglesbee-Petter, McKinney High School, McKinney, Texas.
9 a.m. Saturday, 2501 B (1,300)
Adviser Swap Shop
Adviser swap shops are prime opportunities for preregistered advisers to share useful ideas and concepts with others. Bring at least 10 samples of your newspaper, literary magazine or one copy of your yearbook or video/DVD to show at your table. Tickets will be in the registration packet. Please check the ticket for your assigned table.

9 a.m. Saturday, 3501 F (80)

Interviewing in the age of e-mail
If you think that interviewing is easier now that we have access to instant messages, blogs and e-mails, please think again. While these can provide great background information, nothing can replace the face-to-face interview — and this session will show you why (and how)
Kathy Daly, Denver, Colo.
9 a.m. Saturday, 2502 A (270)

Writing for the Web
Getting stories online can seem daunting, especially with a print newspaper still to produce. But the task isn’t as difficult as it appears. The trick? Work smarter, not harder. Learn some basics of online news writing as well as a few easy ways to get those stories to the Web with resources you probably already have in place.
Jim Streisel, MJE, Carmel High School, Carmel, Ind.
9 a.m. Saturday, 2502 B (270)

Juggling print and digital media
Advisers will discuss their experience advising high school news media that publish online and in print. Informational handouts, links and stories will be provided.
Jonathan Rogers, Iowa City High School, Iowa City, Iowa; Gary Lindsay, MJE, John F. Kennedy High School, Cedar Rapids, Iowa; Aaron Manfull, MJE, Francis Howell North High School, Saint Charles, Mo.; and Ann Visser, MJE, Pella Community High School, Pella, Iowa
9 a.m. Saturday, 2503 A (180)

Headline how-to
Headline writing is not easy. This workshop will help student journalists learn how to write concise headlines that capture the essence of a news article in a subject-plus-verb-plus-direct-object sentence frame.
Nancy Olson, Brattleboro Union High School, Brattleboro, Vt.
9 a.m. Saturday, 2503 B (144)

It’s the little things
It’s the little things that can make a publication more sophisticated. This session provides dozens of useful tips for editors and advisers who are ready to take their publications to the next level. Writing layouts, staff — we’ll cover them all.
Jon Reese, Decatur High School, Decatur, Ga.
9 a.m. Saturday, 2504 A (270)

Designating your publication as a public forum
The courts say the forum status of each individual student publication makes all the difference in your free press rights. Learn how to determine whether your publication qualifies — you may be surprised at the answer — and how to work toward a public forum policy that matters.
Mark Goodman, Kent State University, Kent, Ohio
9 a.m. Saturday, 2504 B (135)

Line ‘em up and shoot ‘em
The mug shot is a mainstay of photojournalism. Just including a mug shot with a story increases readership dramatically. But few mug shots are shot properly. Come use this hands-on session to review some photo basics and to shoot live with your images up on the screen in real time.
Bradley Wilson, CJE, Cary, N.C.
9 a.m. Saturday, 2505 B (288)

Creating your staff manual
Staff manuals can help over-burdened editors work efficiently. Meet the crush of deadlines and pursue excellence. Manuals pull together information about policies, job descriptions, deadlines, copy and design, and the best manuals are updated annually to be a living document. Explore the content of a staff manual and a process advisers and editors can use to create one.
Steve Matson, MJE, Tacoma, Wash.
9 a.m. Saturday, 3501 B (162)

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 and learn some specific guidelines that will help you set your book apart.
Ann Aker, MJE, Herff Jones, Charlotte, N.C., and Paul Ender, Palm Springs, Calif.
9 a.m. Saturday, 3501 C (252)

9 a.m. Saturday, 3501 D (216)

10 a.m. SATURDAY

They won’t let me print this
If you’ve ever faced censorship, this session may help. Talk with a veteran adviser and others about censorship you’ve encountered or feared you would if you tried to pursue or print a particular story.
Nick Ferentinos, Saratoga, Calif.
9 a.m. Saturday, 3501 G (324)

Why consider JEA certification?
Advisers can demonstrate their professionalism by earning Certified Journalism Educator status and even become Master Journalism Educator. Learn how the JEA certification works and how advisers can gain their CJE or MJE.
Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.
10 a.m. Saturday, 2201 (132)

Management skills for advisers and student editors
Advisers and student editors all have management strengths and weaknesses. Compare and contrast leadership and management skills and relate them to conflict, time, staffing and classroom management in your individual situations.
Dianne Gum, Centennial, Colo.
10 a.m. Saturday, 2202 (132)
10 a.m. Saturday

ADVISERS

Newspaper nightmares begone
New advisers may benefit from this condensed survival plan for easier newspaper production days. Your staff’s ownership of these ideas can free you from all the late-night pizza parties...not good for your stomach.
Jolene Combs, El Camino College, Torrance, Calif.
10 a.m. Saturday, 2203 (132)

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. Competition is the key.
Janet Levin, MJE, John Hersey High School, Arlington Heights, III.
10 a.m. Saturday, 2204 (132)

GENERAL AUDIENCE

Meet this press
Meet key representatives of the four national ethnic-minority media organizations that form UNITY-Journalists of Color Inc. and the National Lesbian and Gay Journalists Association for an extended Q-and-A panel discussion of tips, issues, insight and motivation. From improving reporting and editing skills, to handling “sticky” diversity matters, becoming newsroom savvy and learning the many benefits of their student memberships, it’s designed to enhance your growth as a student and a journalist.
Reginald Ragland, CJE, Washington, D.C., and others to be announced
10 a.m. Saturday, 2205 (132)

YEARBOOK

Play that works
A motivated staff is the key to a successful yearbook. Come to this session to learn a variety of activities to use throughout the year to promote staff unity and solve personality conflicts.
Laura Moore, Indianapolis, Ind.
10 a.m. Saturday, 2208 (132)

GENERAL AUDIENCE

Maestro wrap-up
Students who participated in Thursday’s maestro project workshop are invited to this special session to review the results of their efforts.
Amy DeVault, CJE, Wichita State University, Wichita, Kan., and Jill Chittum, CJE, Blue Valley High School, Stilwell, Kan.
10 a.m. Saturday, 2209 (132)

ONLINE MEDIA

Website design using iWeb (2 hours)
Get your publication online quickly, easily and without having to learn HTML. In this session, you will learn the iWeb interface as well as design and layout basics, how to podcast audio and video content, hosting your site and more. Please bring a flash drive or portable hard drive if you would like to save your iWeb site. Optional: Bring photos, video and/or text that you would like to use on your site. (Sign up and get a ticket at the convention registration desk. Limit 38.)
Michael Hernandez, Mira Costa High School, Manhattan Beach, Calif.
10-11:50 a.m. Saturday, 2210 (38)

COMPUTER TECHNOLOGY, ADVISERS

Teaching InDesign
This hands-on session for advisers only will provide information on how to teach InDesign. Hands-on experience, handouts and lists of resources to aid in teaching are provided. (Sign up and get ticket at convention registration desk. Limit 34.)
Hal Schmidt, PS Graphics Inc., Kingwood, Texas, and Susan Roberts, MJE, LaPorte High School, LaPorte, Texas
10 a.m. Saturday, 2211 (34)

ADVISERS, MIDDLE SCHOOL

Junior High/Middle School Commission meeting
Join together with other junior high/middle school journalism advisers. Share ideas how to meet the needs of these young journalists and increase membership.
Anita Wertz, MJE, Cesar Chavez High School, Stockton, Calif.
10 a.m. Saturday, 2213 (14)

YEARBOOK, PHOTOGRAPHY

Give your readers the third degree
Yearbook coverage demands that reporters and photographers get close, closer, closest to best guarantee that readers are interested, impacted and involved. Explore the verbal and visual trends that can make a good book great and a great book both crowd-pleasing and award-winning. But with third degree, don’t get burned: Learn how to make your readers want your yearbook so badly they will pay for it.
John Cutsinger, CJE, Jostens, Ocoee, Fla., and Casey Nichols, CJE, Rocklin High School, Rocklin, Calif.
10 a.m. Saturday, 2501 A (1,300)

YEARBOOK

20 design rules: Hey, we 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, McKinney High School, McKinney, Texas, and Jude Coolidge, Taylor Publishing Co., Avon Lake, Ohio
10 a.m. Saturday, 2501 B (1,300)

YEARBOOK

Real yearbook
Extreme Makeover-Layout Edition. Fear Factor. Designed to Sell. Reality television has inspired many to change their lives, and this session will offer activities based on 10 of these shows to put some fun into the production of the yearbook. Be prepared for audience participation and prizes.
Kathy Daly, Denver, Colo.
10 a.m. Saturday, 2502 A (270)

YEARBOOK

Yearbook bucket list
This session will help you sort through the stuff you want to make sure gets into the yearbook before your final deadline. There are a lot of places you can squeeze in coverage — in big and small ways.
10 a.m. Saturday, 2502 B (270)
**Meet the mentor**

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. Or 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. They have many tips to help you solve journalism problems. Stop by and visit in the Adviser Hospitality room.

9 a.m.-noon Saturday, 2215 B-C

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**PHOTOGRAPHY**

**Concert photography**

Have you ever wondered how some students shoot really cool concert photos? Do you want to know how a high-school student can get back-stage at a large musical festival or your small school? Do you shoot when the lights are bright? Or when the lights are low and the music is loud? Come to this session to learn techniques for these situations.

Bryan Farley, Oakland, Calif., and Emma Spell, Convent of the Sacred Heart High School, San Francisco, Calif.

10 a.m. Saturday, 2503 A (180)

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**LAW/ETHICS**

**Open discussion of prior review and censorship**

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 finding out more about 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, and Scholastic Press Rights commission

10 a.m. Saturday, 2503 B (144)

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**YEARBOOK**

**Everyone’s a critic**

Critiquing yearbook spreads is everyone’s job, and it can be better handled when broken down into a few categories. Learn how to edit for content and design while creating consistency in your publication.

Chad Rummel, CJE, Herff Jones Yearbooks, Fairfax, Va., and Kara Petersen, Herff Jones Yearbooks, Centreville, Va.

10 a.m. Saturday, 2504 A (270)

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**GENERAL AUDIENCE**

**Building administrative support for student media**

Why would a school district superintendent recommend a Tinker-based policy for student newspaper for approval the school board? The 2010 JEA Administrator of the Year will address this question as he reviews his experiences with a high school journalism program and discusses the educational characteristics of a journalism program/student newspaper that warrants this kind of district-level board and administrative support.

Charles McCormick, Ed.D., Maple Park, Ill.

10 a.m. Saturday, 2504 B (135)

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**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 hand-dandy little handbook will help you remember all the magic that you learn.

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

10 a.m. Saturday, 2505 B (288)

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**LAW/ETHICS**

**Press law and ethics: Handling tough calls**

To print, or not to print? Journalists who have a solid grounding in press law can easily make some judgments. Other decisions, not strictly covered by the law or by school rules, involve knowledge of professional journalistic standards and methods for exploring ethical dilemmas. Learn the basics of press law, including the laws of libel, copyright and privacy, and learn some mechanisms a staff or an individual can employ to make those tough calls easier to handle.

Steve Matson, MJE, Tacoma, Wash.

10 a.m. Saturday, 3501 B (162)

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**FEATURED SPEAKER, PHOTOGRAPHY**

**Great photography is as simple as T/L/C:** Timing, light and composition

The “scales” of photographic education, these three core principles will make your photography instantly better.

Dave LaBelle, Kent State University, Kent, Ohio

10 a.m. Saturday, 3501 C (252)

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**GENERAL AUDIENCE**

**Four levels of storytelling**

Every story can be told in a variety of ways, and most should be told using more than one approach. This session will show you how to tell stories from capturing basic information that requires little effort on the part of the reporter through the deep, multi-layer approach to covering a single topic that requires the writer and the subject to be fully engaged. There’s a place for every kind of storytelling in your publication. Learn and see examples of how to approach each story and how to handle each technique.

Linda Punteny, MJE, Kansas State University, Manhattan, Kan.

10 a.m. Saturday, 3501 D (216)

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**FEATURED SPEAKER, GENERAL AUDIENCE**

**The third century of American journalism**

A discussion of the three phases of American reporting, from the nation’s founding to the current day, with an emphasis on the changes in current journalism and the implications for reporters and those they cover.

Dave Helling, The Kansas City Star, Kansas City, Mo.

10 a.m. Saturday, 3501 G (324)

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**ADVISERS**

**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.

11 a.m. Saturday, 2201 (132)
Establishing a national PLC for journalism teachers, advisers

OK, so you teach journalism and advise student media all by yourself — but your principal wants you to be in a Professional Learning Community with the speech teacher. Come and help establish a PLC with other journalism teachers across the county. We can make it work!

Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo., Jim Streisel, MJE, Carmel High School, Carmel, Ind.
11 a.m. Saturday, 2202 (132)

Advisers and the law

It’s the toughest job you’ll ever love — if you can keep it. We’ll discuss where the law protects advisers — and where it doesn’t — and how advisers can best handle controversial stories and censorship battles without putting themselves in harm’s way.

Frank LoMonte, Student Press Law Center, Arlington, Va.
11 a.m. Saturday, 2203 (132)

Hidden in plain sight

Getting your driver’s license to pets to parents who work in the same school as their children — the same cliché 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.
11 a.m. Saturday, 2204 (132)

An opportunity to tell a story

As chief of information for the U.S. Navy, this speaker sees many men and women who come into the Navy with an absolute passion for writing, shooting stills and video. For some, that passion began in high school media. While perhaps not for everybody, the military is a place where students can take their storytelling skills to another level.

Denny Moynihan, U.S. Navy, Washington, D.C.
11 a.m. Saturday, 2205 (132)

Who needs a staff manual?

You do!

Advisers and editors will learn the importance of having a staff manual and what should and should not be included.

Susan Everett, MJE, Jersey City, N.J.
11 a.m. Saturday, 2206 (132)

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 particularly 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.
11 a.m. Saturday, 2208 (132)

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, 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.
11 a.m. Saturday, 2209 (132)

Beginning Photoshop

If you need to perfect your Photoshop skills, attend this session to learn techniques to improve your photos. (Sign up and get ticket at convention registration desk. Limit 34.)

Hal Schmidt, PS Graphics Inc., Kingwood, Texas, and Susan Roberts, MJE, LaPorte High School, LaPorte, Texas
11 a.m. Saturday, 2211 (34)

JEAs 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, 2213 (14)

Issue Seminar: Environmental reporting (2 hours)

We want to be good stewards of our planet. We try to recycle and support companies that are green. It is extremely upsetting that oil is pouring into the Gulf of Mexico from a well that was dug more than a mile under the surface of the ocean because we are dependent upon the oil. There are many alternatives to fossil fuels, but what are they? How do you find people who know what they are talking about? How do you write your story so your audience will be interested? Who’s telling the truth and whom can you trust? Come with questions and listen as experts explain how to cover the vast and complicated issues involved in environmental reporting.

11 a.m.-12:50 p.m. Saturday, 2215 A (320)

From my high school paper to the White House: A reporter’s journey

Mike Shear has gone from news editor at The Epitaph, the newspaper at Homestead High School in California to his college paper and on to The Washington Post and now The New York Times political blog, The Caucus. He has reported on local, state and national issues, including the 2007 shooting at Virginia Tech, the 2008 presidential campaign and the White House. He will discuss his 25-year journey with his former adviser, Nick Ferentinos.

11 a.m. Saturday, 2501 A (1,300)

Interviewing 101

A great story starts with a well-planned, thoughtful interview. Learn the basics of interviewing for everything from news and sports stories to in-depth features and investigative pieces.

John Beaudoin, Lee’s Summit Journal, Lee’s Summit, Mo.
11 a.m. Saturday, 2502 A (270)

Urban legends

You’ve heard them all. “You must have a dominant photo on every spread.” “Never start a caption with a name.” “Always write in the third person.” “Photos should always face into the center of
The Basics of photography: Light and composition

Start with some baby steps to improve your photography by learning to see light and composition in a whole new way.

Mark Murray, Arlington ISD, Arlington, Texas

11 a.m. Saturday, 2503 A (180)

Defending abhorrent speech: Snyder v. Phelps

When Fred Phelps and his followers protest funerals of U.S. soldiers with signs such as “Pray For More Dead Soldiers,” why should journalists care if courts force them to stop? Law professor Christina Wells, who was in Washington for the oral arguments of the Snyder v. Phelps case, will talk about the case and answer questions. Wells wrote a friend-of-the-court brief filed with the Supreme Court and recently answered questions about the case for Washington Post Online readers.

Christina Wells, University of Missouri, Columbia, Mo.

11 a.m. Saturday, 2503 B

What we sell is credibility

Errors are unacceptable. Yet they are rampant in scholastic, collegiate and professional journalism today. And readers are becoming less and less tolerant. Come learn why credibility is important and how to prevent errors in your publication.

Bradley Wilson, CJE, Cary, N.C.

11 a.m. Saturday, 2504 A (270)

The news in your classroom

Through a MacNeil/Lehrer grant, three Omaha advisers have been piloting the news, a video-based classroom initiative developed by PBS. The program provides lesson plans, in-depth video stories, as well as editing tools for your students to create their own videos. Learn how to use this ground-breaking tool in your classroom.

Hillary Aerts, CJE, North High Magnet School, Omaha, Neb., David Herman, Northwest High School, Omaha, Neb., and Jerred Zegelis, Benson High School, Omaha, Neb.

11 a.m. Saturday, 2504 B (135)

Finding a photographic hero

Creating a photographic style is about finding a photographic hero: someone you can imitate and emulate as you continue taking pictures. If you feel you are just shooting typical photos, this session is for you. You will discover new and exciting photographers who will breathe fresh style into your images.

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

11 a.m. Saturday, 2505 B (288)

Contemporary coverage

What’s the hot trend that every staff should work toward? More coverage. See how yearbooks use modular design and topical coverage to effectively expand beyond the traditional copy block and give their readers more information, more angles and more appeal.


11 a.m. Saturday, 3501 C (252)

Advisers Luncheon

JEA, NSPA and Dow Jones News Fund will present awards at this special event.

Award winners Ann Visser and Valerie Kibler will be the speakers. Preregistration was required. Please bring your ticket. Herff Jones has underwritten this event.

Noon-2:20 p.m. Saturday, 3501 F, H

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) come up-to-the-minute for your readers. There are enough angles to high-school sports to fill 64 magazine pages with profiles, feature stories, opinions and more.

Ellen Austin, CJE, Palo Alto High School, Palo Alto, Calif.

11 a.m. Saturday, 3501 D (216)

Advertising 101

Interested in learning how to increase your funds? Come to this session to see how to maximize your money-making potential with a media kit, advertising design and selling techniques.

Rachel McCarver, CJE, Columbus North High School, Columbus, Ind., and Nicole Wilson, Carmel High School, Carmel, Ind.

11 a.m. Saturday, 3501 E (162)

MAGAZINE

Literary magazine A to Z

When starting a fresh literary magazine, the task may seem to be “more on your plate than you can pray over.” Learn how to achieve goals, to identify staff values, acknowledge stakeholders and produce a theme that will leave your student body hungry for more.

David Ragsdale, CJE, and Lauren Pruitt, Clarke Central High School, Athens, Ga.

11 a.m. Saturday, 3501 B (162)

Magazines, magazines, magazines! When you need professional inspiration, magazines are your go to. Come to this session and learn how to look, look and then look some more at professional publications. We have a visual database of more than 40 magazines. Learn to look a little deeper and be ready to participate, you might just leave with a few ideas for your yearbook.

Dan Austin, Casa Roble High School, Orangevale, Calif., and Pete LeBlanc, Antelope High School, Antelope, Calif.

11 a.m. Saturday, 3501 G (324)

Think First

As part of the 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 issues related to scholastic press rights.


Noon Saturday, 2201 (132)

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., and Kristina Harris, Maize Middle School, Maize, Kan.

Noon Saturday, 2204 (132)

YEARBOOK, ADVISERS

Use Google to organize your yearbook staff

Learn how to use Google Docs, Google Calendar (with reminders), and Gmail to organize deadlines, your style guide, your ladder and more. Improve staff communication and motivation. And it’s all free.


Noon Saturday, 2207 (132)

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 information on how to get into everything from the Super Bowl to the Grammy Awards. And it’s all free.

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

Noon Saturday, 2208 (132)

PHOTOGRAPHY, DIGITAL MEDIA

Using GarageBand to create soundslides (2 hours)

Create content-rich multimedia when you marry sound with photographs using GarageBand. Please bring headphones and 15 to 20 digital photographs on the same topic, as well as a flash drive or portable hard drive to save your finished project.

Wanda Pletcher, CJE, Altoona Area Junior High School, Altoona, Pa.

Noon Saturday, 2209 (132)

COMPUTER TECHNOLOGY

Advanced InDesign

This advanced training session on InDesign will cover adding tools such as pathfinder, the different uses of transparency, using the pen tool effectively, using the gradient tool, indexing, additional type features and adding interactive buttons. (Sign up and get a ticket at the convention registration desk. Limit: 34.)

Susan Roberts, MJE, LaPorte High School, LaPorte, Texas, and Hal Schmidt, PS Graphics Inc., Kingwood, Texas

Noon Saturday, 2211 (34)

BROADCAST

New Broadcasters: Building a high school newsroom

See how students and teachers can create a broadcast news station at their school with limited funds and little training. Using his story as a guide the speaker will show beginning journalists the tools they need to be successful early in the broadcasting business.

Alex Kuberski, Drake University, Des Moines, Iowa

Noon Saturday, 2502 A (270)

NEWSPAPER

Going too far? Surveying sexual activity, publishing the results

Each year, The Cougar Press surveys the students at Ventura High School with a 40-question survey about their dating habits and sexual activity. Then the staff collates the responses, generates charts and graphs, writes the articles and publishes. Last year, The Cougar Press made national news when a parent threatened court action to stop the survey. This year, the survey was on schedule. Students will share how it went, the survey, the methodology and the published results.

Tyler Ferreria and Sarah Rice, Ventura High School, Ventura, Calif.

Noon Saturday, 2503 A (180)

GENERAL AUDIENCE

Seeing movies like a film critic

Before you can write sparkling film criticism, you’ll want to learn to see beyond mere plot, character, and special effects. This session will give a crash course in identifying the different components (acting, directing, writing) of movies that make up the complete movie experience and preparing to write engaging commentary that will lead to conversation rather than pass judgment.

Randall Findlay, St. Paul Academy and Summit School, St. Paul, Minn.

Noon Saturday, 2504 A (270)

ADVISERS

Living in the journalism ecosystem

With all the talk of declining newspaper readership or TV news viewership, you might be unsure what exactly you should teach students to prepare them for the future of journalism. Come to this session to learn how different forms of journalism can work together to tell different parts of stories and how you and your students can be ready for inevitable adjustments in the new journalism ecosystem.

Adam Maksl, CJE, University of Missouri, Columbia, Mo.

Noon Saturday, 2504 B (135)

LAW/ETHICS

State laws protecting press freedom

Seven state legislatures have enacted laws that protect the rights of student journalists, and other lawmakers are discussing ways to protect and limit your expression each year. Learn how the existing state laws work, where this effort is heading and how you could work toward following legislation in your own state.

Mark Goodman, Kent State University, Kent, Ohio

Noon Saturday, 3501 B (162)

YEARBOOK

Creating senior tribute ads

Do your senior ads reflect the overall design of your book? Is your staff designing the ads or are parents designing them? Learn how one school sells, organizes, schedules and designs senior tribute ads to reflect the theme of the book.

Tamra McCarthy, James Enochs High School, Modesto, Calif.

Noon Saturday, 3501 C (252)

GENERAL AUDIENCE

The invention and reinvention of journalism

This will be a survey of past and current American journalism. How we got here. Why we got here. And how everything we do today is rooted in a rich history that might tell us where we’re headed next.

Frank Durham, University of Iowa, Iowa City

Noon Saturday, 3501 D (216)

BROADCAST

Take your daily announcement show to the next level

If you have two people who sit at a desk for your daily announcement show, then this workshop is for you. The addition of packages and specials can make your show more interesting. Get pointers on production efficiency, scheduling, working with administration and how to balance entertainment with news.

Michael Hernandez, Mira Costa High School, Manhattan Beach, Calif.

Noon Saturday, 3501 E (162)
1 p.m. SATURDAY

DIGITAL MEDIA

Engaging your community online
Major companies are using emerging and social media to connect to their audience, and your publication should too. Get hints for connecting with your school through Facebook, Twitter and the Web. You'll also see sites that can make your newspaper efficient and, maybe, more fun.
David Studinski, mtvU College Media Network, New York, N.Y.
1 p.m. Saturday, 2201 (132)

ADVISERS

Successfully overcoming the grading nightmare
As journalism advisers struggle to find a fair way to assess their students' work for the newspaper, this system will help remove the guesswork from the equation. This is based on the essential elements of John Wooden's success pyramid.
Jason Block, CJE, Prospect High School, Mount Prospect, Ill.
1 p.m. Saturday, 2204 (132)

GENERAL AUDIENCE

Person to person: Communication skills for interviewing
Great interviews aren't just about asking inspired questions. To get the real story, you have to be able to communicate effectively with a focus on accuracy and establishing a solid person-to-person relationship. Learn some of the basic communication skills that doctors, lawyers and therapists use to quickly establish an in-depth connection to people.
Tom Sivertsen, CJE, Redwood High School, Larkspur, Calif.
1 p.m. Saturday, 2205 (132)

NEWSPAPER

The elements of news writing for beginners
This session will teach beginning journalists the ins and outs of news writing: how to approach a news story, how to put it together and how to wrap it up.
Karen Rodriguez, University of Missouri, Columbia, Mo.
1 p.m. Saturday, 2208 (132)

LAW/ETHICS, NEWSPAPER

Fighting Back: Taking on censorship
After a year of controversial stories, the school district administration planned to censor The Spoke, the award-winning student newspaper of Conestoga High School in Berwyn, Pa. Student editors contested the policy for five months and, with the extensive help of the Student Press Law Center, succeeded in changing the proposal. Hear the details of how these editors fought to save The Spoke in this hands-on presentation.
Meghan Morris and Elizabeth Bravacos, Conestoga High School, Berwyn, Pa.
1 p.m. Saturday, 2209 (132)

FEATURED SPEAKER, DIGITAL MEDIA

‘Virtual’ football coverage (15 hours)
Students will learn the basics of football before covering a game “virtually” that will include assessing stats, game notes, quotes, play by play and video. Students will then write a story on deadline. Several stories will then be critiqued via overhead projector at the end of the session. (Sign up and get a ticket at the convention registration desk. Limit 34.)
Joe Gisondi, Eastern Illinois University, Charleston, Ill.
1 p.m. Saturday, 2211 (34)

LAW/ETHICS, GENERAL AUDIENCE

Bringing your principal into your wolf pack
Listen up, editors and advisers. Most administrators get a whopping half-day tutorial on the First Amendment in their administrative classes. So, when parents start calling because you covered a story on the kids who got arrested during a school-sponsored trip, the principal’s only response, most times, is to draw lines in the sand. What to do? Train him or her. Come find how to have that conversation with your principal from a guy who knows. He is one.
Tim Dorway, Chanhassen High School, Chanhassen, Minn.
1 p.m. Saturday, 2215 A (320)

YEARBOOK, PHOTOGRAPHY, DIGITAL MEDIA

Yearbooks, photography, digital media
Yearbooks in the 21st century
It’s time to think out of the box when it comes to reporting and documenting the school year. Harness the power of the Internet while giving the student body the ability to see the process of assembling a book. This will promote an awareness and excitement for journalism. Programs will be encouraged to use a variety of media to document the year: pictures, text, video and audio.
Todd DeNoyer, LivEyyearbook, Inc., Deltona, Fla.
1 p.m. Saturday, 2502 A (270)

BROADCAST

Southapalooza: Using video for interactive events
KSMS broadcast staff members will show how they incorporated video into live, interactive events at their school last year. Students will explain the technology used, and then they will perform a live, real-time example of how the event worked.
Travis Gatewood, Wes Creaden, Shelby Lemon, Brian Schwabauer and Kevin Sikes, Shawnee Mission South High School, Overland Park, Kan.
1 p.m. Saturday, 2502 B (270)

PHOTOGRAPHY, COMPUTER TECHNOLOGY

Excel in environmental portrait photography
This session focuses on the photo shoot for environmental portraits, as well as the post-production process of a shoot. Learn more about the organization of a shoot, lighting setups and equipment, and post-production techniques in Photoshop CS5.
Suzie Reecer, Suzie Reecer Photography, Bloomington, Ind.
1 p.m. Saturday, 2503 A (180)

GENERAL AUDIENCE

Advanced approaches to writing film criticism
Writing about movies? Tired of criticism that seems to just check off the basic parts of the film: actors, director, special effects? This session will demonstrate four approaches to writing that will expand your thinking about the movies and give your film criticism focus and depth.
Randall Findlay, St. Paul Academy and Summit School, St. Paul, Minn.
1 p.m. Saturday, 2503 B (144)

NEWSPAPER

Comprehensive sports writing
This session deals with sports-writing coverage and strategies that are designed to work regardless of your publication's format or frequency. “Game” coverage, as well as feature writing, brief coverage, opinion and dealing with college and pro
1 p.m. Saturday, 2504 A (270)

**Computer Technology**

**Gaga for Google Docs**
Revolutionize deadlines and production for your publication staff by increasing accountability, fostering collaboration and ditching the shared drive — all while saving paper and toner — with Google Docs. Learn tips and tricks, both basic and advanced. If you’re not using Google Docs yet, you will after this session.
Megan Hughes, Park Hill South High School, Riverside, Mo.
1 p.m. Saturday, 2504 B (135)

**Law/Ethics**

**Public records for dummies**
Or anyone else! Learn about what the law entitles you to get from your school, district, county or state (everything from salaries to restaurant inspections), how to turn “no” into “yes,” and how to make sense out of what you find.
Frank LoMonte, Student Press Law Center, Arlington, Va.
1 p.m. Saturday, 3501 B (288)

**Digital Media, Newspaper**

**Still not converging?**
You’ve heard the buzz word. You’ve seen the online newspapers. You’ve felt the excitement. But are you unsure where to turn “no” into “yes,” and how to make sense out of what you find.
Leland Mallett, Mansfield Legacy High School, Mansfield, Texas
1 p.m. Saturday, 3501 C (252)

**Photography**

**Photography skills = $$$**
You’ve spent hours honing your photography skills. Now learn how your skills can make you money. This session will show you how to sell your photos on the Internet and build your own photography business.
Nathan Moseley, CJE, Westside High School, Omaha, Neb.
1 p.m. Saturday, 3501 D (216)

**Newspaper, Yearbook**

**Revitalize your interview techniques**
Tired of the same old boring stories? Need to entice your audience to read your articles? It all starts with the interview. Learn how to refine your interview techniques so you can get the captivating information that will help you write attention-grabbing stories.
1 p.m. Saturday, 3501 E (162)

**Yearbook, Business/Advertising**

**Posters and markers have lost their marketing magic**
Looking for high-impact, low-cost ways to increase your yearbook sales? Use marketing tools you already have available at your school to excite your school community and sell more yearbooks. We’ll cover how to use e-mail, All-calls, videos and your school website, plus how to market to Latino parents, to take your yearbook sales to the next level.
Kris Mateski, Walsworth Publishing Co., Kansas City, Mo.
1 p.m. Saturday, 3501 G (324)

2:30 p.m. Saturday, 2204 (132)

**Advisers, Newspaper, Yearbook**

**Big ideas for small schools**
Just because you’re in a small school doesn’t mean you have to have a small journalism program. Learn how to make the most of small staffs and small budgets by using big time ideas for fundraising, recruiting, content, organizational management and staff motivation.
Linda Drake, CJE, Chase County High School, Cottonwood Falls, Kan.
2:30 p.m. Saturday, 2205 (132)

**General Audience**

**Microdetails: Getting from Brain A to Brain B**
Nearly every teacher whines about students not having enough detail in their work. But do they ever tell them why? In this workshop, find out what teachers often can’t tell you about why certain details are so important to a powerful story — and what you have to do to captivate your audience when you write.
Tom Sivertsen, CJE, Redwood High School, Larkspur, Calif.
2:30 p.m. Saturday, 2206 (132)

**Advisers, Newspaper, Yearbook**

**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.
2:30 p.m. Saturday, 2207 (132)
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 the best 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 and April Scott, Monta Vista High School, Cupertino, Calif.
2:30 p.m. Saturday, 2207 (132)

Press rights and the private school
Students in private and religious schools may have more press rights than they think. Learn how to find solutions to publishing controversial stories without selling your soul in the process. Be prepared to discuss your own press rights issues.
Zoe Newcomb, Convent of the Sacred Heart High School, San Francisco, Calif.
2:30 p.m. Saturday, 2208 (132)

Troubleshooting InDesign
Are there InDesign features you don’t understand? In this hands-on session, you will get handouts and answers to your questions.
2:30 p.m. Saturday, 2209 (132)

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. (Sign up and get a ticket at the registration desk. Limit 34.)
David Studinski, mtvU College Media Network, New York, N.Y.
2:30 p.m. Saturday, 2211 (34)

So you want to be a columnist
Writing a regular column is a “dream job” for most student journalists. But writing it effectively and building readership takes a lot of skill and work. Come find out how to be the best columnist you can be.
Pat Graff, MJE, La Cueva High School, Albuquerque, N.M.
2:30 p.m. Saturday, 2215 A (320)

10 fingers to better videography
This session is for beginning videography students and teachers. Learn the 10 basic rules to better videography. This will be an easy lesson to take back to the classroom, as well as for students to implement.
Bobbi Templet, CJE, Oldham County High School, Buckner, Ky.
2:30 p.m. Saturday, 2502 A (270)

Communicating color effectively
Learn how color affects the readers and how to select color for the media you are designing.
Kyle Bryant, O’Dell Publishing, Liberty, Mo.
2:30 p.m. Saturday, 2502 B (270)

Reach out, recruit to reflect diversity
How can you recruit and retain students who reflect your school’s diverse population? Veteran teachers with diverse staffs offer tips that will help attract and retain a diverse staff while avoiding some of the pitfalls that can occur when working with students who have different cultural, ethnic and socioeconomic backgrounds.
Norma Knesee, MJE, Snake River High School, Blackfoot, Idaho, and Judith Murray, CJE, Parkview Arts/Science Magnet High School, Little Rock, Ark.
2:30 p.m. Saturday, 2503 A (180)

Captions, not craptions
Learn ways to develop good captions for yearbook or newspaper pictures.
Marilyn Chapman, Florence, S.C.
2:30 p.m. Saturday, 2503 B (144)

Make Rick Reilly proud
Sports columns are often the last consideration in high-school publication sports sections. But with the proper approach and some dogged reporting, the sports column can rule the publication from month to month. Learn key strategies toward developing powerful and poignant opinion writing and driving your sports section toward insightful popularity.
Dean Hume, Lakota East High School, Liberty Township, Ohio
2:30 p.m. Saturday, 2504 A (270)

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.
Eric Thomas, CJE, Saint Teresa’s Academy, Kansas City, Mo.
2:30 p.m. Saturday, 2504 B (135)

Student Entertainment:
Bill D. Cordes and ‘The YOGOWYPI Factor’
Students are in for a treat Saturday night for a fun, interactive and highly participatory program with speaker, consultant and author Bill D. Cordes. The topic of his talk will be “The YOGOWYPI Factor” or You Only Get Out What You Put Into It. This lively interactive experience works best when people attend from start to finish. Please plan to stay for the entire event.
8:30 p.m. Saturday, Ballroom 2501

Picture speaks 1000 words
Do you wonder how professional photographers take those amazing photos for magazines and newspapers? Learn all the little things you can do that will make a big difference in your photos and how to prepare to take pictures that will help tell the stories in your student media.
Edmond Kwong, Homestead High School, Cupertino, Calif.
2:30 p.m. Saturday, 2505 B (288)

I found this great photo on Google Images, and...
When is it OK to help yourself to someone else’s photo, video or music that you find on the Web? You may have more — and fewer — rights than you think. We’ll look at common fair-use issues and how to stay on the right side of copyright.
Frank LoMonte, Student Press Law Center, Arlington, Va.
2:30 p.m. Saturday, 3501 B (162)
For better or worse
Is your yearbook staff having a bit of trouble finding its place in the convergent movement? Yearbook staffs and online staffs should be happily married and working together. This session is full of ideas on how to merge the two publications and get more coverage in both.
Leland Mallett, Mansfield Legacy High School, Mansfield, Texas, and Marilyn Scoggins, Balfour/Taylor Yearbooks, Dallas, Texas
2:30 p.m. Saturday, 3501 C (252)

YEARBOOK
Confessions of a font fanatic
Put an end to font abuse. Learn typography basics to help you make the best use of your fonts. You'll also see the seven-step recovery program for fontaholics.
2:30 p.m. Saturday, 3501 D (216)

NEWSPAPER
Writing with authority: The search for key sources
Make your news and feature stories stand out by finding the key sources that will speak with authority in your stories. Many reporters know they need sources and quotes for their stories but too often they go after mediocre sources and ask mediocre questions which results in stories with no sense of authority. Learn ways to challenge yourself and others to get the interviews that count.
Nancy Freeman, MJE, Clayton High School, Clayton, Mo.
2:30 p.m. Saturday, 3501 E (162)

YEARBOOK, NEWSPAPER, MAGAZINE
Up your sleeve ...
And other places to pull out new design ideas. This session will include a student design editor’s perspective on creative inspiration that goes beyond merely looking at magazines or old yearbooks. Includes Photoshop/InDesign demonstrations of special graphic effects to enhance (not overwhelm) the page.
Crystal Kazmierski and Joanna Sowell, Arrowhead Christian Academy, Redlands, Calif.
2:30 p.m. Saturday, 3501 G (324)

3:30 p.m. SATURDAY
NSPA Awards Ceremony
NSPA will honor winners of Best of Show, Pacemakers and other individual awards at this ceremony. JEA and NSPA encourage you to celebrate all winners. This is also a time we hope you will show your support of the Student Press Law Center and the work it does to help student media.
3:30 p.m. Saturday, Ballroom 2501

8:30 a.m. SUNDAY
JEA Awards and Closing Ceremony
JEA will announce winners of the Write-off competitions, Ryan White Excellence in Journalism awards and Future Teacher Scholarships during the closing ceremony. JEA, NPSA and the Kansas City local committee hope you have enjoyed your KConverge experience and are taking home many new ideas for your student media.
8:30 a.m. Sunday, Ballroom 2501
Jeanne Acton became the University Interscholastic League director of journalism and the director of the Interscholastic League Press Conference (Texas scholastic press association) in 2004 after 10 years of advising publications, coaching softball and taking a three-year walk on the dark side (administration). As an adviser, her students won state and national awards. She received the 2009 James Frederick Paschal Award. Noon Friday, 2502 A, and 2:30 p.m. Friday, 2505 A.

Eric Adler (See Featured Speakers) 2:30 p.m. Friday, 3501 C

Hillary Aerts, CJE, is an award-winning newspaper adviser and yearbook North H.S. She spent her summer honing her craft at Kent State as an ASNE High School Journalism Institute Fellow. 11 a.m. Saturday, 2504 B

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 advised at Wakefield (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 association president. He is also co-author of a scholastic journalism, and the revised edition of “Junior High Journalism.” 9 and 10 a.m. Saturday, 3501 E.

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 Towlsey Award, JEA’s highest honor, and has been awarded CSPA’s Gold Key and NSPA’s Pioneer Award. 11 a.m. Friday, 3501 D, and 9 a.m. Saturday, 3501 C.

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 Gold and Silver Crowns from CSPA, Pacemakers and Pacemaker finalists from NSPA, and 25 consecutive Trophy Awards from VHSL. In 2008 she was inducted into VHSL’s Hall of Fame, and received VATA’s Lifetime Achievement Award. A member of OIPA’s Yearbook Hall of Fame, she is a recipient of NSPA’s Pioneer Award and SIPA’s Distinguished Service Award. 8 a.m. Saturday, 2504 B.

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 a.m. Thursday, 3506 A. Noon, Friday, 2503 A, and 11 a.m. Saturday, 3501 G.

Ellen Austin, CJE, teaches journalism at Palo Alto H.S., where she advises the 64-page Viking sports-magazine, which began in 2007. She is JEA’s Southwest Region director and chair of the SPLC advisory council steering committee. 7:15 a.m. Friday, 2202, and 11 a.m. Saturday, 3501 D.

Judy Babb, a yearbook print consultant for Friesen Yearbooks, has taken more than 25 years and more than 200 staffs to the highest levels of achievement. Her staffs have won Toppers in Texas, CSPAs Crown and NSPA Pioneer awards. Her students have gone on to be professional journalists, including those who have been Pulitzer Prize-winning teams. She was named Texas Journalism Teacher of the Year and JEA Distinguished Yearbook Adviser and received CSPA’s Gold Key and NSPA’s Pioneer Award. Noon Friday, 2502 B.

Bob Bair, MJE, has taught English and journalism at Blair (Neb.) H.S. since 1973. He has advised both yearbook and newspaper since 1974. He was named 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 NHSPA’s 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, 2504 B.

Michelle Balmeo is the adviser of El Estoque newspaper and El Estoque Online at Monte Vista H.S. in Cupertino, Calif. Her students have received several Crown and Pacemaker awards, as well as individual and regional awards. Her primary interests are Web media and literary journalism. 1:15 p.m. Friday, 2206, and 2:30 p.m. Saturday, 2207.

Brian Baron, CJE, teaches AP English Language and Composition and advises The Lion’s Roar at Newton South H.S. in Newton, Mass. 8 a.m. Saturday, 2205.

Karen Barrett, MJE, advises the Rampages and Monty Mary College. She teaches. Her new focus is on teacher education and mentoring new teachers. She is JEA’s liaison to the NCTE and is the workshops director for the Kettle Moraine Press Association. Barrington is co-chair of JEA’s Mentoring Program committee. 9 a.m. Friday, 3501 D, 11 a.m. Friday, 2202, and noon Friday, 2215 B-C.

Linda Barrington, MJE, and NBC, 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 workshops director for the Kettle Moraine Press Association. Barrington is co-chair of JEA’s Mentoring Program Committee. 9 a.m. Friday, 3501 D, 11 a.m. Friday, 2202, and noon Friday, 2215 B-C.

John Beaudoin is publisher of the Lee’s Summit Journal and Blue Springs Journal. He has been in the newspaper business as a professional for 15 years. Beaudoin has worked on the sports, editing and layout desk of daily and weekly newspapers, sold advertising and managed special sections. He spent three years in Iowa as a publisher of two weeklies, where he earned the Kenneth Stratton Award for high-school journalism education. 11 a.m. Saturday, 2502 A.

Bonnie Blackman was an art instructor, yearbook adviser and coach in the Boston Public Schools before joining Josists as a publishing representative. She is a 2006 recipient of the CSPA Gold Key. Blackman serves on Garden State Scholastic Press Association’s board and received its 2002 Gold Quill for contributions to journalism in New Jersey. 2:30 p.m. Friday, 2504 B, and 8 a.m. Saturday, 2503 B.

Jen Bladen advises the Vox Populi yearbook at Harvard-Westlake School in Los Angeles, Calif. This is her 12th year in yearbooks. Previously she was a yearbook rep for Taylor Publishing Co. and the adviser to San Dieguito Academy’s Hopfprint in San Diego County. Noon and 1 p.m. Saturday, 2207.

Jason Block, CJE, is the newspaper adviser of the Prospactor at Prospect H.S. in Mount Prospect, Ill. Formerly a professional sports writer, Block has been guiding the Prospactor for six years, during which his staffs have won two Pacemakers. 1 p.m. Saturday, 2204.

Jane Blystone, Ph.D. and MJE, is JEA’s Northeast regional director and a member of the Scholastic Press Rights Commission. She was local chair for the JEA/NSPA Philadelphia convention. A past president and current board member of Pennsylvania Scholastic Press Association, her honors include JEA Medal of Merit and Special Recognition Yearbook Adviser award, and CSPA Gold Key and James F. Paschal Award. Blystone earned her principal certification and now directs the graduate program in secondary education at Mercyhurst College. She is involved in public education as a school board director. 7:15 a.m. Friday, 2207, and 9 a.m. Saturday, 2201.

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 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 Towlsey Award winner. 10 and 11 a.m. Friday, 3501 B.

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 is a DJNF Journalism Teacher of the Year, a JEA Carl Towlsey 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, 2206; 11 a.m. Friday, 2207; 8 a.m. Saturday, 2206, and 10 a.m. Saturday, 2503 B.

Craig Branson is online director for the American Society of News Editors, where he has worked on the High School Journalism Initiative since 2000. He conceived and is responsible for its Web presence, including hsj.org, myhsj.org and highschoolads.org. 9 a.m. Friday, 2503 B, and 2:30 p.m. Friday, 3501 B.

Casey Braun has served as the continuity manager for WSTB/98.9 FM Radio, news director for Channel 19 in Cleveland and news director for Black Squirrel Radio. He is assistant programming director for TV2 Productions, assistant news team leader for the Daily Kent Stater and works in the news department at WKSU/89.7 FM Radio. He is a sophomore at Kent State University. 8 a.m. Saturday, 3501 E.
Elizabeth Bravacos is the co-editor-in-chief of The Spoke, the Pacemaker award-winning newspaper at Conestoga H.S. in Berwyn, Pa. She is the co-director of Friends of The Spoke, an organization founded to fight scholastic press censorship. 1 p.m. Saturday, 2209

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. 8 a.m. Saturday, 2209

Candis Brinegar is a former Texas yearbook adviser at the high school and college levels. Her staffs won a CSPA Gold Crown and other state and national awards. With 16 years of scholastic journalism experience, Brinegar now enjoys working with schools as a yearbook sales representative for Walsworth Publishing Co. 8 a.m. Saturday, 2209.

Rick Brooks is the Northeast creative design manager for Jostens. He has worked in the creative design and publishing fields since 1985. He works with and designs for numerous award-winning colleges and high schools, and teaches nationally. Brooks received the CSPA Key and Keystone Award for service to student journalism. He also sits on the Pennsylvania School Press executive board. 2:30 p.m. Friday, 2504 A

Deanne Brown advises The Featherduster newsmagazine and teaches photojournalism at Westlake H.S. in Austin, Texas. Three of her students have been named Texas High School Journalist of the Year and National High School Journalist of the Year. The newsmagazine has won Pacemakers, Gold and Silver Crowns, Gold Stars and Best of Show awards. Brown received the Edith Fox King in 2002 and a TAJE Trailblazer Award in 2006, and she is an officer in ATPI. 10 a.m. Friday, 2505 B

Jeff Browne is the executive director of the Kansas Scholastic Press Association at the University of Kansas, where he also teaches courses in 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, 2504 A.

Karen Bruno has been involved in yearbook journalism since she was editor in chief in high school. She has an extensive background in customer service and printing and earned a B.S. in education 1 p.m. Saturday, 3501 E.

Kyle Bryant is a graduate of Central Missouri State University with a B.S. in graphic arts technology and management, and an emphasis area in design. He has 10 years’ experience in the printing and production field working for Banta Publications (now RR Donnelley) as a customer service rep and a prepress technical service analyst. He works for O’Dell Publishing in Liberty, Mo., as a customer service and sales support rep. 2:30 p.m. Saturday, 2502 B.

Lacey Buidosik started a newspaper at a high school in South Central Los Angeles in 2005. She had 10 students who read at a fourth grade or below reading level. After developing the paper, her class was closed and so was the paper so she restarted it with a new staff under a new principal in 2009. 9 a.m. Friday, 2202.

Brennan Burger has an 18-year background in all things marketing, with emphasis on sales promotion and customer engagement. He is a relationship-marketing specialist with Walsworth Yearbooks and will show you how to get a higher return on your marketing investments. 11 a.m. Friday, 2503 B

Scott Canon is a reporter for the Kansas City Star. He has traveled the world to report on a variety of issues throughout his career, including living in Antarctica with scientists studying the effects of global warming. 11 a.m.-12:50 p.m. Saturday, 2215 A

Linda Chambers advises the Falcon yearbook at Fairview (Tenn.) Middle School. She has advised high-school and middle-school books. Her staffs’ books have won CSPA Gold and Silver Crowns. Chambers also teaches English and history, is state director for Destination Imagination competition for Tennessee and is a workshop speaker. 2:30 p.m. Friday, 2504 B, and 8 a.m. Saturday, 2503 B

Marilyn Chapman has retired after teaching her two passions of yearbook and newspaper journalism and American literature for 43 years in Missouri, Connecticut, New York, Georgia and South Carolina. She is a JEA mentor: 10 a.m. Saturday, 2215 B-C, and 2:30 p.m. Saturday, 2503 B

Jill Chittum, CJE, teaches journalism and advises publications at Blue Valley H.S. in Stilwell, Kan. She previously advised 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, 2203, and 10 a.m. Saturday, 2204.

Kinsey Clark is editor-in-chief of Odyssey newsmagazine at Clark Central H.S., Athens, Ga. 2:30 p.m. Friday, 2503 A.

Justin Cohen, a senior at Harvard-Westlake School, has four years’ experience on the Vox Populi yearbook staff. He is the chief executive editor for the 2011 yearbook. Noon Saturday, 2207.

Jolene Combs is a JEA mentor and professor emeritus at El Camino College in Torrance, Calif. She is a former SCIEA president and former newspaper and yearbook adviser at Redondo Union H.S. She has advised collegiate journalism for 25 years, and was inducted into the Community College Journalism Association Hall of Fame. She is a member of the SoCal JACC, California’s JACC and the national CCAA groups. She is an NSPA Pioneer and co-chairwoman of JEA/NSPA 2011 Anaheim convention. 10 a.m. Saturday, 2203.

Judi Cooledge retired after 35 years at Bay H.S. in Ohio and is now an educational specialist at Balfour/Taylor Yearbooks. Yearbooks she advised won NSPA Pacemakers, CSPA Trendsetter and Crowns and a Publisher’s Industry Award. Cooledge received NSPA’s Pioneer Award, CSPA’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. 8 a.m. Saturday, 3501 C, and 10 a.m. Saturday, 2501 B.

Michelle Coro, CJE, with experience in the real world of broadcast and print media, brings a wealth of knowledge to her class. 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. 10 a.m. Friday, 2206.

Kathy Craighead, MJE, and former adviser at Mexican (Mo.) H.S., is now Newspapers In Education director for the Mexico Ledger. She previously served as the director of Student 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. 9 a.m. Friday, 2501 B, and 11 a.m. Friday, 2206.

Wes Creaden is a three-year member of KMS broadcast at Shawnee Mission South H.S., Overland Park, Kan. He chairs the station’s television committee that oversees monthly cable shows and live sports broadcasts. Creaden shot and edited his school district’s State of the District video. His technological knowledge has allowed his station to broadcast live sports on the Internet. Creaden’s work has won awards from JEA 1 p.m. Saturday, 2504 B

John Cutsinger, CJE, and Creative Accounts manager for Jostens, is a DJNP National Journalism Teacher of the Year, CSPA Gold Key recipient, NSPA Pioneer, SPA Distinguished Adviser and JEA Medal of Merit and Friend of Scholastic Journalism award winner. His contributions to scholastic journalism during the past 36 years have included advising award-winning yearbooks, newspapers and magazines; writing yearbook curriculum and countless journal articles; and teaching/speaking at conferences and conventions nationwide. Cutsinger recognized Cutsinger as one of its Legend Award winners. 9 and 10 a.m. Saturday, 2501 A.

Kathy Daly teaches at workshops and conventions nationwide. She also consults with Herff Jones Yearbooks. While an adviser, her yearbooks at Overland H.S. won CSPA Gold and Silver Crowns and NSPA Pacemakers. She has received a CSPA Gold Key and NSPA Pioneer Award. mhb86 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.-12:50 p.m. Saturday, 2502 A. and 10 a.m. Saturday, 2502 A.

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, 2007.

Todd DeNoyer is co-founder of LIVEYearbook. Previously he was president of a video yearbook company. DeNoyer worked on TV production for three years at Pine Ridge H.S. in Deltona, Fla. 1 p.m. Saturday, 2502 A.

Lisa DeNapoli, yearbook assistant, worked in publishing for four years prior to teaching English at Niles West H.S. in Skokie, Ill. She is in her fourth year of teaching and has been the yearbook assistant for three years. Noon Friday, 2202.
Amy DeVault, CJE, teaches editing and visual communication in The Elliott School of Communication at Wichita State University. She previously worked as a visual journalist at The Wichita Eagle, where she designed the front page. DeVault earned a Society of News Design award of excellence and helped The Eagle win Kansas Press Association’s Best Front Page award. She taught high-school journalism for three years. 8:30 a.m. Thursday, 2203, and 10 a.m. Saturday, 2209

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, is JEA’s scholastic press association liaison and co-chair of JEA’s Mentoring Committee. 9 a.m. Saturday, 2206

Tim Dorway is serving his first year as the principal of Chanhassen (Minn.) H.S. Previously, he was the principal of Rochester (Minn.) Mayo H.S. for four years. Dorway serves on the NSPA board. A former newspaper adviser at Park H.S. in Cottage Grove, Minn., a three-time Let Freedom Ring Award winner, he has visited administrative licensure cohorts to speak of the importance of protecting and honoring student First Amendment rights in schools. 1 p.m. Saturday, 2215 A

Mary Kay Downes, MJE, is a veteran adviser of the Odyssey yearbook at Chantilly (Va.) H.S. Because of her students, Odyssey has been recognized more than 20 times with NSPA Pacemaker and CSPA 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. 11 a.m. Friday, 3501 C

Michael Doyle, CJE, and NBCT, worked for 25 years as a professional journalist, writing sports, news and features for the Rockford Register Star before he became a teacher. He teaches journalism and advises the North View newspaper and yearbook at Belvidere (Ill.) H.S. He received KEMP’s award for the newspaper adviser of the year in 2008. He is a member of the IJEA board and a freelance columnist. Doyle has written two books and edited a third. His most recent book was published in October. 11 a.m. Friday, 2504 B

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 Engle Award, and JEA Teacher Inspiration Award and Medal of Merit. Drake directs the Belvidere Journalism Workshop. She was twice president of the Kansas Scholastic Press Association. She serves on the NSPA and JEA boards of directors. 9 a.m. Friday, 2211; 11 a.m. Saturday, 2213, and 2:30 p.m. Saturday, 2004

Wayne Dunn, CJE, is a retired newspaper adviser to two award-winning publications: The Lebanon Light and The Voice (from Lake Urquhart West). Dunn has a Gold Key from CSPA and was named a DJNF Distinguished Adviser. He serves on the board of the Ohio Scholastic Media Association as vice president and is one of Ohio’s mentors in the JEA mentoring program. 9 a.m. Friday, 2505 B, and 2:30 p.m. Friday, 2215 B-C

Frank Durham, Ph.D., is an associate professor in the University of Iowa School of Journalism and Mass Communication. His research focuses on the role of media as a part of social change. Noon Saturday, 3501 D

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. 9 a.m. Friday, 2505 A

Janet Elbom has taught newspaper and yearbook in Austin, Texas, for 37 years. Her students have won in every category of competitive journalism. She was named a DJNF finalist for National Teacher of the Year, as well as Distinguished Adviser. Elbom received the ILPC Texas Teacher of the Year, and was named a Texas Legend of Scholastic Journalism, the fastest president of the Texas Association of Journalism Educators. 10 a.m. Friday, 3501 C

Paul Ender was adviser to the American newspaper at Independence H.S. in San Jose, Calif., for more than 25 years. A long-time 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 OPA National Scholastic Journalism Hall of Fame. His students’ books earned state and national awards. Ender teaches at conventions and workshops from coast to coast. 11 a.m. Friday, 3501 D, and 9 a.m. Saturday, 3501 C

Susan V. Everett, MJE, retired in 2008 after a 35-year teaching career. She advised The Dickinsonsonian newspaper at Dickinson H.S. for 28 years. She is JEA’s New Jersey state director, a Lifetime Achievement Award winner in 2008, and an officer in the Garden State SPA. 9 a.m. Saturday, 2215 B-C, and 11 a.m. Saturday, 2206

Mike Fannin [See Featured Speakers] 9 a.m. Friday, 2502 A

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 for instance. 10 a.m. Friday, 2503 B, noon Friday, 2505 B, and 10 a.m. Saturday, 2503 A

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 numerous 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. She speaks at conferences and workshops across the country. 9 a.m. Friday, 2206

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 CSPA and received a Fulbright grant to teach New Zealand journalism educators. Honors include the CSPA Gold Key, the Murphy and O’Malley Awards; the NSPA Pioneer Award, and the JEA Medal of Ment and Lifetime Achievement Award. He was DJNF 1994 Journalism Teacher of the Year. 8:30 a.m. Thursday, 2205, 11 a.m. Friday, 2215 B-C, 9 a.m. Saturday, 3501 G, and 11 a.m. Saturday, 2501 A

Tyler Ferreria is on the editorial board of The Cougar Press at Ventura (Calif.) H.S. Noon Saturday, 2503 A

Randall Findlay teaches beginning journalists at St. Paul Academy and Summit School in St. Paul, Minn. He previously was adviser to The Activist at The Blake School, Minneapolis, Minn., and The Pendulum at Calhoun H.S., San Francisco, Calif. A former arts critic specializing in theater, Findlay served as 1986-87 Arts and Entertainment co-editor at the Minnesota Daily. He has written for American Theatre magazine, the Minneapolis Star Tribune and the St. Paul Pioneer Press. Noon Saturday, 2504 A, and 1 p.m. Saturday, 2503 B

Beth Fitts, CJE, directs the Mississippi Scholastic Press Association. In 2003, she was DJNF National High School Journalism Teacher of the Year and was Mississippi Teacher of the Year Alternate. Fitts has received the NSPA Pioneer Award and was named an NSPA All-American Adviser. She advised for her state director, is on the IRA executive board and is coordinator for Mississippi summer journalism camps. 8:30 a.m. Thursday, 2209, and 10 a.m. Friday, 3501 E

Bill Flechtner, MJE, is a JEA mentor, an Oregon Journalism Teacher of the Year, a Lifetime Achievement recipient, a Medal of Merit recipient and a Dow Jones Distinguished Adviser. The newspaper he advised for 22 years is in the NSPA Hall of Fame. He is a teacher educator at Warner Pacific College in Portland, Ore. 8:30 a.m. Thursday, 2205, 9 a.m. Friday, 2208, 10 a.m. Friday, 2504 B, 11 a.m. Friday, 2215 B-C, 9 a.m. Saturday, 2215 B-C

Karen Flowers, CJE, is director of the South Carolina Scholastic Press Association and the South Carolina Interscholastic Association. She also directs the Carolina Journalism Institute. Previously, she advised for 28 years, the past 20 at Imo H.S. in Columbia, S.C. Honors include South Carolina Adviser of the Year, CSPA’s Gold Key, NSPA’s Pioneer Award, Dow Jones Distinguished Service Award. She is a JEA state director, is on the IRA executive board and is coordinator for Mississippi summer journalism camps. 8:30 a.m. Thursday, 2209, and 10 a.m. Friday, 3501 E

Nancy Freeman, MJE, teaches journalism and advises the newspaper at Clayton H.S. in St. Louis, Mo. During her 23 years of teaching, she has also advised yearbook, broadcast news and literary magazine. She has been a DJNF
Special Recognition Adviser and the Missouri Journalism Teacher of the Year from Missouri Interscholastic Press Association. She is the JEA state director for Missouri. She also serves on the JEA Certification Commission and is part of the pilot for a National Journalism Professional Learning Community. 8 a.m. Saturday, 2201, and 2:30 p.m. Saturday, 3501 E.

Connie Fulkerson is administrative assistant and bookstore manager 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 K-State Student Publications Inc. 10 a.m. Friday, 2215 B-C.

Sheryl Fulton is marketing services manager for Jostens Printing and Publishing in Topeka, Kan. Fulton formerly taught at Fort Collins (Colo.) H.S., where she advised the Laramkin yearbook. She then advised the Archive yearbook at St. Louis University. Her books won awards from NSPA, CSPA and Colorado High School Press Association. She speaks at workshops and conventions. 2:30 p.m. Friday, 2504 B, and 8 a.m. Saturday, 2503 B.

Kelly Furnas 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 also worked at newspapers in Las Vegas and Tallahassee, Fla. 2:30 p.m. Saturday, 2206.

Travis Gatewood is sponsor of KSMS, the broadcast program at Shawnee Mission South H.S. in Overland Park, Kan. KSMS creates monthly newscasts for local cable, performs live daily DJ shows during lunches and organizes school spirit events. 1 p.m. Saturday, 2504 B.

Tom Gayda, MJE, advises the student publications at North Central H.S. in Indianapolis. He is the 2007 Indiana High School Press Association Ella Sengenberger Adviser of the Year and a 2008 Ball State University Graduate of the Last Decade award winner. He is JEA Region 6 director and past-president of the IHSFA. 7:15 a.m. Friday, 2206.

Joe Gisondi (See Featured Speakers) 2:30 p.m. Friday, 2503 B, and 1 p.m. Saturday, 2211.

Kelly Glasscock is a journalism adviser at Derby (Kan.) H.S. as well as an accomplished freelance photographer. He has been published in national publications such as Time magazine, Sports Illustrated and USA Today. Noon Saturday, 2502 B.

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 and journalist, was executive director of the Student Press Law Center from 1985 until 2007. He speaks about the legal issues confronting the student press and the role of scholastic journalism. Goodman has received many awards for his work with the student press including the Carl Towley Award. 9 a.m. Friday, 2205; 9 a.m. Saturday, 2504 B, and noon Saturday, 3501 B.

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 NSCMA. 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, 2205, and 8 a.m. Saturday, 3501 B.

Pat Graff, NBCT, has taught for 34 years in Albuquerque. She has advised newspapers, literary magazines, yearbooks and broadcasts. In 2006 she was named to the National Teacher Hall of Fame. She is a former Dow Jones National Journalism Teacher of the Year, Milken Educator Award winner, Disney National Teacher in English, New Mexico’s Teacher of the Year and New Mexico’s Press Woman of the Year. 9 a.m. Friday, 2218 B-C, 9 a.m. Saturday, 2213, and 2:30 p.m. Saturday, 2215.

Katy Gray has taught 30 years in high schools, 24 of them advising school newspaper staffs. Moffat County H.S. is a small one of fewer than 700 students in western Colorado. Gray’s experience is in keeping the paper going in spite of cuts and changing administrative policy. The focus has been in helping students develop skills to either work a local newspaper or to move on to publishing and public relations careers. 10 a.m. Friday, 2208.

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. 10 a.m. Friday, 2504 A; 11 a.m. Friday, 2202; 2:30 p.m. Friday, 2203, and 11 a.m. Saturday, 2201.

Peggy Gregory, CJR, 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.
Speaker Bios G-K

and Demonion yearbook. Gregory has received the DJNF Special Recognition Adviser and Distinguished Advertiser awards, a CSPA Gold Key and the James F. Paschal Award. She serves on the JEA Mentoring committee. 8:30 a.m. Thursday, 2205, and 9 a.m. Friday, 2206 B-C.

Jerry Griffin has been a yearbook sales representative for Walsworth Publishing Co. in eastern Texas and neighboring states for the five years. Prior to that, he was the yearbook adviser and a marketing teacher at Queen City H.S. in Queen City, Texas. 10 a.m. Friday, 2201.

Nora Guiney has been in sales for more than 24 years and enjoys sharing 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.” Noon Friday, 2504 B, and 8 a.m. Saturday, 2216 A.

Dianne Gum is Outreach coordinator for the Colorado High School Press Association and a past executive director of CHSPA. She retired from Littleton (Colo.) Public Schools where she taught journalism and video production and advised The Lion’s Roar newspaper. She is a JEA mentor and recipient of the JEA Lifetime Achievement Award and CHSPA Medal of Merit Award. 9 and 10 a.m. Saturday, 2002.

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 DI NDA 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. 8:30 a.m. Thursday, 2204, 9 a.m. Friday, 2501 B, and 11 a.m. Friday, 3501 E.

Laurie Hansen, CJE, is the president of the Journalism Educators of Minnesota. She has taught at Stillwater Area H.S. for 19 years. Both the yearbook and creative arts magazine she advises have won Pacemaker awards and placed at the National Best of Show contest. She is a frequent presenter at MHSFA events and the NSPA summer workshop. She is also the 2008 Minnesota Journalism Educator of the year. 11 a.m. Friday, 2202.

Kristina Nelson Harris is a relatively new newspaper adviser who comes from an English and computer-design background. The publication she advised at her previous school, Maze (Kan.) South Middle School, won top critique ratings and national recognition. She now teaches and advises at Maze Middle School. Noon Saturday, 2204.

Nancy Hastings, MJE, advised the award-winning Paragon yearbook and Crier newspaper at Munster (Ind.) H.S. 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. 11 a.m. Saturday, 2104.

Shawn Healy, McCormick Tribune Freedom Museum’s resident scholar, is responsible for exhibit content expertise, academic outreach and conference planning. Before joining the museum, he served as a social studies teacher the high school level Healy is a doctoral candidate at the University of Illinois-Chicago specializing in American and urban politics. 2:30 p.m. Friday, 2206, and 9 a.m. Saturday, 2209.

Dave Helling [See Featured Speakers] 10 a.m. Saturday, 3501 G

Carole Henning is a journalism veteran who has resurrected student newspapers and yearbooks at schools in North Carolina, Wisconsin and Iowa during her 30-year teaching career. In her 16th year teaching journalism and advising newspaper, yearbook and literary magazine at Southeast Polk H.S., she also serves as a contest judge for the Iowa High School Press Association and the Virginia High School League. Noon Friday, 2209.

Emma Herlihy, junior at Convent of the Sacred Heart H.S. in San Francisco, is the news editor of The Broadview. Herlihy’s first press pass was for the 2009 Presidential Inauguration of Barack Obama. She recently has been photographing concerts, including Warped Tour and Lilith Fair. 10 a.m. Saturday, 2503 A.

David Herman is the publications adviser at Omaha (Neb.) Northwest H.S. 11 a.m. Saturday, 2504 B.

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 California State University Northridge. He is an Apple Distinguished Educator. 8:30 a.m. Thursday, 2210, 10 a.m. Saturday, 2210, and noon Saturday, 3501 E.

Travis Heying [See Featured Speakers] 2:30 p.m. Friday, 2215 A.

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, 2207.

Kathi Hopkins has been a Taylor representative for 21 years in the San Antonio area. She helps all levels of school balance their yearbook budgets. 9 a.m. Friday, 3501 B.

Steven Howard is executive vice president, managing director with Screen 5ive Inc., the developer of a dual-publishing (print and digital), anywhere-access platform. He was the editor of his high school newspaper and a contributor to the yearbook. An educator and crowdsourcing media evangelist, he’s earned degrees in psychology, marketing, project management, international business and marketing. Noon Friday, 2206.

Rod Howe has taught journalism for 20 years at Omaha Westside H.S. He is an NSPA Pioneer Award winner and a frequent speaker at national conventions and summer workshops. Howe has been a publication judge for NSPA, CSPA, Quill and Scroll and several Midwest journalism associations. 9 a.m. Saturday, 2207.

John Hudnall is a lecturer in the William Allen White School of Journalism at the University of Kansas. Hudnall served 18 years as executive director of the Kansas Scholastic Press Association. 9 a.m. Saturday, 2204.

Megan Hughes advises newspaper, yearbook and literary magazine and teaches journalism at Park Hill South H.S. in suburban Kansas City. She is a news junkie, avid reader and technology enthusiast, always looking for ways to improve efficiency and motivate students. She is a member of the Kansas City convention planning committee. 11 a.m. Saturday, 2515 A, and 1 p.m. Saturday, 2504 B.

Keith Hughy has been a yearbook sales representative for Walsworth Publishing Co. in Cincinnati for six years. Prior to that, he was a high school publications adviser for eight years in Kansas. He enjoys working with his schools and helping them to create yearbooks. Noon Friday, 2503 A.

Dean Hume, a former sportswriter, teaches journalism and advises the Spark newspaper at Lakota East H.S. Spark has earned Pacemaker, Best of Show and Gallup awards. It was named Best Student Publication in Ohio by SPJ and was recognized for excellence by Time magazine. Hume is a DJNF Distinguished Adviser, a CSPA Adviser of the Year and a member of the NSPA Adviser Hall of Fame. 1 p.m. and 2:30 p.m. Saturday, 2504 A.

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, 2206.

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 currently runs his own video editing and graphic design business. 11 a.m. Saturday, 2209.

Kate Hunyor, CJE, teaches at Ottawa Hills H.S. in Toledo, Ohio, and advises the OH News. She is a board member of the Ohio Scholastic Media Association and is a National Board Certified Teacher and an Apple Distinguished Educator. 8:30 a.m. Thursday, 2010, 11 a.m. and 2:30 p.m. Friday, 2010.

Kathy Hutings is the contest and critique coordinator for the National Scholastic Press Association. 11 a.m. Friday, 2202.

Trevor Ivan is a graduate student in the School of Journalism and Mass Communication at Kent State University. He works in the Center for Scholastic Journalism and helps direct the Ohio Scholastic Media Association. He volunteers as an adviser for his high school newspaper and, for his undergraduate honors project, he wrote “Student Voices: A curriculum guide to enhance extracurricular student publications,” sold in JEA’s bookstore. 8 a.m. Saturday, 3501 B.

Velisa Jewett has been an adviser in San Antonio and Corpus Christi, Texas, for 14 years.
She advises yearbook and newspaper at Claudia Taylor Johnson H.S. in San Antonio’s North East Independent School District. 9 a.m. Friday, 3501 B

Lee Judge (See Featured Speakers) 11 a.m. Friday, 2501 A

Marsha Kaikowski, MJE, has been the journalism adviser at Omaha Marian H.S., Nebraska’s only Class A all girls Catholic school, for 16 years. Her students create an award-winning monthly newspaper, yearbook and weekly broadcast. She serves as the Nebraska JEA state director and has been active in the Nebraska High School Press Association. 10 a.m. Friday, 2215 B-C, and 2:30 p.m. Friday, 2204

Doug Kapeller is the facilitator of the e-Communication program at Olathe (Kan.) Northwest H.S. e-Communication is a program within the Olathe School District that offers students an opportunity to prepare for careers in multimedia while still in high school. Students can choose one of four strands that include game design/animation, graphic design, web design and video production. Kapeller is a certified Level One Trainer in Final Cut Pro 7.0, certified in Logic Pro and is an Apple Distinguished Educator. 9 a.m. Friday, 2010, and 8 a.m. Saturday, 2010

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. 10 and 11 a.m. Saturday, 2502 B, and 2:30 p.m. Saturday, 3501 G

Lori Keekley, CJE, 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 Finalist recipient, and students have won state and national awards for their work. 11 a.m. and noon Friday, 2204

Bridge Kellam is the environmental education specialist for the Park Hill School District in Kansas City, Mo. She is in her second year in the position, in which she has already helped save the district thousands of dollars based on her energy assessments and plans. 11 a.m.-12:50 p.m. Saturday, 2215 A

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, 2201, 8 a.m. Friday, 2502 A, 9 and 10 a.m. Friday, 2501 A, and 2:30 p.m. Saturday, 2206

Valerie J. Kibler, CJE, teaches at Harrisonburg (Va.) H.S., where she advises the print and online newspaper. She was the local chair for the 2009 Washington, D.C., convention. 8 a.m. Saturday, 2205

Norma Kneese, MJE, is adviser to the Print yearbook, the Prowl newspaper and the Pride literary magazine at Snake River H.S., Blackfoot, Idaho. Kneese chairs the JEA Multicultural Commission and Outreach Committee. She was the 1997-98 IJAA Journalism Teacher of the Year. 8 a.m. Saturday, 2203, and 2:30 p.m. Saturday, 2503 A

Carol Knopes is director of education projects at Radio Television Digital News Foundation. A longtime newspaper editor, Knopes now works with high school and college broadcast educators. She has led seminars at the Poynter Institute and edited “Death by Cheeseburger,” about high school journalism in the 1990s. 2:30 p.m. Friday, 2208

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 was selected to serve as a Student Partner in conjunction with the JEA Scholastic Press Rights Commission to use social media such as Facebook and Twitter to promote their 45Words initiative. Noon Saturday, 2201

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 four new high school advisers in Orange County schools, two for JEA’s mentor program and two for CalPress. 10 a.m. Friday, 2204

Julie Koppen is the publisher of Greenability Magazine, a bimonthly publication designed to help people discover “green” lifestyle alternatives for everyday living in Kansas City. 11 a.m.-12:50 p.m. Saturday, 2215 A

Alex Kuberski began the process of creating his school’s news station while he was a high school freshman. He was in charge of researching, funding and overall maintaining Mustang Media. He asked the school board
to fund the $15,000 endeavor, which it agreed to do. Mustang Media met expectations and continues to excel even though he has graduated. Last January he secured a job with KTVO-TV3, and continues to supply it with reports as he continues his education. Noon Saturday, 2502 A

Jeff Kuchno is in his 15th year of teaching high school journalism. He advises newspaper, yearbook and broadcast at Oakville H.S. in St. Louis, Mo. Before entering the teaching profession, he served as an information director at the University of Missouri, St. Louis, for eight years. During that time, his media guides earned 13 national publication awards. 2:30 p.m. Friday, 2502 B

Edmond Kwong, after many years in high-tech marketing, has decided to pursue opportunities to work with young artists and future business leaders. To take Popejoy. Prior to staff at Homestead H.S. in Cupertino, Calif., earned a National Pacemaker and a Silver Crown. His passion for photography and design resulted in many published pieces in newspapers, magazines, brochures and websites. 2:30 p.m. Saturday, 2505 B

Dave LaBelle (See Featured Speakers) 10 a.m. Friday, 2501 B, and 10 a.m. Saturday, 3501 C

Carole Lange, CJE, co-wrote a four-course radio curriculum for RTNDF, D.C. Public Schools and Prime Movers at George Washington University. Lange 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, 2503 A, and 9 a.m. Saturday, 2505 A

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. 2:30 p.m. Friday, 2501 B, 10 a.m. Saturday, 2503 A, 1 and 2:30 p.m. Saturday, 2505 B

Julie Leach is the 21st century literacy teacher leader for Kansas City, Kan., Public Schools. She works with teachers in grades pre-K to 12 on the integration of technology and 21st-century skills. She serves on the team that supports the Laptops for Learning program, which provides a Macbook to each high-school student. Prior to this position, she was an elementary teacher. Leach is an Apple Distinguished Educator. Noon Saturday, 2210

Pete LeBlanc is in his 18th year of teaching and 18th year advising publications. He advises the Titan yearbook, The Titan Times newspaper and the Channel 5 Titan TV News at Antelope (Calif.) H.S. 11 a.m. Saturday, 3501 G

Shelby Lemon is a two-year member of KSMS broadcast at Shawnee Mission South H.S., Overland Park, Kan. She is the chair of the station’s public relations committee, which oversees school sport events and community disc jockey opportunities. Her committee organizes school events such as a costume contest, a Rock, Paper, Scissors tournament and a live interactive event, Southapalooza. Lemon is an accomplished videographer, doing much of her station’s live camera work at sporting events and school assemblies. 1 p.m. Saturday, 2504 B

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 still 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, 2205, and 10 a.m. Saturday, 2204

Brad Lewis, CJE, is in his fourth year of teaching journalism at Harrisonville (Mo.) H.S. Lewis served in many editorial positions at his collegiate newspapers at Johnson County Community College in Overland Park, Kan., and at Emporia (Kan.) State University. Lewis also worked as a sports writer covering high school sports for the Johnson County Sun in Overland Park, Kan. 10 a.m. Friday, 2209

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, taught 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, 2503 A, and 9 a.m. Saturday, 2505 A

Gary Lundgren served as director of student publications and director of the Arkansas Scholastic Press Association during his nine years on the faculty of the University of Arkansas. His staffs received several Gold Crown and Pacemaker Awards, and he received the CSPS 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. Noon Friday, 2504 A

Kris Mateski has spent the past 12 years honing her marketing skills in the areas of acquiring new customers, building loyalty and one-to-one marketing. In her role as a marketing supervisor with Walworth Yearbooks, Mateski is always looking for new ways to help you see big sales increases through efficient, effective and cutting-edge tactics. 1 p.m. Saturday, 3501 G
Steve Matson, MJE, taught newspaper and yearbook journalism for 22 years. The newspaper he 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 I director. 1:15 a.m. Friday, 2201; 9 and 10 a.m. Saturday, 3501 B

Tamra McCarthy 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. Noon Saturday, 3501 C

Rachel McCaver, CJE, is president-elect of the Indiana High School Press Association. She teaches beginning publications, photojournalism, public relations, broadcast and Web journalism at Columbus North H.S. in Columbus, Ind. She was a Rising Star Award winner in 2009. 11 a.m. Saturday, 3501 E

Megan McNames is assistant director of journalism workshops at Ball State University in Muncie, Ind., where she also teaches courses in design, digital interactivity and gaming. 8 a.m. Saturday, 3501 G

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. As a former video editor at WHAS-II and webmaster for The Courier-Journal, he serves as an adviser to the new multimedia class that produces mailmanredeye.com. Noon Friday, 2201

Joe Mirando, 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 a supervisor of a college program in journalism teacher education. Noon Friday, 2208

Christine Mooney advises Exemplar, the yearbook at Monsignor Donovan H.S. in Toms River, N.J. Exemplar has been consistently recognized with the All-NJ Awards from the Garden State Scholastic Press Association. 1 p.m. Saturday, 3501 E

Greg Moore is wire editor at the Kansas City Star. Noon Friday, 3501 D

Laura Moore is a publications adviser with eight years of experience at an award-winning public high school in Indiana. She has a degree in journalism education and photojournalism from Ball State University. Central Indiana VPH named her Educator of the Year. Moore has taught intensive workshops for Ball State University and Jostens. She recently published the staff-motivation manual “Play that Works.” 10 a.m. Saturday, 2208

Rhonda Moore is the newspaper and yearbook adviser at McCallum H.S. in Austin, Texas. She is a CSPA Gold Key recipient and has been awarded Texas’ Edith Fox King Award and Max R. Haddick Teacher of the Year Award. Her students have won NSPA’s Pacemaker, CSPA’s Silver Crown and LPC’s Silver and Bronze Stars. 8 a.m. Saturday, 2505 B

Meghan Morris is the co-editor-in-chief of The Spoke, the Pacemaker award-winning student newspaper at Conestoga H.S. in Berwyn, Pa. She is the co-director of Friends of The Spoke, an organization founded to fight censorship. Morris also participates in 45words, JEA’s national scholastic press rights group. Noon Saturday, 2201, and 1 p.m. Saturday, 2209

Nathan Moseley, CJE, is magazine adviser at Omaha Westside H.S. In addition, he and his wife run a professional wedding photography business. They have photographed weddings and families throughout the Midwest. 9 a.m. Saturday, 2207, and 1 p.m. Saturday, 3501 D

April Moss, CJE, is in her 15th year of advising at Pike H.S. in Indianapolis. PHS has one of the most diverse student populations in Indiana, and Moss prides herself on constantly having diverse scholarship classes. Many students go on to pursue journalism as a career. 11 a.m. Friday, 2209

Ron Adm. Denny Moynihan is chief of information for the U.S. Navy, serving as the head spokesman for the Navy. He also leads 2,500 enlisted, reserve and civilian communication professionals who are responsible for telling the Navy story. He has spent 24 years in the Navy and has been in public affairs for 17 years. 11 a.m. Saturday, 2205

Amy Murphy, a principal of a large suburban high school, has just about seen it all. She is in her seventh year as principal of Blue Valley Northwest H.S. Murphy earned her doctor of education from St. Louis University and has taught math in North Carolina and Kansas. She worked for the U.S. Department of Defense before entering administration. She is a Milken Family Foundation National Educator award winner. 9 a.m. Friday, 2215 A, and 9 a.m. Saturday, 2215 A

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 ATPI’s Star of Texas. 8:30 a.m. Thursday, 2211; noon Friday, 2505 B, 8 a.m. Saturday, 2211; and 11 a.m. Saturday, 2503 A

Judith Murray, CJE and NBCT, is adviser for Parkview Arts/Science Magnet H.S.’s newspaper and yearbook. Before her teaching career, Murray was an editor for the Democrat-Gazette, and she won the state SPJ award for Best of Print and the Best of Feature Writing. She also won awards for the Best Special Section for “Operation Welcome Home,” celebrating the first Gulf War, and the WEHCO media award for deadline news writing. 2:30 p.m. Saturday, 2503 A

Jeff Nardone is the adviser of The Tower, the award-winning weekly newspaper at Gross Pointe South (Mich.) H.S. Nardone’s staff members have won numerous national and state awards including a First Place Best in Show, Gold Crowns, Gallups, Spartans and Pacemaker Finalists. Nardone is a Gold Key and Golden Pen award recipient, 2:30 p.m. Friday, 2207, and 9 a.m. Saturday, 2203

Andy Nelson is the R.M. Seaton Professional Journalism chair at Kansas State University’s A.Q. Miller School of Journalism and Mass Communications. Previously, Nelson was an independent photographer 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 American Science Monitor from 1997 to 2008. 8:30 a.m. Thursday, 2208

Colleen McCain Nelson (See Featured Speakers) 10 a.m. Friday, 3501 D

Zoe Newcomb is editor-in-chief of the broadband 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 in the classroom, 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, 2201, and 2:30 p.m. Saturday, 2208

Susan G. Newell, MJE and NBCT, has advised school newspapers and yearbooks for more than 25 years. Publications she has advised have won SIPA All-Southern, Best SIPA publication in Alabama, ASPA All-Alabama, NSPA All-American and Best of Show, and CSPA Gold Medalist. Newcomb has served as an officer for ASPA, is JEA’s Alabama state director, and is on the SIPA executive board. She is the 2008 Adviser of the Year for Alabama. 8 a.m. Saturday, 2502 B

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, 2213, 10 a.m. Friday, 2206, 2:30 p.m. Friday, 2213, 3:30 p.m. Friday, 2211; 7:30 a.m. Saturday, 3502 D. JEA Suite, Marriott; 10 a.m. Saturday, 2201, and 11 a.m. Saturday, 2202

Casey Nichols, CJE, advises Tonitrus yearbook and The Flash newspaper at Rocklin (Calif.) H.S. During his 25 years teaching, Nichols has advised her four years on staff and has served as a frequent speaker at conventions and workshops He is a recipient of the NSPA Pioneer Award as well as JEA’s National Yearbook Adviser of the Year. 9 and 10 a.m. Saturday, 2501 D

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 Pacemaker, 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 alumnus and senior staff of JEA Distinguished Adviser. Nichols is past-president of the JEA of Northern California and a delegate for the California Journalism Education Coalition. 8:30 a.m. Thursday, 2215 A, 10 and 11 a.m. Friday, 2205

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. 11 a.m. Friday, 2203

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. He was the 1990 DNF National High School Journalism Teacher of the Year, California State High School Journalism Teacher of the Year. He received the JEA Medal of Merit, the NSPA Pioneer Award, and the CSPA Gold Key and James F. Paschal Award. 8:30 a.m. Thursday, 2208, 10 a.m. Friday, 2206, and 8 a.m. Saturday, 2207

Lori Oglebee-Petter of McKinney (Texas) H.S., loves what she does every day — work with amazing kids who exceed all of 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, 2215 B-C, noon Friday, 2207, 9 and 10 a.m. Saturday, 2501 B, 11 a.m. Saturday, 2205 B-C Saturday, 2206 B-C.

Nancy A. Olson, CJE, developed the journalism curriculum at Brattleboro Union H.S. in Brattleboro, Vt., in 1994 and has taught Journalism I and II courses there since then. She blogs for the student newspaper, and advised The DAL, the school literary magazine, from 1987 to 1994. She is a 2010 ASNE Reynolds High School Journalism Institute Fellow. 9 a.m. Saturday, 2503 B

Leslie Orman is a yearbook and newspaper adviser at Kickapoo H.S. in Springfield, Mo., who 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. 8 a.m. and noon Saturday, 2208.

Jeneé Osterheld (See Featured Speakers) Noon Friday, 3501 D

Liz Palmer is the teacher of a new multimedia class at duPont Manual H.S. in Louisville, Ky. The class produces manualreedeye.com, which features podcasts, audio slide shows, student blogs and news stories. She is the Gold Crown-winning adviser of the Crimson yearbook, which also placed as a finalist for the Pacemaker. She recently became the JEA state director of Kentucky and has won the James L. Highland Kentucky Adviser of the Year award. Noon Friday, 2201

Mary Patrick, CJE, teaches and advises the yearbook at Maize South Middle School in Wichita, Kan. The yearbook has won numerous CSPA Crowns, NSPA Pacemakers, and 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. 8:30 p.m. Thursday, 2215 A, and noon Saturday, 2204

Cheryl Pell is director of Michigan Interscholastic Press Association and teaches design at the School of Journalism at Michigan State University. She co-advises the student affiliate of the Society for News Design. In addition, Pell works with journalism education students and coordinates courses for teachers. 10 a.m. Friday, 2002 A.

Kara Petersen began her yearbook career as a high school editor. She then served as the Organizations editor, Student Life editor and Literary editor of Corks & Curts at the University of Virginia. Petersen taught English and advised the Legend yearbook at Atlee H.S. in Mechanicville, Va. In those five years, the Legend earned a host of state and national awards including Pacemaker Finalist. She currently works as a Herff Jones representative in Northern Virginia. 10 a.m. Saturday, 2504 A.

Tom Petrollo is a senior solutions engineer at Adobe Systems. He has been with Adobe System for 13 years working in a variety of roles with publishing, printing and advertising customers. His focus is InDesign, Photoshop, Illustrator and Acrobat. Prior to joining Adobe Systems, Tom provided training on scanners, imagersetters and imposition products for Linotype-Hell. He has also worked as a commercial photographer and taught photography at the university level. Noon and 2:30 p.m. Friday, 3501 E.

Joe Pfeiff, CJE, retired after 34 years of teaching and advising yearbooks and newspapers as the state Journalism Director. He is the recipient of the Forest Marten Award from the Arizona Interscholastic Press Association and the JEA Lifetime Achievement Award. 11 a.m. Friday, 2208, and 11 a.m. Saturday, 2205 B-C.

Wanda Pletcher, CJE, teaches junior-high English and advises the Maroon and White newspaper and Mixed Media literary magazine in Atcoona, Pa. Both publications have been recognized locally and nationally. Pletcher is a past-president of the Pennsylvania School Press Association. She served on the JEA/NSPA Philadelphia convention local committee and is a JEA state director. CSPA honored her with a Gold Key. Noon Saturday, 2201.

Wayna Polk, CJE, recently retired from Abilene (Texas) H.S. Her Flashlight yearbook staffs won Silver and Gold and Silver Star awards. An NSPA Pioneer printer, Polk has received JEA’s Medal of Merit and Distinguished Adviser and Special Recognition Adviser in the YAYO competition. She is JEA’s South Central Region director, Scholarship Committee chair and a member of the Awards Committee. 7:15 a.m. Friday, 2204, and 10 a.m. Saturday, 2207.

Joe Posnanski (See Keynote Speakers) 7:30 p.m. Thursday, Ballroom 2501

Sam Provos has been a police officer with the city of Overland Park, Kan, for five years and is entering his second year as a school resource officer, serving at Blue Valley Northwest H.S. He was on the newspaper and yearbook staffs all four years of high school at Shawnee Mission Northwest. H.S. in Shawnee, Kan. He spent six years in the U.S. Army. 9 a.m. Friday, 2215 A.

Lauren Pruitt is editor-in-chief of Iidal literary-art magazine at Clark Central H.S., Athens, Ga. 11 a.m. Saturday, 3501 B.

Eric Purwicak is the associate superintendent of schools for the Lewesworth (Kan.) Unified School District 453. He earned his doctorate at the University of Kansas and taught high-school English before entering administration. 9 a.m. Saturday, 2218 A.

Linda Puntny, 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. Puntny 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 Towsley Award, Medal of Merit and Lifetime Achievement Award. 9 and 10 a.m. Saturday, 3501 D.

Reginald W. Ragland, CJE, is director of DCJEA, the JEA chapter in Washington, D.C. His reporting, photography, media relations and teaching careers span nearly 30 years, including student journalism workshops for media organizations and colleges. His specialties are in critical thinking, middle school journalism and multicultural outreach initiatives. 2:30 p.m. Friday, 2208, and 10 a.m. Saturday, 2209.

David Ragsdale, CJE, is the adviser of the Iidal literary-art magazine and Odyssey newsmagazine at Clarke Central H.S. in Athens, Ga. The Georgia Scholastic Press Association named him Georgia’s Adviser of the Year in 2007. 2:30 p.m. Friday, 2503 A and 11 a.m. Saturday, 3501 B.

Matt Rasgorshek has been the broadcast adviser for the past nine years at Westside H.S. in Omaha, Neb. In addition to advising Warrior Television, he now oversees the school’s new online journalism website. Westside Wired. Prior to teaching high school, Rasgorshek was a director/producer for various broadcast news outlets. 10 a.m. Friday, 2503 A, and 9 a.m. Saturday, 2207.

Betsy Pollard Rau advises the online college publication, Grand Central Magazine at Central Michigan University. This is new stuff for the retired high school newspaper adviser from HH Dow H.S. in Midland, Mich. She also directs the MIPA high school journalism workshop at Michigan State University. 10 a.m. Friday, 2502 A, and 8 a.m. Saturday, 3501 D.

Kayli Read is managing editor of Iidal literary-art magazine at Clark Central H.S., Athens, Ga. 11 a.m. Saturday, 3501 B.

Suzie Reecer is a professional photographer and owner of Suzie Reecer Photography. She attended Homestead H.S. in Fort Wayne, Ind., and was photo editor for the Pacemaker-winning newspaper, The Spartana, for three years. During her high school career she won...
Multiple awards at JEA/NSPA conventions, and she currently is a finalist for NSPA Photo of the Year. 1 p.m. Saturday, 2503 A

Jon Reese teaches print and broadcast journalism at Decatur [Ga.] H.S. He advises the newspaper Carpe Diem, which has received the highest honors from NSPA, CSPA, and Quill and Scroll. He is on the advisory board of the Georgia Scholastic Press Association and has happily been a part of 13 of these national conventions. 9 a.m. Saturday, 2504 A and 1 p.m. Saturday, 2505 B

Sally Renaud teaches journalism and advises the yearbook at Eastern Illinois University. She is also the director of the Illinois Journalism Education Association. She has worked in newspapers and has degrees from the University of Missouri, Central Missouri and Southern Illinois. 9 a.m. Friday, 3501 C, and noon Friday, 2208

Paul Restivo, CJE, has taught journalism and language arts in Missouri and Kansas since 2004. His students’ publications have been recognized both at the state and national level, including in the All American critique and Pacemaker competition. 8:30 a.m. Thursday, 2207

Sarah Rice is editor-in-chief of The Cougar Press at Ventura (Calif.) H.S. Noon Saturday, 2503 A

Jim Richardson (See Keynote Speakers) 1 p.m. Friday, Ballroom 2501

Eric Rickard is in her sixth year as the adviser of the newspaper and yearbook staffs at Newton (Kan.) H.S. It is truly, Rickard worked in the media relations departments of several sports organizations. 10 a.m. Friday, 2504 B

Susan Roberts, MJE, has taught journalism and advised publications for 30 years. Her students’ publications have won many awards. Roberts has received the ILPC Edith Fox King Award and was the 1998 Max Haddick journalism teacher of the year. Roberts has been a Harris County Journalism Steering Committee member, is former president of the TAJE, and served JEA as Region 4 director. 10 a.m., 11 a.m. and noon Saturday, 2211, and 2:30 p.m. Saturday, 2209

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. 11 a.m. Friday, 2211

Karen Rodriguez is a freshman majoring in journalism at The University of Missouri School of Journalism. She was editor-in-chief of her high school newspaper, The Red & Black, and she has interned for a local newspaper, The Laker, in Florida. The Red & Black received an All Florida rating at FSPA this past year, and an NSPA First Class Rating with a mark of distinction in leadership. 1 p.m. Saturday, 2208

Jonathan Rogers advises The Little Hawk at Iowa City (Iowa) H.S. He previously was a reporter for The Environmental Magazine, Missouri State Standard and Springfield News-Leader. He has covered stories on Turks and Caicos Islands, snow shoeing in Vermont, college golf, ESPN college football and green practices of ski resorts. 9 a.m. Saturday, 2503 A

Sara Rogers is a senior at Carmel (Ind.) H.S. She is editor-in-chief of the school newspaper, The HiLite, and previously worked on staff as a reporter and copy editor. Last year, she became involved with JEA Student Press Rights Partners, advocating for awareness and positive fulfillment of First Amendment rights. Since covering a difficult incident at her school, Rogers has spoken about how to handle and report appropriately controversial topics at the high school level. Noon Saturday, 2201

Chad Rummel, CJE, is a Herff Jones yearbook representative in Northern Virginia. Rummel was a high school and college yearbook nerd before joining the Herff Jones team. As an adviser, his publications were named Crown and Pacemaker recipients, and he was a 2010 JEA Special Recognition Adviser. 10 a.m. Saturday, 2504 A

Starr Sackstein, who teaches 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. She also freelances in the field she teaches, for pleasure and to stay relevant. Noon Friday, 2503 B

Greg Samples has degrees in business/journalism education, accounting and education, which qualify him for a host of jobs. 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. Samples has taught workshops throughout the country. Noon Friday, 2502 B

Mary Sanchez (See Featured Speakers) 11 a.m. Friday, 2205 A

Laura Schaub was director of the Oklahoma Interscholastic Press Association at Oklahoma University where she taught design and photography. CSPA Gold Key recipient, past Oklahoma Journalism Teacher of the Year and former DJNF Distinguished Adviser, she was inducted into the National Scholastic Journalism Hall of Fame in 1999 and served as CSPAA president for two terms. 9 a.m. Friday, 2506 A

Hal Schmidt has been since 1984 co-owner of PS Graphics Inc., a graphic design and printing company located in Kingwood, Texas. He has been involved with student publications since 1987 and is a representative of Taylor Publishing Co. 10 a.m., 11 a.m. and noon Saturday, 2211, and 2:30 p.m. Saturday, 2209

Kathy Schrier, MJE, coordinates educational programs for the Washington News Council. Prior to this, Schrier taught journalism, newspaper and yearbook at Chief Sealth H.S. in Seattle. Schrier has earned the Medal of Merit from JEA, the Pioneer Award from NSPA and the Fern Valentine Freedom of Expression Award from WJEA. 2:30 p.m. Friday, 2206

Duane Schrag is a development associate for The Land Institute in Salina, Kan., an organization whose purpose is to develop an agricultural system with ecological stability. Associates conduct research, are published in scientific journals, give presentations nationwide and host countless scientists. Prior to working for the Land Institute, Schrag was a journalist for 27 years, writing extensively about such issues as water, climate change and alternative energy. 11 a.m.-1:30 p.m. Saturday, 2215 A

Brian Schwabauer is a two-year member of KSMS broadcast at Shawnee Mission South H.S., Overland Park, Kan. He chairs the station’s television committee, which oversees monthly cable shows and live sports broadcasts. Schwabauer is a gifted programmer having created KSMS’s website, which includes interactive media such as games and animations. His technological savvy was instrumental in bring live sports broadcasts to his school. His news features and short films have earned Schwabauer numerous awards at local and regional film fests. 1 p.m. Saturday, 2504 B

David Schwartz is an adjunct instructor and director of scholastic outreach for the University of Iowa School of Journalism and Mass Communication, director of the Iowa High School Press Association and a journalist with 15 years’ experience. 8 a.m. Saturday, 2503 A

Marilyn Scoggins advised the Hooker (Okla.) H.S. yearbook for 11 years. During that time her students earned top state honors from CSPA as well as CSPAA Gold and Silver Crowns and NSPA Pacemakers. She was twice her district’s Teacher of the Year and is a CSPA’s Gold Key recipient. Scoggins works for Balfour/Taylor Yearbooks as education/workshop project coordinator and editor of Taylor Talk and Yearbook Yearbook. 8 a.m. and 2:30 p.m. Saturday, 3501 C

April Scott is in her seventh year as principal of Monta Vista H.S. in the Fremont Union High School District. After beginning as a systems analyst in the tech industry, she joined FUHSD in 1988 as a mathematics teacher, eventually becoming an assistant principal, director of educational services, and then principal. She is honored to be principal of Monta Vista, and celebrates its local, state and national recognitions. 2:30 p.m. Saturday, 2207

Jennifer Seavey, MJE, has been advisor to Pacemaker-winning newspaper tJODAY for eight years at Thomas Jefferson H.S. for Science and Technology in Alexandria, Va. 9 a.m. Friday, 2204

Michael Shear (See Featured Speakers) 11 a.m. Saturday, 2501 A

Vanessa Shelton is executive director of Quill and Scroll and an adjunct assistant professor of journalism at the University of Iowa. 1 a.m. Friday, 3501 E
Chase Snider

Kevin Sikes

Joanna Sowell

Howard Spongale

Pamela Spencer

Randi Stano

Lynn Strause

Jim Streisel

Jim Streisel, MJE, is the HILight 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, spring 2009). 8:30 a.m. Thursday, 2207, 9 a.m. Friday, 2213, noon Friday, 3501 B, 9 a.m. Saturday, 2502 B, 11 a.m. Saturday, 2202

David Studinski

David Svoboda

Ronna Sparks-Woodward, MJE, has been a journalism adviser for 25 years, most of it as a staff writer and then freelance writer for the Albuquerque Journal. She also has written for New Mexico Magazine, for The Associated Press and The Fort Worth Star-Telegram. She is in the process of turning her passion for journalism into a new career as a journalism teacher and newspaper adviser. 8 a.m. Saturday, 2008

Margaret Sorrows, CJE, is the yearbook and newspaper adviser at Bryant (Ark.) H.S. Her yearbooks have won the All-Arkansas Award every year since 1995, Silver Crown, Pacemaker Finalist, NSPA Best of Show, All Southern and SIPA Scooggins Award. Sorrows was the 2007 Distinguished Yearbook Adviser. 11 a.m. Friday, 2501 B

Joanna Sowell, a senior at Arrowhead Christian Academy in Redlands, Calif., is the editor-in-chief of Wings. She designs Wings 2009, 2010 and is currently working to produce Wings 2011. Sowell is a Quill and Scroll design sweepstakes winner. 2:30 p.m. Saturday, 3501 G

Howard Spongale, assistant editor of Communication Journalism Education Today, formerly advised the Glenbard East Echo ( Lombard, Ill.) and the Highland Park Bagpipe (Dallas, Texas). Now located in Asheville, N.C., he has edited books and curriculum projects for Taylor and Lifetouch yearbook companies. Both Spongale and his students have earned numerous state and national awards. 10:15 a.m. Friday, 2208 B-C, and 2:30 p.m. Friday, 2002

Ronna Sparks-Woodward, CJE, has been teaching and advising high school journalists for 17 years. Along with his background running suicide/crisis call centers, he received a bachelor’s degree in journalism from the University of Iowa, and a master’s degree in educational psychology from the University of California, Santa Barbara. He advises the Bark newspaper at Redwood H.S. in Larkspur, Calif. 1:30 and 2:30 p.m. Saturday, 2005

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 newspaper, Biz Spirit yearbook, and teaches an introductory journalism 1 class. During 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. 10 a.m. Friday, 2002

Carol Smith retired in 2009 after advising Panther Prints at Lovington (N.M.) H.S. for more than 20 years. She has recently become a JEA mentor. Noon Friday, 2205

Chase Snider is an award-winning convergent journalist from Springfield, Mo., who has earned awards in broadcast and online categories. He is credentialed internationally by many organizations such as the NFL, ESPN, NBA, MLB, PGA, WTT, NASCAR, and is credentialed for Barack Obama’s inauguration. Snider is editor-in-chief of PN Media at Kickapoo H.S. He plans to major in journalism and law. 8 a.m. and noon Saturday, 2208

Patricia Gabbett Snow has been a journalist for 25 years, most of it as a staff writer and then freelance writer for the Albuquerque Journal. She also has written for New Mexico Magazine, for The Associated Press and The Fort Worth Star-Telegram. She is in the process of turning her passion for journalism into a new career as a journalism teacher and newspaper adviser. 8 a.m. Saturday, 2008

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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, 2207

Pamela Spencer is a copy editor who started as a part-time dating blogger for The Kansas City Star in 2005. She now blogs for inkxc.com. 10 a.m. Friday, 2501 A

Randi Stano, professor of practice, journalism and visual journalism, at the University of Miami, 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 (including directing Best of Show honors which was cited as the 10th Moment in visual coverage from SND for its first 25 years). Stano also teaches graphic design classes. Taylor communications at Syracuse University. She graduated from the Northern Illinois Newspaper Association’s Journalism Institute at the S.I. Newhouse School of Public Communications at Syracuse University. She also has served on JEA’s Scholastic Press Rights boards and on JEA’s Scholastic Press Rights Commission. Smittle travels the country speaking on First Amendment issues. He has won many personal awards including 1999 DINF National Journalism Teacher of the Year, NSPA’s Pioneer and All American Adviser awards, JEA’s Lifetime Achievement Award and Medal of Merit. 2:30 p.m. Friday, 2206, and 9 a.m. Saturday, 2009

Mike Taylor is national accounts/education manager for Balfour/Taylor 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, 2201

Sherri Taylor directs the Empire State School Press Association and its summer School Press Institute at the S.I. Newhouse School of Public Communications at Syracuse University. She also teaches graphic design classes. Taylor is a co-author of the “Journalism” textbook and of “Get the Picture,” a Jostens photography curriculum. She holds the CSPS Gold Key, the NSPA Pioneer Award and the Max Haddick Journalism Teacher of the Year award for when she taught high-school journalism in Texas. She was a contributing author to CSPS’s “21st Century Report on Scholastic Journalism.” 2:30 p.m. Friday, 2502 A
Bobbi Templet, CJE and NBCT, has been teaching broadcast journalism for six years at Oldham County H.S., and teaching English for 19 years. Templet started the broadcasting program at OCHS, and two years ago added an Introduction to Media class. She has been a speaker at previous conventions. 2:30 p.m. Saturday, 2502 A

Barbara Hollingsworth Tholen is in her first year of teaching journalism at Lawrence (Kan.) H.S. Tholen is a former education reporter for the Kansas City Star and most recently covered the Kansas Legislature for the Topeka Capital-Journal. She also offered blow-by-blow coverage of the 2010 legislature with live tweets of important debates and budget talks. 9 a.m. Saturday, 2215 A

Eric Thomas, CJE, is adviser of the Dart newspaper, DartNewsOnline website and Teresian yearbook at St. Teresa's Academy, an all-girls private Catholic high school in Kansas City. He also teaches digital photography. Thomas was named the Missouri Journalism Teacher of the Year in 2008. In 2010, DartNewsOnline won an Online Pacemaker award. 10 and 11 a.m. Saturday, 2505 B; 2:30 p.m. Saturday, 2504 B

Judy Thomas (See Featured Speakers) Noon Friday, 3501 C

Cindy Todd advises the El Paisano yearbook and teaches photographyjournalism 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. 10 a.m. Friday, 2505 B

Tod Traughber is the Walsworth Publishing yearbook sales representative for Central Arkansas. He is a self-taught Photoshop nerd with a black belt in use of the pen tool. 2:30 p.m. Friday, 2211

Lisa Van Etta, who has taught high school journalism for 20 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, Kendal Popelsky, placed in the top five at nationals. 10 a.m. Saturday, 2027.

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/convener consultant. She is also a past president of the Iowa High School Press Association and the 2010 Carl Towley winner. 8:45 a.m. Thursday, Ballroom 2501; 9 a.m. Saturday, 2503 A; and 2:30 p.m. Saturday, 2206

David Von Drehle (See Featured Speakers) 11 a.m. Friday, 2501 B

David Wallner was a professional journalist before advising The Norse Star, one of the top student publications in Wisconsin. Over 33 years his students have won hundreds of writing and photography awards in state and national contests. Wallner has been a speaker at state and regional press association conferences and teacher conventions. He works with young teachers in JEA’s national mentoring program. Noon Friday, 2215 B-C, and 2:30 p.m. Friday, 3501 D

Lizbeth 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 and 10 a.m. Friday, 2201

Monica Watrous is a reporter for Ink at the Kansas City Star. Noon Friday, 3501 D

Joe Weber, a junior at Kirkwood (Mo.) H.S., is the In-Depth editor and second-year staffer to The Kirkwood Call. He shares his experiences as a high school journalist with students throughout the country as a member of a JEA Scholars/Press Rights Student Partnership. Student Partners raise awareness of the First Amendment, and encourages other students to have their voices heard. Noon Saturday, 2201

Christina Wells is the Enoch H. Crowder Professor of Law at the University of Missouri School of Law. Wells joined the MU faculty in 1993 and teaches Freedom of Speech. In 2009, Wells received the Shook, Hardy & Bacon Research award for her article on the constitutionality of statutes regulating funeral protests. 11 a.m. Saturday, 2503 B

Carmen Wendt, CJE, 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. 11 a.m. Friday, 2002, and 10 a.m. Saturday, 2215 B-C

Anita Marie Wertz, MJE and JEA’s Junior High/Middle School Commission chair, advises The Mustang newspaper at Cesar Chavez H.S. in Stockton, Calif. Wertz has been teaching yearbook for 19 years, newspaper for 14. 6:30 p.m. Thursday, 2215 A; 10 a.m. Saturday, 2213, and 2:30 p.m. Saturday, 2201

Amanda Wilkins is the copy desk chief for The Kansas City Star. She also is one of the primary Web editors for KansasCity.com. 10 a.m. Friday, 2505 A

Kelly Will is a senior advertising major with a marketing minor at Kent State University. She is an active officer in American Advertising Federation Kent and Phi Sigma Pi National Honor Fraternity and works at The Tannery, a student-run, full-service integrated marketing communications firm. 8 a.m. Saturday, 3501 E

Bradley Wilson, CJE, advises numerous college media in North Carolina, including the Agromec newspaper and Windhover literary and arts magazine that have won both Pacemaker and Gold Crown awards. He is the editor of JEA publications. He has received the CSPA Gold Key, NSPA Pioneer and the ATPI Star of Texas awards. In 2008, JEA awarded Wilson its highest honor, the Carl Towley Award. 9 a.m. Saturday, 2505 B, and 11 a.m. Saturday, 2504 A

Brian Wilson, CJE, advises the Kismet yearbook and The Murmur newspaper at Kettering H.S. in Waterford, Mich. Both publications have placed in Best of Show and have won state awards. Wilson is JEA’s Michigan state director and is the second vice president and a past president of the Michigan Interscholastic Press Association. In 2009, he was awarded the MPA Golden Pen. Wilson teaches at summer journalism workshops. 8 a.m. Saturday, 2502 A

Nicole Wilson advises the Pinnacle yearbook at Carmel (Ind.) H.S. She also serves as vice president of the Indiana High School Press Association’s executive board. Prior to working at CHS, Wilson advised the newspaper at New Albany H.S. in southern Indiana. 11 a.m. Saturday, 3501 E

Dan Winter is the executive director of the Kansas and Western Missouri Chapter of the American Civil Liberties Union. He is a graduate of the journalism school at the University of Kansas and was on his high school newspaper staff at Ottawa (Kan.) H.S. 9 a.m. Friday, 2215 A

Scott Winter is in his sixth year as an assistant professor at the University of Nebraska-Lincoln. He specializes in feature writing and page design, but has taught everything from social justice journalism to magazine editing. His job has also taken him on teaching gigs in Kosovo and Ethiopia. Winter taught high school journalism and English for 10 years in North Dakota, Minnesota and Colorado. His students won Best of Show rankings and Pacemakers. 11 a.m. Friday, 2502 B, and 2:30 p.m. Friday, 2505 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. 10 a.m. Friday, 2504 B, 11 a.m. Saturday, 2208, and 2:30 p.m. Saturday, 2202

Jerred Zegelis is the newspaper and online media adviser at Benson H.S. in Omaha, Neb. 11 a.m. Saturday, 2504 B

Mark Ziemian (See Featured Speakers) 10 a.m. Friday, 2502 B

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 CSPA’s summer workshop. He has also taught photography, gone to film school and freelanced in film and video production. 9 a.m. Friday, 2502 B, and 8 a.m. Saturday, 2504 A

Stan Zoller, MJE, teaches journalism and advises The Pacer, the school newspaper at Rolling Meadows (Ill.) H.S. A former journalist, Zoller is vice president of the Illinois Journalism Education Association and vice president of the Kettle Moraine Press Association. He is also a member of JEA’s Multicultural Commission and a 2003 ASNE Fellow. Zoller received KEMP’s Hall of Fame Award in 2009. 8:30 a.m. Thursday, 2208, 9 and 10 a.m. Friday, 2203
Kansas City Convention Center

1500 rooms - LEVEL 1 (street level)