portland.

current.

JEA/NSPA Spring National High School Journalism Convention
April 15-18, 2010 • Oregon Convention Center
Portland, Oregon
Welcome
Welcome to Portland. Most successful journalists know the importance of critical thinking and making good choices. This convention brings nearly 400 sessions to your fingertips, providing you the opportunity to experience the most current instruction in writing, design, broadcasting, new media, photography and advertising. Personal and staff recognition celebrations will be the highlight of the four-day convention. From preregistered sessions and computer labs to Swap Shops and media tours, you’ll be busy from morning to night.

Special Events
From adviser receptions and curriculum exchanges to student contests, entertainment and dances, JEA and NSPA offer convention attendees activities and programs to enhance the convention experience beyond Friday and Saturday sessions.

Featured Speakers
Join speakers each day as they share their stories and offer advice and suggestions. More than a dozen speakers, all specializing in various journalism-related fields, open up about their careers.
National Scholastic Press Association

Headquarters Staff
Logan Aimone, MJE, executive director
Marc Wood, communications director
Kathy Huting, contest/critique coordinator
Emily Griesser, member services director
Suzanne Taber, administrative assistant
Tahera Mamdani, accountant

Board of Directors
Albert R. Tims, Ph.D., president, University of Minnesota, Minneapolis
David Therkelsen, treasurer, Crisis Connection, Minneapolis

Officers
Jack Kennedy, MJE, president, Rock Canyon High School, Highlands Ranch, Colo.
Bob Bair, MJE, vice president, Blair (Neb.) High School
Linda Drake, CJE, secretary, Chase County High School, Cottonwood Falls, Kan.
Ann Visser, MJE, past president and convention consultant, Pella (Iowa) Community High School

Regional Directors
Steve Matson, MJE, Region 1 Northwest, Charles Wright Academy, University Place, Wash.
Ellen Austin, CJE, Region 2 Southwest, Palo Alto (Calif.) High School
Gary Lindsay, MJE, Region 3 North Central, John F. Kennedy High School, Cedar Rapids, Iowa
Wayna C. Polk, Region 4 South Central, Abilene (Texas) High School
Brenda W. Gorsuch, MJE, Region 5, West Henderson High School, Hendersonville, N.C.
Tom Gayda, MJE, Region 6 Mid-Atlantic and Great Lakes, North Central High School, Indianapolis, Ind.
Jane Blystone, MJE, Region 7 Northeast, Mercyhurst College, Erie, Pa.

Commission Chairs
Mark Newton, MJE, Certification, Mountain Vista High School, Highlands Ranch, Colo.
Norma Kneese, MJE, Multicultural, Snake River High School, Blackfoot, Idaho
John Bowen, MJE, Scholastic Press Rights, Kent (Ohio) State University
Lori Oglesbee-Petzer, Development and Curriculum, McKinney (Texas) High School
Anita Marie Wertz, MJE, Junior High/Middle School, Cesar Chavez High School, Stockton, Calif.

Ad Hoc
Javonna Bass, CJE, McKinney (Texas) Boyd High School

Editor/Webmaster
Bradley Wilson, CJE, periodicals and Web site, North Carolina State University, Raleigh, N.C.

Liaisons
Candace Perkins Bowen, MJE, JEA Listserv manager, Kent (Ohio) State University
Linda Barrington, MJE, NCTE assembly, Mount Mary College, Milwaukee, Wis.
Julie E. Dodd, MJE, scholastic press association directors, University of Florida, Gainesville, Fla.
Logan Aimone, MJE, NSPA, University of Minnesota, Minneapolis, Minn.

National Write-off Committee Co-chairs
Cindy Bandow, Junction City (Ore.) High School
Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.
Nancy Y. Smith, MJE, Lafayette High School, Wildwood, Mo.
Patricia Turley, retired, Junction City, Ore.

Headquarters Staff
A.Q. Miller School of Journalism, Kansas State University, Manhattan, Kan.
Linda S. Puntney, MJE, executive director
Connie Fullkerson, administrative assistant/bookstore manager
Sharon Tally, office manager/bookkeeper
Pam Boller, office assistant/advertising manager
Ashley Frey, intern/program designer
Look around you and see majestic mountain peaks gleaming white with snow, hillsides covered with emerald foliage, lush urban parks and the mighty Willamette River flowing through the heart of the city. Welcome to Portland, an energetic city alive with all that is current.

With hundreds of learning sessions, high-profile keynotes and problem-solving breakouts, workshops and discussion groups, Portland will provide a perfect backdrop for a long weekend where you, too, can get current with journalism and media. Convention activities such as vendors showcasing journalism-related products and services, contests, awards convocations, on-site critiques, Break with a Pro and Media Swap Shops, student dances and adviser receptions will all help you go home and make your publication, Web site or broadcast current.

Thursday evening’s opening keynote from Nigel Jaquiss promises to offer an insight to how journalists hold public officials accountable. As a reporter for the free weekly newspaper Willamette Week, Jaquiss has uncovered wrongdoing by a former Portland mayor who went on to be governor. In 2005, he received the Pulitzer Prize for those stories. More recently, he broke a story about the current mayor that has led to a recall effort.

More than 20 years ago, Tim Harrower revolutionized the print media world with publication of “The Newspaper Designer’s Handbook.” Since then, it’s been the most-used and most useful book in many newsrooms. In 2006, Harrower branched out with “Inside Reporting” and gave his special treatment to words and design. Both books represent what’s current in content and presentation. His Friday keynote will entertain and teach you at the same time.

All convention activities, including both keynote sessions and the awards ceremonies Saturday afternoon and Sunday morning, will be in the Oregon Convention Center. The trade show, breakout sessions and contests are there, too, with wide hallways and spacious rooms.

Our sessions may be at the convention center, but make sure to get out and enjoy the city too. The Portland area offers a lot of natural beauty — great scenery for a Portland experience of entertainment, shopping or eating. Shop downtown, in the Pearl or Nob Hill. Enjoy a fancy meal or a famous Voodoo Doughnut. Hang out at Pioneer Courthouse Square, called “Portland’s Living Room.” Wherever you are in the city, you’re sure to leave with good memories.

By the time you leave Portland, we hope you’ll have learned a lot, received some much-deserved recognition and were energized to finish this year well or start next year more prepared. You’ll go back to school energized and ready to show you know what’s current.

Linda S. Puntney, MJE
JEA Executive Director

Logan Aimone, MJE
NSPA Executive Director
Welcome to Portland

Although more than 2.2 million people live in metropolitan Portland, residents of the Portland area still like to think of the city as their little secret. The beauty of Oregon and the social conscience of its people have drawn millions to live in the city that perennially lands on lists of the greenest and most livable cities in America.

Portland is in the middle. The beautiful Oregon Coast is an hour to the west, the breathtaking Cascade Mountains and Mount Hood are an hour east, but it is the city’s position at the convergence of the Willamette and Columbia rivers that inspired our theme for the convention.

The convention, co-sponsored by JEA and NSPA, will take place at the Oregon Convention Center, which sits mere blocks from the banks of the Willamette River. Just as the currents in the river change constantly, current trends in journalism are changing constantly as well. Currents. We hope you leave this convention with an appreciation of both of these currents.

What is current in journalism? It’s not enough just to talk about the Internet anymore; we have to discuss mobile news, social networking and online video. So take in our issue seminar on new media or one of the other sessions that will help you keep up to date in the changing world of journalism.

The emphasis on current trends actually makes the traditional aspects of journalism even more important. With every person who owns a mobile phone a potential on-the-spot journalist, traditional concepts of ethics, law and good reporting are paramount to the field of journalism. Delegates can gain knowledge in these areas in any of the nearly 400 sessions, seminars, featured speakers and keynote addresses.

In your spare time enjoy our beautiful city. Take our public transportation system, MAX, to see the Oregon Zoo, shop around Pioneer Square or just people-watch at Saturday Market. Visit Oregon Public Broadcasting or the oldest daily newspaper in the west, The Oregonian, through one of our media tours. If you are ambitious, make plans to bus over to the coast and dangle your toes in the Pacific or ride up to Mount Hood and toss a snowball or two.

We hope to put you in the middle of it all with us. You will be in on our secret and perhaps our currents will have a positive impact on your journalistic endeavors in the years to come.

Erin Simonsen and J.D. McIntire, CJE, Local Co-chairs
2010 JEA/NSPA Spring National High School Journalism Convention
special events

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

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. American Society of News Editors is the sponsor of this event.
9:30-11 p.m. Thursday, Oregon Ballroom 201

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

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, Exhibit Hall A

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, Web site or yearbook at the Best of Show desk. Winners will be announced at the NSPA Awards Ceremony on Saturday.
Desk open: 1-7 p.m. Thursday, and 8 a.m. to 4 p.m. Friday, Exhibit Hall A

JEA Bookstore
Check out the new books, as well as popular bestsellers, at the JEA Bookstore. Nearly 300 titles 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 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, B116

Break with a Pro
Media professionals will share information about their work and backgrounds in an informal setting. Tickets for this preregistered event will be in the school’s packet at registration. There will be two one-hour blocks. Please check ticket for your assigned time and table number. Students are encouraged to be prepared with questions on 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, Oregon Ballroom 201

Adviser Hospitality
Meet with your colleagues from across the country in the adviser hospitality suite, the hot spot for advisers. Local committee members will be available to recommend sightseeing, dining and entertainment options. Friesen Yearbooks will underwrite Saturday morning hospitality refreshments.
8 a.m. to 3 p.m. Friday, and 8 a.m. to noon Saturday, B116

Friday Adviser Luncheon
Relax and dine with your colleagues in a relaxed setting. This luncheon will honor the Portland convention planning committee and provide attendees with door prizes and entertainment. Pre-registration was required. Please bring your ticket.
11 a.m. to 12:50 p.m. Friday, A106
Friday Adviser Reception and State Mystery Gift Auction to Benefit SPLC
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. Auction items include mystery gifts from state associations. 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, Portland Ballroom

Student Evening Entertainment
Dances for students on Friday and Saturday nights 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 to be admitted to the dances. School Newspapers Online will sponsor Friday’s student entertainment.
9-11:30 p.m. Friday and Saturday, Exhibit Hall A

On-site Critiques
Advisers and staffs who submitted newspapers, newsmagazines, yearbooks, videos and literary magazines for a critique to 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.-4 p.m. Friday, A107, and 8 a.m.-2:30 p.m. Saturday, A107

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

Media Swap Shops for Students, 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, 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, Exhibit Hall A1-B

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. 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 the lab.
Friday and Saturday, A109

Saturday Adviser Recognition Luncheon
JEA and NSPA will present awards at this special event. New and renewing Certified Journalism Educators and Master Journalism Educators also will be recognized. JEA Rising Star, Diversity, Yearbook Adviser of the Year and Teacher Inspiration award honorees will be recognized. Lori Oglesbee, Yearbook Adviser of the Year, and Janet Levin, MJE, Teacher Inspiration Award winner, will speak. Preregistration was required. Please bring your ticket. Herff Jones has underwritten this event.
Noon to 2:20 p.m. Saturday, Oregon Ballroom 204

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. JEA will announce winners of the Write-off competitions, National High School Journalist of the Year and Student Investigative Reporting Award and Aspiring Young Journalist during the closing ceremony, 8:30-11:30 a.m. Sunday. JEA and NSPA encourage everyone to celebrate all winners.
3:30-5:30 p.m. Saturday, Exhibit Hall A1-B
8:30-11:30 a.m., Sunday, Exhibit Hall A1-B

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 (B116). The drawing will be Sunday during the closing award ceremony. You need not be present to win.
These guidelines are established to ensure all convention participants have a safe and enjoyable stay in Portland.

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

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

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

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

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

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

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

• When outside the hotel/convention center, travel in groups. Your personal safety is our concern.
Nigel Jaquiss has been a reporter at Willamette Week since 1998. In 2005, he won a Pulitzer Prize for a series of investigative articles exposing a former mayor’s inappropriate relationship with a teenage girl while he was in office. Jaquiss has won other local and national reporting honors, including two first-place awards from Investigative Writers and Editors and three first place awards from the Education Writers Association. He has twice been runner-up for the Bruce Baer Award, given annually to the best reporter in Oregon. Prior to joining Willamette Week, Jaquiss traded oil for 11 years in New York and Singapore. He is a graduate of Dartmouth College and the Columbia University Graduate School of Journalism.

Tim Harrower has been an editor, designer and columnist at newspapers large (The Oregonian), midsized (The Rochester Times-Union) and small (the Times weekly in Beaverton, Ore.). He became a journalist in the ’80s after his first career choice — rock ’n’ roll superlegend — fizzled out. Harrower’s first book, “The Newspaper Designer’s Handbook,” has been a fixture in newsrooms and classrooms around the world, translated into Russian, Chinese and Polish. His followup, “Inside Reporting,” is America’s most popular journalism textbook. He hosts journalism workshops, consults on redesigns, noodles around with multimedia, composes music and writes fiction at his dog-and-frog ranch deep in the Oregon woods.
Peter Bhatia

Peter Bhatia is editor of The Oregonian in Portland. He serves as president of the Accrediting Council on Education in Journalism and Mass Communications. Projects in newsrooms he has helped lead have won seven Pulitzer prizes (including four in Portland). He has had leadership positions at The Fresno Bee, The Sacramento Bee, York (Pa.) Dispatch and Sunday News, Dallas Times Herald, San Francisco Examiner and The Spokesman-Review in Spokane, Wash. Bhatia is a member of the South Asian Journalists Association, received its Journalism Leader Award and was inducted into its Hall of Fame. The Asian American Journalists Association presented him a Pioneer in Journalism Award.

**Why Saving Journalism is Crucial**

10 a.m. Friday, Oregon Ballroom 203

Chad Carter

Chad Carter is the weekend anchor and reporter for Fox 12 News. In 2005, he launched the weekend morning editions of “Good Day Oregon.” Carter covered a variety of stories including taking trips to Williamsport, Pa., for the Little League World Series, and to Los Angeles, where he interviewed the finalists of “American Idol.” He has been part of extensive coverage of multiple rescues atop Mount Hood. Carter has provided live coverage for the Weather Channel, CNN and FOX News, and has appeared on live broadcasts for Nancy Grace and Greta Van Susteren.

**From Story Conception to Completion**

2:30 p.m. Friday, Oregon Ballroom 202

Joe Donlon

Joe Donlon is a evening anchor for Portland’s KGW-TV (NBC). His newscasts have been honored with many regional Emmy and Edward R. Murrow awards, and a national Murrow award for breaking news coverage in 2008. Donlon reported live from Kuwait, days after the first Gulf War ended, and has covered other historic events, including the impeachment proceedings against President Clinton in Washington, D.C., and the 2002 Winter Olympics in Salt Lake City. That same year, Donlon was nominated for a regional Emmy for Best News Anchor. Donlon has been at KGW since 1997. He has also worked at KVOA-TV (NBC) in Tucson, Ariz., and KZTV (CBS) in Corpus Christi, Texas.

**The Next Generation of Local News**

9 a.m. Friday, Oregon Ballroom 202

Rob Finch

Rob Finch, visuals editor for multimedia at The Oregonian, spent 10 years as a photojournalist before evolving into multimedia storytelling. He is a two-time Newspaper Photographer of the Year and was a member of the World Press Photo Masterclass in 2002. Finch was part of The Oregonian team awarded the Pulitzer Prize for Breaking News in 2007, for his role as a multimedia producer.

**New Media Storytelling**

10 a.m. Friday, Oregon Ballroom 202

Tim Gleason

Tim Gleason, the Edwin L. Artzt Dean of the School of Journalism and Communication at the University of Oregon, is an award-winning teacher and a nationally recognized communication law expert. He serves on the boards of the Oregon Newspaper Publishers Association, the Oregon Newspaper Foundation, Northwest Scholastic Press, Open Oregon and the Snowden Program for Excellence in Journalism. He sits on the Accrediting Council on Education in Journalism and Mass Communications, and the Oregon Bar Press Broadcasters Committee.

**So, Is Journalism the Right Major?**

9 a.m. Saturday, B115

Kathy Hinson

Kathy Hinson has been a copy editor or copy desk chief at several newspapers in Southern California, including the Los Angeles Times. She has taught copy editing and news editing at UCLA Extension and USC. Hinson has been at The Oregonian since 1997, where she is now copy desk chief.

**Copy Editing 101: Beyond the Comma**

9 a.m. Friday, B115

Carrie Hoover

Carrie Hoover is a designer for The Oregonian where she has crafted creative layouts and exciting illustrations since 2008. She works on all sections of the paper, doing everything from the sports cover to the front page. In the past, she worked briefly for The Virginian-Pilot of Norfolk, Va., and The Mercury News of San Jose, Calif.

**1,000+: The Power of Visual Journalism**

Noon Friday, Oregon Ballroom 204

Karly Imus

Karly Imus has worked as a reporter or copy editor at newspapers nationwide, including the Cape Cod (Mass.) Times, Detroit Free Press and (Palm Springs, Calif.) Desert Sun. She came to The Oregonian in 2004, where she is a slot editor for the Sports section.

**Copy Editing 101: Beyond the Comma**

9 a.m. Friday, B115
Dwight Jaynes
Dwight Jaynes, a journalist and sportswriter in Portland, was a sports columnist with The Oregonian. In 2001, he left to write a column in the fledgling Portland Tribune and to do a daily radio show for KPAM. He served as the Tribune’s editor and sports columnist until leaving at the end of July 2008. He now works at Comcast Sportsnet as a host for its “Talkin’ Ball” series and as co-host of the “Morning Sports Page” from 6-9 a.m. on 95.5 The Game. He co-wrote two books, “The Long Hot Winter” with former Blazer coach Rick Adelman and “Against the World” with fellow Tribune journalist Kerry Eggers. He has five times been named Oregon’s Sports Writer of the Year.

Sports Stories Your Readers Will Love
2:30 p.m. Friday, Oregon Ballroom 203

Lauren Kessler
Lauren Kessler is the author of 11 books, including Pacific Northwest Book Award winner “Dancing with Rose,” Oregon Book Award winner “Stubborn Twig,” “Clever Girl,” “The Happy Bottom Riding Club” and “Full Court Press” — all literary nonfiction — as well as “The Dissident Press,” a history of alternative journalism, and three textbooks. Kessler has wide-ranging historical, social and cultural interests. She considers herself part reporter, part cultural anthropologist and part historian. She is interested in American subcultures and in ill-behaved women who make history.

The Power of Storytelling
Noon Friday, Oregon Ballroom 202

Ruth Liao
Ruth Liao covers nonprofits, social services and health care for the Statesman Journal newspaper in Salem, Ore. Liao began working in Salem in September 2006 as a night police reporter, covering criminal justice issues, court cases and breaking news. She has covered social services since March 2009. Liao graduated from The University of Texas at Austin with a degree in journalism. Liao serves as the president of the Portland chapter of the Asian American Journalists Association.

Voices Unheard: Covering Communities of Color
1 p.m. Saturday, B112

Julie Sullivan
Julie Sullivan has worked as an enterprise reporter at The Oregonian for 10 years. She shared the 2001 Pulitzer Prize for Public Service Reporting for exposing flaws in the Immigration and Naturalization Service. She has won more than 30 awards for investigative, feature, government and consumer reporting including theSigma Delta Chi SPJ award for distinguished feature writing.

She reported in Alaska, Montana and Washington, where she won the American Society of News Editors Best Newspaper Writing Award. She is the co-author of “Expecting Miracles, On the Path of Hope From Infertility to Parenthood.”

What a Great Idea!
Noon Friday, Oregon Ballroom 203

Ronna Sweeney
Ronna Sweeney is an award-winning journalist who has worked both stateside and abroad. She is a writer at KPTV FOX 12 in Beaverton, where she interned as a college student for “Good Day Oregon” and The 10 o’clock News. From 2007 to 2009, Sweeney reported and anchored at KUAM-TV in Guam. She covered hard news, local politics and education and wrote, produced and hosted a travel series in Thailand. She also had her own weekly series promoting environmental awareness called “Think Green.” Sweeney and her colleagues at KUAM received the 2007 Edward R. Murrow Award for a documentary about the Japanese occupation on Guam during World War II.

What You Don’t Know About Broadcasting
11 a.m. Friday, B111

Brent Walth
Brent Walth, a senior investigative reporter at The Oregonian, shared the 2001 Pulitzer Prize for Public Service reporting as part of The Oregonian team that investigated abuses by the Immigration and Naturalization Service. He was also a finalist for the Explanatory Reporting Pulitzer in 2000. Walth was a Nieman fellow at Harvard University in 2005- 2006, and is an adjunct professor at the University of Oregon School of Journalism. He has also won the Gerald Loeb Award, the country’s top business reporting prize, and is a five-time winner of the Bruce Baer Award, Oregon’s leading investigative reporting award.

Watchdog Reporting
11 a.m. Friday, Oregon Ballroom 203

Yuxing Zheng
Yuxing Zheng is a city government reporter at The Oregonian, where she has worked for more than two years covering two suburban communities. She serves as co-director of The Oregonian’s minority high school journalism program, which she participated in herself a decade ago. Zheng also serves as vice president of the Portland chapter of the Asian American Journalists Association. She is a graduate of Northwestern University, which she attended with the help of a JEA scholarship.

Voices Unheard: Covering Communities of Color
1 p.m. Saturday, B112
Middle school students and advisers may attend any sessions they choose, but these especially may be of interest.

**Thursday**
Middle Madness, 6:30 p.m., B112

**Friday**
What Are You Doing Right Now? 9 a.m., C123
Go Fish, 9 a.m., Oregon Ballroom 203
3P’s: Publication Policy Planning, 10 a.m., B112
Yearbook Writing: The Chicken or the Egg?, 10 a.m., C123
Friend Me, 11 a.m., B113
Middle School Broadcast Production, noon, C126

**Saturday**
Typography: Beyond the Basics, 8 a.m., A105
Top 10 Ways to Be Organized in Yearbook, 8 a.m., B113
Size 7 Shoes, Size 9 Feet, 9 a.m., C120
How to Keep Your Chickens Laughing, 11 a.m., B113
Write, Rinse, Repeat, noon, B118
Book ‘em — Getting Everyone In, 1 p.m., B113
Writing 360: The Whole Process, 1 p.m., C120

---

A powerful group of teachers and professionals will provide a series of video, podcasting, Web and multimedia sessions. These sessions are brought to you by JEA, NSPA and Radio Television Digital News Association.

**Friday**
Blah, Blah, Blog, 9 a.m., B111
The Basics Still Count — More Than Ever, 9 a.m., C124
Creating Video for the Web, 9 a.m., C126
Web Only: Taking the Newspaper Online, 10 a.m., B117
Health and Science Writing You Can Do, 10 a.m., C124
Going Online on the Cheap, 10 a.m., C126
Handson Audio Editing Tips, 11 a.m.-12:50 p.m., A109
What You Don’t Know about Broadcasting, 11 a.m., B111
Honest to Blog? 11 a.m., B112
Friend Me, 11 a.m., B113
Giddy About Google Docs, 11 a.m., B117
Capturing and Captivating with Sound, 11 a.m., C124
Convergent Media is Here to Stay, noon, B113
Technology Teamwork, noon, B117
Middle School Broadcast Production, noon, C126
Beyond News Literacy: Knowing What’s True, 2:30 p.m., B111
Crowdsourcing and the High School News Web Site, 2:30 p.m., B117
Getting Started on the Web, 2:30 p.m., C124

**Saturday**
Using Social Networking to Sell Yearbooks, 8 a.m., A106
Writing for the Web, 8 a.m., B117
Law and Ethics in the Digital Era, 9 a.m., C122
Perfect Packaging for Your Story, 9 a.m., C124
2020 Vision: Teaching the New High School Media, 9 a.m., C125
Managing Multiple Media, 10 a.m., B114
Pushing the Envelope in Web Journalism, 10 a.m., B119
Get Jobs and Grants to Fund Your Broadcast Program, 10 a.m., C125
The World is Your Workspace, 11 a.m., A109
Jump On In, the Water’s Fine, 11 a.m., B110
Soundslides: How and Why, 11 a.m., B119
Turn Your Facebook Fans into Cash and Coverage, 11 a.m., C120
Why Students Should Think ‘Online’ First, 11 a.m., C125
Online Student Journalism of the Future, noon, A105
Painting with Light, noon, B117
And We’re Live, noon, C125
Thrive in the World of Web, 1 p.m., A105
Understanding CSS and HTML, 1 p.m., A109
Advanced Lighting, 1 p.m., B117
Pack It Up: Backpack Journalism, 1 p.m., C125
Engaging Readers Through ‘The Social InterWebs,’ 2:30 p.m., A105
A Crash Course in Interactive Graphics, 2:30 p.m., A109
Shifting Gear, 2:30 p.m., B117
Building the School Newsroom of the Future, 2:30 p.m., C125
If you’re considering taking the test to become a JEA Certified Journalism Educator or Master Journalism Educator, attending these sessions by Certification Commission members will aid in your preparation.

**Administrators.**

Administrators may attend any sessions they choose, but these may be of special interest:

**Friday**
- Regional Meet, Eat and Greet, 7:15 a.m. (check the first Friday page in the program for room assignment)
- JEA General Membership Meeting, 8 a.m., B115
- Issue Seminar: New Media and the Future of Journalism, 9-10:50 a.m., C123
- © That! Copyright Law 101, 9 a.m., C121
- The Importance of Sound Editorial Policies, 9 a.m., C122
- Open Forum for Discussion of Prior Review and Censorship, 10-11:50 a.m., C122
- That’s Not Plagiarism! Or Is It? Noon, C122
- Issue Seminar: Turning Back Hazelwood, 2:30 p.m., C122
- Creating Protocol for Free and Responsible Student News Media, 2:30 p.m., C120
- Student Media Rights: A Legal Roller Coaster, 2:30 p.m., C122

**Saturday**
- Shock Talk, 8 a.m., C124
- Leadership Development = Good Business, 8 a.m., B119
- The At-risk Adviser, 9 a.m., B110
- Why Consider JEA Certification? 9 a.m., B111
- Law and Ethics in the Digital Era, 9 a.m., C122
- Introduction to Intensive Journalistic Writing, 9 a.m., C128
- Living with Prior Review/Restraint, 11 a.m., C122
- Teaching Accountability: Basic Media Ethics, 2:30 p.m., B119

Don’t forget to take in the activity in the Exhibit Hall. Administrators may be especially interested in stopping by the Scholastic Press Rights Commission booth where they can sign up to win a scholarship for themselves or an adviser for Sequence 1 of the JEA Advisers Institute.

**covering trauma & tragedy.**

Representatives of the Dart Center for Journalism and Trauma will present sessions on how to prepare for covering frightening or tragic events at school.

**Friday**
- Introduction to Covering Trauma and Tragedy, 9 a.m., B114
- Leading Newsroom Coverage of Tragedy, 10 a.m., B114
- Advisers’ Workshop on Trauma and Tragedy, 11 a.m., C126 (advisers only)

**new/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., B119
- Developing Your Advising Style, 10 a.m., B118
- What’s Black and White and Green All Over, 10 a.m., B119
- Delights and Dilemmas of the Write-off Contests, 11 a.m., B118
- Jump Start and Network, 2:30 p.m., B119

**Saturday**
- JEA Mentoring: Triage for New Advisers, 8 a.m., B110
- Leadership Development = Good Business, 8 a.m., B119
- Revving Up Your Publication: Years 1-3, 8 a.m., C120
- Accentuate the Positive (with or without a journalism class), 8 a.m., C121
- The At-risk Adviser, 9 a.m., B110
- 10 Ways to Become an Award-winning Publication, 9 a.m., B119
- Wish I Had Known …, 9 a.m., C121
- The Team Bonded, and Everyone Worked Hard, 10 a.m., C121
- Will Work for Food! 11 a.m., C126
- Teaching Accountability: Basic Media Ethics, 2:30 p.m., B119

**what you need to know to be certified.**

If you’re considering taking the test to become a JEA Certified Journalism Educator or Master Journalism Educator, attending these sessions by Certification Commission members will aid in your preparation.

**Friday**
- Coverage, Content and Writing, 9 a.m., C120
- Legal and Ethical Issues, 10 a.m., C121
- Role and History of Media, noon, C120
- Journalistic Writing and AP Style, 2:30 p.m., B118

**Saturday**
- Why Consider JEA Certification? 9 a.m., B111
- Managing Student Media, 10 a.m., B111
- Design and Graphics, 11 a.m., B111
- Photojournalism, 2:30 p.m., B111
NATIONAL YEARBOOK ADVISER OF THE YEAR
Lori Oglesbee-Petter
McKinney High School
McKinney, Texas

DISTINGUISHED ADVISERS
Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.
Nancy Y. Smith, MJE, Lafayette High School, Wildwood, Mo.

SPECIAL RECOGNITION ADVISERS
Charla Harris, Pleasant Grove High School, Texarkana, Texas
Jeff Moffitt, CJE, Olympia High School, Orlando, Fla.
Chad Rummel, CJE, Oakton High School, Vienna, Va.

TEACHER INSPIRATION AWARD
Janet Levin, MJE, John Hersey High School, Arlington Heights, Ill.

RISING STARS
Mary Dempsey, CJE, O’Fallon Township High School, O’Fallon, Ill.
Justin Daigle, Brighton High School, Brighton, Colo.
Christopher Greenslate, La Costa Canyon High School, Carlsbad, Calif.
Rachel McCarver, CJE, Columbus North High School, Columbus, Ind.

CERTIFIED JOURNALISM EDUCATORS
John W. Cutinger, CJE, Jostens, Ocoee, Fla.
C. Mitch Eden, CJE, Kirkwood High School, Mo.
Charla A. Harris, CJE, Pleasant Grove High School, Texarkana, Texas
Casey Combs Henry, CJE, Mount Lebanon High School, Pittsburgh, Pa.
Kelly M. Knarr, CJE, Winston Churchill High School, Potomac, Md.
Edward D. Larsen, CJE, Cinco Ranch High School, Katy, Texas
Teressa A. Lockhart, CJE, Coffee County Central High School, Manchester, Tenn.
Amy J. Lueders, CJE, Blair High School, Blair, Neb.
Kristi Rathburn, CJE, Rock Canyon High School, Highlands Ranch, Colo.
Laura S. Riggin, CJE, Waynesboro High School, Waynesboro, Va.
Shannon L. Sybirski, CJE, Tesoro High School, Rancho Santa Margarita, Calif.

MASTER JOURNALISM EDUCATORS
Gary L. Clites, MJE, Northern High School, Owings, Md.
Susan Houseman, MJE, Conestoga High School, Berwyn, Pa.
Joseph R. Humphrey, MJE, Hillsborough High School, Tampa, Fla.
Cathleen T. McCandless, MJE, Timberland High School, Wentzville, Mo.

RENEWED CJE
Sharon Brown, CJE, Columbia Academy, Columbia, Tenn.
T. Theodore Burnham, CJE, Glacier High School, Kalispell, Mont.
Karl Crubaugh, CJE, Granite Bay High School, Granite Bay, Calif.
Amy J. Krajeck, CJE, Portsmouth High School, Portsmouth, N.H.
Casey Nichols, CJE, Rocklin High School, Rocklin, Calif.
Elizabeth Swann, CJE, Charlotte, N.C.

RENEWED MJES
Jack Dvorak, MJE, Indiana University School of Journalism, Bloomington, Ind.

Award winners will be recognized at the Saturday luncheon.
The final list of CJE and MJE recipients will be presented in the luncheon program.
NSPA congratulates the finalists & winners

The Pacemaker has recognized outstanding student journalism for more than 80 years.

Entries in the contest are judged on coverage and content, quality of writing and reporting, layout/design and photography, art and graphics.

The Pacemaker recognizes the best in scholastic journalism. Pacemaker finalists break new ground in student journalism and truly set the pace for other publications to emulate.

2009 Magazine Pacemaker Finalists

presented on Saturday, April 17, 2010; national winners announced at that time

Shadows
Cactus Shadows HS
Cave Creek, Ariz.

Dark As Day
Crossroads School
Santa Monica, Calif.

Artistic License
American International School
Guangzhou, Guangzhou, China

Mirage
Seminole Ridge HS
Loxahatchee, Fla.

Seeds
Dreyfoos School of the Arts
West Palm Beach, Fla.

Spectator
Walter Johnson HS
Bethesda, Md.

Pulp
Lincoln Park Performing Arts Charter School
Midland, Pa.

Tesserae
Rowland Hall-St. Mark’s School
Salt Lake City, Utah

Chasms
Copper Hills HS
West Jordan, Utah

2009 Broadcast Pacemaker Finalists

presented on Saturday, Nov. 14, 2009

co-sponsors: SchoolTube and Radio & Television News Directors Foundation

Pacemakers

Broward Teen News
BECON
Fort Lauderdale, Fla.

DSOA Today
Dreyfoos School of the Arts
West Palm Beach, Fla.

Grady News Now
Henry W. Grady HS
Atlanta, Ga.

Central Intelligence
Central HS
Springfield, Mo.

EaglEye
Apple Valley Sr. HS
Apple Valley, Minn.

HTV Magazine
Hillcrest HS
Springfield, Mo.

Title View
Papillon-La Vista South HS
Papillon, Neb.

Seabird News
Waianae HS
Waianae, Hawaii

2009 Yearbook Pacemaker Finalists

presented on Saturday, April 17, 2010; national winners announced at that time

Hornet
Bryan HS
Bryan, Ark.

Titanium
Antelope HS
Antelope, Calif.

Ceralbus
Burbank HS
Burbank, Calif.

Wings
Arrowhead Christian Academy
Redlands, Calif.

Tonitrus
Rocklin HS
Rocklin, Calif.

Details
Whitney HS
Rocklin, Calif.

Ash a Wut
Gabrielino HS
San Gabriel, Calif.

Eye
Evergreen Valley HS
San Jose, Calif.

The Valkyrie
Pleasant Valley HS
Chico, Calif.

Decamhian
Del Campo HS
Fair Oaks, Calif.

Wingspan
James C. Enochs HS
Modesto, Calif.

Governor
John B. Connally HS
Austin, Texas

Bobcat
Hallsville HS
Hallsville, Texas

Leopard
Lovejoy HS
Lucas, Texas

Trine
Trinity HS
Euless, Texas

The Lion
Mckinney HS
Mckinney, Texas

Reflections
Mckinney North HS
Mckinney, Texas

The Hawk
Pleasant Grove HS
Texaska, Texas

The Arena
Legacy HS
Mansfield, Texas

The Bronco
Mckinney Boyd HS
Mckinney, Texas

El Paisano
Westlake HS
Austin, Texas

Marksmen
St. Mark’s School of Texas
Dallas, Texas

Pride
Franklin HS
El Paso, Texas

The Clan
McLean HS
McLean, Va.

Sage
Loudbound Valley HS
Purcellville, Va.

Odyssey
Chantilly HS
Chantilly, Va.

Lacoinian
Salems HS
Salems, VA

The Edge
Glacier Peak HS
Snohomish, Wash.

Surfer
Powell MS
Littleton, Colo.

Sentry
Robinson MS
Fairfax, Va.

The Prowl
Powell MS
Littleton, Colo.

Jr. High/ Middle School Special Recognition

Eagle Eye View
Sierra MS
Parker, Colo.

Stingray Tales
New Smyrna Beach HS
New Smyrna Beach, Fla.

Panther Pride
Lawton Chiles MS
Oviedo, Fla.

Eagle
Maize South MS
Wichita, Kan.
in its annual Pacemaker competitions

2009 NEWSPAPER PACEMAKERS

presented on Saturday, Nov. 14, 2009
co-sponsor: Newspaper Association of America Foundation

PACEMAKERS

The Free Press
Gilroy HS
Gilroy, Calif.

Explorer
Moreau Catholic HS
Hayward, Calif.

The Epic
Lynbrook HS
San Jose, Calif.

Arapahoe Herald
Arapahoe HS
Centennial, Colo.

The Surveyor
George Washington HS
Denver, Colo.

The Spartan
Homestead HS
Fort Wayne, Ind.

Guidon
Hays HS
Hays, Kan.

The Squall
Dexter HS
Dexter, Mich.

North Pointe
Grosse Pointe North HS

The Kirkwood Call
Kirkwood HS
Kirkwood, Mo.

The Eye
Singapore American School
Singapore, Singapore

The Connection
John B. Connally HS
Austin, Texas

Bulldog Print
Yavneh Academy of Dallas
Dallas, Texas

Stampede
Burges HS
El Paso, Texas

tjToday
Thomas Jefferson HS for Science & Technology
Alexandria, Va.

El Estoque
Monta Vista HS
Cupertino, Calif.

Redwood Bark
Redwood HS
Larkspur, Calif.

The Chronicle
Harvard-Westlake School
North Hollywood, Calif.

The Harbinger
Shawnee Mission East HS
Prairie Village, Kan.

Spark
Lakota East HS
Liberty Township, Ohio

The Blazer
Timberline HS
Lacey, Wash.

Featherduster
Westlake HS
Austin, Texas

Communicator
Community HS
Ann Arbor, Mich.

Silver Chips
Montgomery Blair HS
Silver Spring, Md.

The ReMarker
St. Mark’s School of Texas
Dallas, Texas

The Scroll
American School in London
London, England

The Spoke
Conestoga HS
Berwyn, Pa.

Tribal Tribune
Wando HS
Mt. Pleasant, S.C.

Finalists

Round Up
Brophy College Preparatory School
Phoenix, Ariz.

The Prowl
Coral Glades HS
Coral Springs, Fla.

Owl
Warren Central HS
Indianapolis, Ind.

The Network
Maran HS
Omaha, Neb.

Oracle
Olympia HS
Orlando, Fla.

High Tide
Redondo Union HS
Redondo Beach, Calif.

The Nexus
Westview HS
San Diego, Calif.

The Octagon
Sacramento Country Day School
Sacramento, Calif.

Pen
Palos Verdes Peninsula HS
Rolling Hills Estates, Calif.

Rocky Mountain Highlighter
Rocky Mountain HS
Fort Collins, Colo.

The Red & Black
Hillsborough HS
Tampa, Fla.

The Stagg Line
Amos Alonzo Stagg HS
Stockton, Calif.

Urban Legend
The Urban School of San Francisco
San Francisco, Calif.

The Bulletin
El Toro HS
Lake Forest, Calif.

Accolade
Sunny Hills HS
Fullerton, Calif.

Tiger Print
Blue Valley HS
Stilwell, Kan.

The Lion’s Roar
Newton South HS
Newton Centre, Mass.

Stampede
C.M. Russell HS
Great Falls, Mont.

Lance
Omaha Westside HS
Omaha, Neb.

The Excalibur
McQueen HS
Reno, Nev.

The Highland Fling
Northern Highlands Regional HS
Allendale, N.J.

The Royal News
Prince George HS
Prince George, Va.

The Raid
Randolph MS
Huntsville, Ala.

Verde
Palo Alto HS
Palo Alto, Calif.

Odyssey
Clarke Central HS
Athens, Ga.

Paladin
Kapaun Mount Carmel HS
Wichita, Kan.

North Star
Francis Howell North HS
St. Charles, Mo.

2010 ONLINE PACEMAKER FINALISTS

presented on Saturday, April 17, 2010; national winners announced at that time

The Chronicle
Harvard-Westlake School
North Hollywood, Calif.

The Feather
Fresno Christian HS
Fresno, Calif.

The Paly Voice
Palo Alto HS
Palo Alto, Calif.

The Saratoga Falcon
Saratoga HS
Saratoga, Calif.

Wildcat
Brea Olinda HS
Brea, Calif.

Patriot Post
American Heritage HS
Plantation, Fla.

Clairon
Riverside-Brookfield HS
Riverside, Ill.

Gargoyle
University Laboratory HS
Urbana, Ill.

The HiLite
Carmel HS
Carmel, Ind.

The Harbinger
Shawnee Mission East HS
Prairie Village, Kan.

The Spotlight
Blue Valley West HS
Overland Park, Kan.

The Black & White
Walt Whitman HS
Bethesda, Md.

Patriot
John Carroll School
Bel Air, Md.

Rampage
Rockville HS
Rockville, Md.

Wayland Student Press
Wayland HS
Wayland, Mass.

Communicator
Community HS
Ann Arbor, Mich.

FHNToday.com
Francis Howell North HS
St. Charles, Mo.

Knight Errant
Benilde-St. Margaret’s School
St. Louis Park, Minn.

Dart
St. Teresa’s Academy
Kansas City, Mo.

Prairie News
Kickapoo HS
Springfield, Mo.

Blue and Gold
Findlay HS
Findlay, Ohio

Penn Points
Penn Manor HS
Millersville, Pa.

Uproar
Mansfield HS
Mansfield, Texas

The Rider
Legacy HS
Mansfield, Texas

The A-Blast
Annandale HS
Annandale, Va.

Oakland Outlook
Oakland HS
Vienna, Va.
Congratulations to the finalists in the

2009 NSPA STORY OF THE YEAR WINNERS

co-sponsor: American Society of News Editors

• NEWS
1. Henry Rome
The Spoke
Conestoga HS
Berwyn, Pa.

2. Lauren Parcel, Brittany Hopkins
El Estoque
Monta Vista HS
 Cupertino, Calif.

3. Billy Eichenholz
The ReMarker
St. Mark’s School of Texas
Dallas, Texas

HM: Jessie Frary
Odyssey
Clarke Central HS
Athens, Ga.

HM: Jackie Tortorello, Andrea Perkins
The Correspondent
John Hersey HS
Athens, Ga.

HM: Elizabeth Young
The Viking Longboat
Haslett HS
Haslett, Mich.

• FEATURE
1. Seth Zweifler
The Spoke
Conestoga HS
Berwyn, Pa.

2. Malaika Drebin
The Viking
Patio Alto HS
Palo Alto, Calif.

3. Billy Lawton
Spark
Lakota East HS
Liberty Township, Ohio

HM: Mac Douglass, Max Schieble, Sam Mandell
The Tam News
Tamuapsi HS
Mill Valley, Calif.

HM: Jennifer Pritchard
Lariat
Cooper City HS
Cooper City, Fla.

HM: Nikki McGee
The Wolf’s Howl
Timberland HS
Wentzville, Mo.

• SPORTS
1. Tom Haskin
Newton’s Lion
Newtown South HS
Newton Centre, Mass.

2. Sam Osborne
Purple Gem
Bowling Green HS
Bowling Green, Ky.

3. Kaitlynn Kerley
Spark
Lakota East HS
Liberty Township, Ohio

HM: Matt Stanley
Round Up
Brophy College Preparatory School
Phoenix, Ariz.

HM: Nadia Farjood
The Falcon
Torrey Pines HS
San Diego, Calif.

HM: Sam Kovzan
The Harbinger
Shawnee Mission
East HS
Prairie Village, Kan.

• EDITORIAL
1. Ashley Heath
The Spartan
Homestead HS
Fort Wayne, Ind.

2. Matt Holstein
Tribal Tribune
Wando HS
Mt. Pleasant, S.C.

3. Corinne Chin
Oracle
Glennbrook South HS
Glendale, Ill.

HM: Adam Zernik
The Viking
Palo Alto HS
Palo Alto, Calif.

HM: Roy Lee, Karyn Smoot
The Lowell
Lowell HS
San Francisco, Calif.

HM: Elaine Andell
The Prowler
O’Fallon Township HS
O’Fallon, Ill.

• DIVERSITY
1. Jeremy Bleeke, Nina Oberman
Globe
Clayton HS
Clayton, Mo.

2. Eva Crowe
Odyssey
Clarke Central HS
Athens, Ga.

3. Thanh Lu, Herb Wade
The Tam News
Tamuapsi HS
Mill Valley, Calif.

HM: Hana Kaijimura
The Viking
Palo Alto HS
Palo Alto, Calif.

HM: Natty Hawley, Amy Rosenberg
Ink
Georgiana Bruce Kirby Preparatory School
Santa Cruz, Calif.

HM: Seth Zweifler
The Spoke
Conestoga HS
Berwyn, Pa.

• MULTIMEDIA PACKAGE
1. Henry Rome
The Spoke
Conestoga HS
Berwyn, Pa.

2. Fareeha Amir
FHNoiday.com
Francis Howell North HS
St. Charles, Mo.

3. Lauren Burdick, Michelle Hu
The Hilite
Carmel HS
Carmel, Ind.

2009 NSPA PICTURE OF THE YEAR WINNERS

co-sponsor: National Press Photographers Association

• NEWS
1. Claire Downey
The Newsstreak
Harrisonburg HS
Harrisonburg, Va.

2. Courtney Hanson
The Gazette
Granite Bay HS
Granite Bay, Calif.

3. Cami Wade
North Star
Francis Howell North HS
St. Charles, Mo.

HM: Tyler Roste
Hauber
Shawnee Mission
East HS
Prairie Village, Kan.

HM: Tracy Burns-Yocum
Dart
St. Teresa’s Academy
Kansas City, Mo.

HM: Henry Rome
The Spoke
Conestoga HS
Berwyn, Pa.

• FEATURE
1. Haya Saiyed
Torch
Glennbrook North HS
Northbrook, Ill.

2. Alexis Mesmer
Thunderbird
Skyline School
Pratt, Kan.

3. Pam Peigler
Madisonian
Fort Madison HS
Fort Madison, Iowa

HM: Wil Chandler
The Prospective
Bryant HS
Bryant, Ark.

HM: Sam Rodriguez
Volsung
Downey HS
Downey, Calif.

HM: Tricia McDonough
Pinnacle
Rockwood Summit HS
Penton, Mo.

• SPORTS ACTION
1. Lauren Daniels
Shield
Thomas Downey HS
Modesto, Calif.

2. Gareth Patterson
The Prospective
Bryant HS
Bryant, Ark.

3. Eric Zoeller
Indian
Shawnee Mission
North HS
Overland Park, Kan.

HM: Garrett Patterson
Hornet
Bryant HS
Bryant, Ark.

• SPORTS REACTION
1. Eva Cranford
El Paisano
Westlake HS
Austin, Texas

2. Kelsey Kehrees
Hornet
Bryant HS
Bryant, Ark.

3. Rachel English
The Harbinger
Shawnee Mission
East HS
Prairie Village, Kan.

HM: Graham Robson
Accipiter
Mill Creek HS
Hoschton, Ga.

HM: Elle Rauch
Teresian
St. Teresa’s Academy
Kansas City, Mo.

HM: Lillie Schenk
Odyssey
Winnemotka HS
Kansas City, Mo.

• ENVIRONMENTAL PORTRAIT
1. Shannon Soule
Featherduster
Westlake HS
Austin, Texas

2. Andrew Visconti
Invictus
Ward Melville HS,
Setauket, N.Y.

3. Andrew Visconti
Invictus
Ward Melville HS
Setauket, N.Y.

HM: Kelsey Kehrees
Hornet
Bryant HS
Bryant, Ark.

HM: Patrick Mayfield
The Harbinger
Shawnee Mission
East HS
Prairie Village, Kan.

HM: Emily Jones
Nexus
Inland Lakes HS
Indian River, Mich.

• MIDDLE SCHOOL
1. Sophie Turner
Tenth Muse
Harvard Westlake MS
Los Angeles, Calif.

2. Tayler Kane
Eagle Eye View
Sierra MS
Parker, Colo.

3. Jamie Chang
Tenth Muse
Harvard Westlake MS
Los Angeles, Calif.

HM: Garrett Lewis
Harvard Westlake MS
Palo Alto, Calif.

HM: Hollie Shepherd
Spartan
Milwee MS
Longwood, Fla.

HM: Anita Nacea
Spartan
Milwee MS
Longwood, Fla.
NSPA 2008-09 individual competitions

2009 NSPA DESIGN OF THE YEAR WINNERS

**NEWSPAPER PAGE ONE**
1. Rohan Kusre
   Spark
   Lakota East HS
   Liberty Township, Ohio

2. Kirsten Robinson
   The Express
   Blue Valley Northwest HS
   Overland Park, Kan.

3. Jamie Hausman
   Statesman
   Stevenson HS
   Lincolnshire, Ill.

HM: Cami Wade
North Star
Francis Howell North HS
St. Charles, Mo.

HM: Mike Barnes,
Katie Arquette
The Growl
Massaponax HS
Fredericksburg, Va.

**NEWSPAPER PAGE/SPREAD**
1. Dean Kelly
   The Wolf’s Howl
   Timberline HS
   Westville, Mo.

2. Clariza Pauline Abrena
   Timberlines
   Timberline HS
   Boise, Idaho

3. Jennifer Bailey
   The Prowler
   O’Fallon Township HS
   O’Fallon, Ill.

HM: Lauren Jung,
Sara Kloepfer
The Broadview
Convent of the Sacred Heart HS
San Francisco, Calif.

HM: Kayla Mitchell
Paladin
Kapaun Mount Carmel HS
Wichita, Kan.

HM: Neil Marchese
The Pilot’s Log
Hashbrouck Heights HS
Hashbrouck Heights, N.J.

**YEARBOOK PAGE/SPREAD**
1. Lara Brill
   Freelight
   Torrey Pines HS
   San Diego, Calif.

2. Austin Esry
   Hornet
   Bryant HS
   Bryant, Ark.

3. Michael Bryce,
   Robert Ranes
   Pinnacle
   Red Mountain HS
   Mesa, Ariz.

HM: Kaylin Garcia,
Robin Rivera
Shield
Thomas Downey HS
Modesto, Calif.

HM: Christine Smith
Wings
Arrowhead Christian Academy
Redlands, Calif.

HM: Andrew Dickinson
Indian
Shawnee Mission North HS
Overland Park, Kan.

**LITERARY MAGAZINE PAGE/SPREAD**
1. Emily Bagdasarian,
   Katie Smith
   Opus
   Oakton HS
   Vienna, Va.

2. Michael Falero,
   Laura Maddox
   Roars and Whispers
   Providence Sr. HS
   Charlotte, N.C.

3. Stephanie Zimmerman
   Mirador
   Homestead HS
   Fort Wayne, Ind.

**INFOPHICATION**
1. Kevin Li,
   Rohan Kusre
   Spark
   Lakota East HS
   Liberty Township, Ohio

2. Christopher Hsing
   Silver Chips
   Montgomery Blair HS
   Silver Spring, Md.

3. Erin Schrode
   The Voice
   Marin Academy
   San Rafael, Calif.

HM: Alice Lee
El Estoque
Monta Vista HS
Cupertino, Calif.

HM: Tara Gracer, Jeff Lerman, Victor Rudo
Deerprints
Deerfield HS
Deerfield, Ill.

**ILLUSTRATION**
1. Lauren Cox
   Redwood Bark
   Redwood HS
   Larkspur, Calif.

2. Noah Sneider
   The Viking
   Palo Alto HS
   Palo Alto, Calif.

3. Jolene Xie
   The Nexus
   Westview HS
   San Diego, Calif.

HM: Mattie Nobles
The Rock
Rock Canyon HS
Highlands Ranch, Colo.

HM: Dillon Kogle
Chieftain
Montrose HS
Montrose, Colo.

HM: Lindsay Shores,
Laura Seach, Alia Huffman, John Husak
Marquee
Dreyfoos School of the Arts
West Palm Beach, Fla.

---

2009 BROADCAST AWARD WINNERS

**NEWS**
1. Ethan Barhydt,
   Sarah Yi
   WDHS
   Deerfield HS
   Deerfield, Ill.

2. Brittny Fuller,
   Ty Grosshuesch
   BVT Student News Team
   Blue Valley USD 229
   Overland Park, Kan.

3. Tatiana Burton,
   Alexa Hilt,
   Alissa Edgren
   EagEye
   Apple Valley Sr. HS
   Apple Valley, Minn.

HM: Janee Lee,
Jonathan Dinong
Searider News
Waihanae HS
Waihanae, Hawaii

HM: Heidi Neidhardt,
Sam Belecha,
Mhanviel Moresca
Searider News
Waihanae HS
Waihanae, Hawaii

**FEATURE**
1. Kellie Rowe
   DTV News Live
   Davison HS
   Davison, Mich.

2. Heidi Neidhardt,
   Sam Belecha, Brooke Acuna
   Searider News
   Waihanae HS
   Waihanae, Hawaii

3. Jessica Alpern,
   Brittny Reeber
   Broward Teen News
   BECON
   Fort Lauderdale, Fla.

HM: Austin Siegemund-Broka
MTV News Mira Costa HS
Manhattan Beach, Calif.

HM: Brittny Fuller,
   Ty Grosshuesch
   BVT Student News Team
   Blue Valley USD 229
   Overland Park, Kan.

HM: Brittany Crowder
   DTV News Live
   Davison HS
   Davison, Mich.

**SPORTS**
1. Kayla O’Brien
   Broward Teen News
   BECON, Fort Lauderdale, Fla.

2. Brittni Dinong,
   Sam Spake, Ashley Guerrero
   Searider News
   Waihanae HS
   Waihanae, Hawaii

3. Fran Olive,
   Sarah Skinner
   HTV Magazine
   Hillcrest HS
   Springfield, Mo.

HM: Ashley Guerrero,
Colby Corneau
Searider News
Waihanae HS
Waihanae, Hawaii

HM: Michael Houser
   MHS-1
   McKinney HS
   McKinney, Texas

**EDITORIAL CARTOON**
1. Emily Kim
   The Mirada
   Rio Americano HS
   Sacramento, Calif.

2. Rebecca Xu
   The HiLite
   Carmel HS
   Carmel, Ind.

3. Timothy J. Luecke
   Mirror
   DeSmet Jesuit HS
   Creve Coeur, Mo.

HM: Michael Mangos
   The Lion’s Tale
   Oviedo HS
   Oviedo, Fla.

HM: Emily Silva
   Odyssey
   Clarke Central HS
   Athens, Ga.

**COMIC PANEL/STRIP**
1. Peter Manges
   Scroll
   R. Nelson Snider HS
   Fort Wayne, Ind.

2. Jolene Xie
   The Nexus
   Westview HS
   San Diego, Calif.

3. Gabriela Epstein
   The Speaker
   Conestoga HS
   Berwyn, Pa.

---

2009 NSPA CARTOONING AWARD WINNERS

**EDITORIAL CARTOON**
1. Emily Kim
   The Mirada
   Rio Americano HS
   Sacramento, Calif.

2. Rebecca Xu
   The HiLite
   Carmel HS
   Carmel, Ind.

3. Timothy J. Luecke
   Mirror
   DeSmet Jesuit HS
   Creve Coeur, Mo.

HM: Michael Mangos
   The Lion’s Tale
   Oviedo HS
   Oviedo, Fla.

HM: Emily Silva
   Odyssey
   Clarke Central HS
   Athens, Ga.

---

**COMIC PANEL/STRIP**
1. Peter Manges
   Scroll
   R. Nelson Snider HS
   Fort Wayne, Ind.

2. Jolene Xie
   The Nexus
   Westview HS
   San Diego, Calif.

3. Gabriela Epstein
   The Speaker
   Conestoga HS
   Berwyn, Pa.
This intensive daylong program will include JEA Outreach Academy ADVISERS. JEA's mentors will meet for training sessions. 8:30 a.m.-5 p.m. Thursday, A109 (34)

Mark Murray, Arlington ISD, Arlington, Texas

workshop. Preregistration required. Limit 34. Mark Murray, Arlington ISD, Arlington, Texas

Photoshop for Beginners
COMPUTER TECHNOLOGY, PHOTOGRAPHY
8:30 a.m.-5 p.m. Thursday, A107 (50)

Antelope, Calif., and Pete LeBlanc, Center High School, Antelope, Calif.

Preregistration required. Limit 56.

Photoshop for Beginners

This intensive daylong program will include training in setting up, staffing and funding a journalism program; teaching the basics of journalism; design; press law; making sure your computer sessions

Hands-on computer sessions will give participants helpful tips on making media production easier, including use of InDesign, Photoshop, Audiocracy podcasting tools and other software applications. Advisers-only sessions are offered. Sign-up sheets and tickets will be at the convention registration desk in the Exhibit Hall A, beginning at 1 p.m. Thursday. As space is limited to 34 attendees per session, there is a limit of two individuals per school per session. When you sign up for a session, you will receive a ticket. You must bring the ticket to the computer lab (A109) at the assigned time. Only those with tickets will be able to sit at a computer (two per computer). If you decide not to attend the session, you may offer your ticket to someone else.

8:30 a.m.

GENERAL AUDIENCE
Leadership Seminar
Designed for publications editors, this daylong seminar will show participants more ways to effectively lead their publications staffs.

Preregistration required. Limit 60.
Sarah Nichols, MJE, Whitney High School, Rocklin, Calif.
8:30 a.m.-5 p.m. Thursday, A105 (60)

GENERAL AUDIENCE
Writers’ Workshop
In this daylong, interactive seminar, you’ll learn ways to sharpen and brighten your writing so others will be clamoring to read it. This seminar will entertain, inspire and give you a chance to analyze excellent writing so others will be clamoring to read it. This seminar will entertain, inspire and give you a chance to analyze excellent writing. This seminar will entertain, inspire and give you a chance to analyze excellent writing.

Preregistration required. Limit 56.
Dan Austin, Casa Roble High School, Orangevale, Calif., and Pete LeBlanc, Center High School, Antelope, Calif.
8:30 a.m.-5 p.m. Thursday, A107 (50)

COMPANY TECHNOLOGY, PHOTOGRAPHY
Photoshop for Beginners
Learn to use Adobe Photoshop in this daylong workshop. Preregistration required. Limit 34.
Mark Murray, Arlington ISD, Arlington, Texas
8:30 a.m.-5 p.m. Thursday, A109 (34)

ADVISERS
Mentor Training
JEA’s mentors will meet for training sessions. Nick Ferentinos, Saratoga, Calif.; Peggy Gregory, CJE, Glendale, Ariz., and Bill Flechner, Warner Pacific College, Portland, Ore.

8:30 a.m.-5 p.m. Thursday, B110 (40)

ADVISERS
JEA Outreach Academy
This intensive daylong 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 required. Limit 30.
8:30 a.m.-4:30 p.m. Thursday, B111 (30)

GENERAL AUDIENCE
Maestro Project for Students
Students participating in the Maestro Project will receive instruction about the concept and then work in teams of three (writer, designer and photographer or videographer) to create actual story packages. This is not a contest. Students may need to come back after the 7:30 p.m. opening ceremony for final editing of their projects. A Maestro Wrap-up session is scheduled for 10 a.m. Saturday. Preregistration required. Limit 54.
Jill Chittum, CJE, Blue Valley High School, Stilwell, Kan., and Amy DeVault, CJE, Wichita State University, Wichita, Kan.
8:30 a.m.-5 p.m. Thursday, B112 (50)

BOARD
JEA Board Meeting
JEA board members meet to discuss ongoing projects and other agenda items.
Jack Kennedy, MJE, Rock Canyon High School, Highlands Ranch, Colo.
8:30 a.m.-3 p.m. Thursday, B113 (50)

9 a.m.

NEWSPAPER, YEARBOOK, ONLINE MEDIA
Design and Multimedia Storytelling with Tim Harrower
You’ve used his books and now you can spend the day talking with him about design and multimedia storytelling. In this intensive workshop, participants will learn from the author of “Newspaper Designer’s Handbook” and “Inside Reporting.” Harrower will use a variety of techniques to show how to best tell the story. Solid design, alternative packages, layered coverage and multimedia components add an extra dimension to coverage and to Harrower’s instruction. After analyzing professional examples, participants will put what they learned into practice with hands-on exercises.

Preregistration required.
Tim Harrower, Wilsonville, Ore.
9 a.m.-4:30 p.m. Thursday, A106 (100)

ADVISERS
National Journalism Professional Learning Community Workshop
It’s difficult for journalism teachers and advisers to find a fit in building-level professional learning communities if they are the only journalism teacher in the school. This daylong workshop will provide a first-time productive PLC experience for participants. Advisers can join with other journalism professionals to create working PLCs using a national journalism PLC (NJPLC) model. Advisers who participate can come as a group, join with other participants to create a PLC on site or simply learn about the NJPLC model and take that knowledge home to create their own group. Limit 60.
9 a.m.-3 p.m. Thursday, B114 (60)

6:30 p.m.

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. (Hint: Be prepared to answer in the form of a question.) We will offer insights about convention highlights, contests and competitions, Write-offs, team-building and the latest trends in publication designs.
Anita Marie Wertz, MJE, Cesar Chavez High School, Stockton, Calif.; Mary Patrick, CJE, Maize South Middle School, Wichita, Kan., and Wendi Solinger, CJE, Alice Vail Middle School, Tucson, Ariz.
6:30 p.m Thursday, B112 (105)

9 a.m.

2018-2019 Best Practices in Journalism
This presentation will highlight the most recent and popular resources, software and technology that can be utilized in the classroom.
Mary Woznicki, Assistant Director of Outreach, CJE
8:30 a.m.-3 p.m. Thursday, B113 (50)

The JEA bookstore.
Check out the new books, as well as popular bestsellers, at the JEA Bookstore. Nearly 300 titles relating to journalism are available, including textbooks, curriculum development, yearbook, newspaper, design, photography, writing, desktop publishing, advertising and broadcast. Did you forget Write-off supplies? Check here to buy dictionaries, thesauruses, stylebooks, paper, pens, pencils, rulers and erasers. Supplies are limited, so shop early. Look for schedule of Meet the Author book signings throughout the convention.
1-4 p.m. Thursday, B112 (105)

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 and junior high publications can enter if the adviser is a registered delegate at the convention. Enter your newspaper, newsmagazine, literary arts magazine, video, Web site or yearbook at the Best of Show desk. Winners will be announced at the NSPA Awards Ceremony on Saturday. 1-7 p.m. Thursday, Exhibit Hall A

8:30 a.m. Thursday
**New Adviser Convention Orientation**

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

Ann Visser, MJE, Pella Community High School, Pella, Iowa

**6:45 pm Thursday, Exhibit Hall A1-B (5,200)**

**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 meeting.

Desk open: 1-7 p.m. Thursday

**adviser reception.**

Advisers who are first-time convention attendees or 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 is the sponsor of this event.

**9:30-11 p.m. Thursday, Oregon Ballroom 201**

---

**Opening Ceremony.**

Convention delegates will be charged with excitement as they converge for the first general session of the convention. Keynote speaker will be Pulitzer Prize-winning investigative reporter Nigel Jaquiss of the Willamette Week. The 2009 National High School Journalist of the Year, Henry Rome of Berwyn, Pennsylvania, will speak as well. Schools winning First Amendment Press Freedom Award and JEA’s Cornerstone Award will also be honored.

**Henry Rome**
2009 National High School Journalist of the Year

**7:30 p.m. Thursday, Exhibit Hall A1-B (5,200)**

---

**Trade Show Exhibits.**

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

**1-7 p.m. Thursday, Exhibit Hall A**

---

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

*Nov. 11-14, 2010 • Kansas City Marriott Downtown & Convention Center*  
For more information: www.jea.org • nspa.studentpress.org
**7:15 a.m.**

**Meet, Eat and Greet**

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

**Region 1/Northwest:** Alaska, Idaho, Montana, Oregon, Washington and Wyoming.
Steve Matson, MJE, Charles Wright Academy, Tacoma, Wash.
7:15 a.m. Friday, B115 (80)

**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, B176 (70)

**Region 3/North Central:** Illinois, Iowa, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin
Gary Lindsay, MJE, John F. Kennedy High School, Cedar R.
7:15 a.m. Friday, A107 (81)

**Region 4/South Central:** Arkansas, Kansas, Louisiana, Missouri, Oklahoma and Texas
Wayna Polk, CJE, Abilene High School, Abilene, Texas
7:15 a.m. Friday, A108 (80)

**Region 5/Southeast:** Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Tennessee
Brenda Gorsuch, MJE, West Henderson High School, 7:15 a.m. Friday, B111 (70)

**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, Indiana
7:15 a.m. Friday, B114 (140)

**Region 7/Northeast:** Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont
Jane Blystone, MJE, Mercyhurst College, Erie, Pa.
7:15 a.m. Friday, B115 (140)

---

**8 a.m.**

**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 future plans and goals.
Jack Kennedy, MJE, Rock Canyon High School, Highlands Ranch, Colo.
8 a.m. Friday, B115 (140)

---

**CONTESTS**

**Broadcast Package Orientation Meeting**

All students entered in the Broadcast Package contest will meet here for an orientation meeting and to get assignments for their contest. Contest ticket required.
8 a.m. Friday, C125 (70)

**In-Camera Feature Orientation Meeting**

All students entered in the In-Camera Feature contest will meet here for an orientation meeting and to get assignments for their contest. Contest ticket required.
8 a.m. Friday, C126 (60)

**Videography Contest Orientation Meeting**

All students entered in the Videography contest will meet here for an orientation meeting and to get assignments for their contest. Contest ticket required.
8 a.m. Friday, C127 (15)

---

**9 a.m.**

**ADVISERS**

**Coaching Writers (2 hours)**

Learn proven techniques for improving student writing in this workshop with one of the country’s best-known writing coaches. (Advisers only.)
Jack Hart, Portland, Ore.
9 a.m. Friday, A108 (80)

---

**PHOTOGRAPHY, COMPUTER TECHNOLOGY**

**Out of the Dark and into Lightroom (2 hours)**

Adobe Photoshop Lightroom offers an inexpensive but extremely powerful tool for managing the thousands of photographs captured by staff photographers each year. In this hands-on session, you’ll learn to from the camera to publications,
slide shows or Web sites all in one application. (Get ticket at registration area. Limit 34.)
Mark Murray, Arlington ISD, Arlington, Texas
9 a.m. Friday, A109 (34)

NEWS PAPER

Writing/Designing the Complete Sports Package
Tired of the same previews of sports teams year after year? Learn new ways to spice up your sports coverage with interesting stories and designs. Marge Craig, CJE, and Hunter Woodall, Hayfield Secondary School, Alexandria, Va.
9 a.m. Friday, B110 (80)

Blah, Blah, Blog
This is not a presentation about how to set up a blog. (That is easy and can be done in 10 minutes.) This is about what to do once you have one — how to make it meaningful and journalistic, what to strive for and what to avoid. Don Bott, CJE, Amos Alonzo Stagg High School, Stockton, Calif.
9 a.m. Friday, B111 (70)

Copy Editing 101: Beyond the Comma
Copy editors get paid to read (and are rewarded for having dirty minds). Learn all about what it takes to excel at this craft, from writing a headline that sings to finding holes in stories. Kathy Hinson and Karly Imus, The Oregonian, Portland, Ore.
9 a.m. Friday, B112 (105)

Introduction to Covering Trauma and Tragedy
How can you prepare for covering frightening or tragic events at your school! In the first of three linked sessions, representatives of the Dart Center for Journalism and Trauma will explain how emotional trauma affects victims, audience members and journalists. This session will encourage critical thinking about reporting ethically and effectively on violence, tragedy and conflict, and provide guidelines for good self-care. Paul Kandell, Palo Alto Senior High School, Palo Alto, Calif., and Sue Lockett John, Dart Center for Journalism and Trauma, Seattle, Wash.
9 a.m. Friday, B114 (140)

Training Your Creative Eye
Where does inspiration come from? How do you come up with fresh, new, bold concepts and ideas? It’s not random. It comes from a disciplined approach to re-imaging your world. Come join us as we challenge our assumptions and peek into the infinite potential of creativity. Mark Frederking, Taylor Publishing Co., Los Angeles, Calif.
9 a.m. Friday, B115 (140)

Using Photography Web Sites and Blogs for Visual Storytelling
Learn how to use new technology to tell your stories (and make money). Also learn about photography Web sites that are available for teachers and students so you can quickly and inexpensively look professional. Sites discussed will have Web 2.0, print, sales and storage options. Bryan Farley, Oakland, Calif.
9 a.m. Friday, B117 (105)

Travel with Students
Cast away your fears and bring your darlings with you to national conventions. Learn tips for success from a veteran adviser who has brought students to 15 different cities across the nation — and who brought them back home as well. Mary Kay Downes, MJE, Chantilly High School, Chantilly, Va.
9 a.m. Friday, B118 (70)

Taming the Grading Monster
Grading students on a publication is never simple. This session will give some suggestions on how to tame this continuing issue with some ideas one adviser has used.
Bill Flechtner, MJE, Warner Pacific College, Portland, Ore.
9 a.m. Friday, B119 (80)

What You Need to Know to be 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, here’s the place to find out what’s essential and how you can teach it.
Lizbeth Walsh, MJE, Reno High School, Reno, Nev.
9 a.m. Friday, C120 (80)

 avoids

Legal

Theme Seminar

New Media and the Future of Journalism (2 hours)
The theme of our convention is Currents and this seminar will live up to the name. Join a panel of professional experts from the Portland area for a discussion of the current trends and a look into what the future holds for journalism. Current professional practices and the state of college journalism programs will be discussed. Know what to expect when you leave high school and enter a collegiate journalism program. Get a taste for how technology will affect the future of journalism.
Frank Mungeam, KGW-TV, Portland, Ore., and Scott Nelson, The Oregonian, Portland, Ore.
9 a.m. Friday, B113 (170)
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.

Desk open: 8 a.m.-3 p.m. Friday, A103-104

computer sessions

Hands-on computer sessions will give participants helpful tips on making media production easier, including use of InDesign, Photoshop, podcasting tools and other software applications. Advisers-only sessions are offered. Sign-up sheets and tickets will be at the convention registration desk in the Exhibit Hall A, beginning at 1 p.m. Thursday. As space is limited to 34 attendees per session, there is a limit of two individuals per school per session. When you sign up for a session, you will receive a ticket. You must bring the ticket to the computer lab (A109) at the assigned time. Only those with tickets will be able to sit at a computer (two per computer). If you decide not to attend the session, you may offer your ticket to someone else.

8 a.m.-4 p.m., Friday, B119

LAW/ETHICS, GENERAL AUDIENCE, ADMINISTRATORS

The Importance of Sound Editorial Policies

Correctly crafted editorial policies 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 makes strong ones.

John Bowen, MJE, Kent State University, Kent, Ohio, and Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.

9 a.m. Friday, C122 (85)

YEARBOOK

What Are You Doing Right Now?

Let’s face it, you’ve probably already updated your Facebook status or Twitter profile several times today. But when was the last time you updated your yearbook? In this session we'll explore ways yearbook staffs can and should shift to accommodate the changing wants and needs of your readers. See examples and share ideas about how to make your book more interactive, customized and reader-relevant.

Sarah Nichols, MJE, Whitney High School, Rocklin, Calif., and Casey Nichols, CJE, Rocklin High School, Rocklin, Calif.

9 a.m. Friday, C123 (220)

BROADCAST

The Basics Still Count – More Than Ever

Whether you’re using a phone or a $5,000 camera, the best camera work doesn’t just happen. Learn the hallmark traits of a quality shot. Get what you need to make your editor and audience say, “Wow!” again and again.

John Forsyth, Waynesville High School, Waynesville, Mo.

9 a.m. Friday, C124 (170)

MEETING

JEA State Directors Meeting

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

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

9 a.m. Friday, C125 (70)

ADVISERS

Creating Video for the Web

Want to introduce Web video to your newspaper or yearbook? A new, free, online course developed by RTDNF for NewsU will help you. The course developers will cover story choice, equipment selection and interviewing and shooting strategies.

Julie Dodd, MJE, and Judy Robinson, CJE, University of Florida, Gainesville, Fla.

9 a.m. Friday, C126 (60)

MEETING

National Professional Learning Community

(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.

9 a.m. Friday, C128 (20)

FEATURED SPEAKER, GENERAL AUDIENCE

The Next Generation of Local News

Should we write the obituary for journalism? Is it a “sunset” industry? Will you be able to find a job when you graduate? News anchor Joe Donlon will share what he’s learned during the past 25 years in local news and what he thinks you’ll need to know to survive the next 25.

Joe Donlon, KGW-TV, Portland, Ore.

9 a.m. Friday, Oregon Ballroom 202 (700)

GENERAL AUDIENCE

Go Fish!

Using the philosophies inspired by the fishmongers at the Pike Place Market in Seattle, you will learn how to make student journalism even more rewarding. If people working with raw fish can have fun in the cold and damp, then journalists can “Be There,” “Make Their Day,” “Play” and “Choose Your Attitude.”

Kathy Daly, Denver, Colo.

9 a.m. Friday, Oregon Ballroom 203 (700)

GENERAL AUDIENCE

The Big Buck Theory of the Scholastic Journalism Universe

With current economic conditions, financing publications is definitely business as “unusual” as newspaper, magazine and yearbook staffs struggle to pay for their printed products. Analyze how to balance your budget with a variety of both publication advertising and sales strategies.

John Cutinger, Jostens, Ocoee, Fla.

9 a.m. Friday, Oregon Ballroom 204 (700)

10 a.m.

NEWSPAPER

Entertainingly Enough

Review writing is often just a plot summary and a list of actors. Learn how to make your reviews more entertaining for your readers.

Rhonda Moore, McCallum High School, Austin, Texas

10 a.m. Friday, A105 (170)

GENERAL AUDIENCE

Meet This Press

Meet key, local representatives of the four national ethnic-minority media organizations that form UNITY: Journalists of Color Inc. and the National Lesbian and Gay Journalists Association for an extended Q-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, JEADC, Washington, D.C., and representatives of UNITY: Journalists of Color and NLGJA

10 a.m. Friday, B110 (80)

GENERAL AUDIENCE

Reach Out, Recruit to Reflect Diversity

Wonder how to recruit and retain students who reflect your school’s diverse population? Two veteran teachers with diverse staffs help with tips and tricks 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 socio-economic backgrounds.

Norma Kneese, MJE, Snake River High School, Blackfoot, Idaho, and Judith Murray, CJE, Parkview Arts/Science Magnet HS, Little Rock, Ark.

10 a.m. Friday, B111 (70)

GENERAL AUDIENCE

3P’s: Publication, Policy, Planning

Does your publication have a policy covering the death of a student or faculty member? How are refunds handled? If a reporter plagiarizes, what is the official position of the paper, and how will the situation be handled? Learn why your publication needs policies, how to use the
policies efficiently and effectively and how to create your publication’s policies.

 Anita Marie Wertz, MJE, Cesar Chavez High School, Stockton, Calif.
 10 a.m. Friday, B112 (105)

GENERAL AUDIENCE
Leading Newsroom Coverage of Tragedy
At this more advanced session for student editors and prospective editors, representatives of the Dart Center for Journalism & Trauma will guide newsroom leaders through the decisions they may face in assigning, covering and playing stories about tragic events, both in print and online contexts.
 Paul Kandell, Palo Alto Senior High School, Palo Alto, Calif., and Sue Lockett John, Dart Center for Journalism and Trauma, Seattle, Wash.
 10 a.m. Friday, B114 (140)

YEARBOOK
Yearbooks Sold Out!
Wouldn’t it be great to turn kids away at the end of the year because the yearbooks were sold out? Follow our five big ideas for marketing and selling your book. Pick up ideas for sales fliers, mail and e-mail campaigns as well as the distribution event.
 Tracey McNulty, Potomac Falls High School, Sterling, Va., and Kara Petersen, Herff Jones Yearbooks, Centreville, Va.
 10 a.m. Friday, B115 (140)

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 sparkle to your program or help in the advising process. Curriculum Committee members will offer insight into books, supplemental materials and Web sites. Advisers are invited to come and offer suggestions on what materials have worked (or haven’t worked) in their classrooms.
 Lori Oglesbee-Petter, McKinney High School, McKinney, Texas; and Connie Fulkerson, Journalism Education Association, Manhattan, Kan.
 10 a.m. Friday, B116 (170)

ONLINE MEDIA, NEWSPAPER
Web Only: Taking the Newspaper Online
Taking your publication to the Web could help you remedy several problems: budget cuts, small staffs, stale news, confined space. Going online could also provide new benefits: speed, timeliness, flexible follow-up reporting, new readers, instant polls, audio and video. And compared to the cost of print, online publishing is practically free. Of course, online publishing has disadvantages we will also discuss. This session will help you determine if it is time to convert your publication to a Web site and will help you get started on the right foot.
 Steve Matson, MJE, Charles Wright Academy, Tacoma, Wash.
 10 a.m. Friday, B117 (105)

ADVISERS
Developing Your Advising Style
It takes some experience to develop your own style as a new adviser. Learn how these JEA mentors adopted their own and share your situations to help you develop your own style.
 Carla Harris, MJE, Hillsboro, Ore.; Sandy Jacoby, Salem, Wis., and Kay Phillips, MJE, Henderson, N.C.
 10 a.m. Friday, B118 (70)

ADVISERS
What’s Black and White and Green All Over
Traditional and creative means of getting plenty of greenbacks to pay for your publication and staff needs will be discussed. Bring any questions or ideas for a balance sheet that is in the black.
 Joe Pleff, CJE, Peoria, Ariz., and Carmen Wendt, CJE, Scottsdale, Ariz.
 10 a.m. Friday, B119 (80)

ADVISERS
New Advisers: Grading Help
If you need help in developing rubrics and checklists to better teach and evaluate your editors, writers and photographers, come to this session to access checklists and rubrics already created and find out how to build some of your own for your specific needs and publications.
 Lizbeth Walsh, MJE, Reno High School, Reno, Nev.
 10 a.m. Friday, C120 (80)

ADVISERS
What You Need to Know to be Legal and Ethical
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 public 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, C121 (80)

LAW/ETHICS
Open Forum for Discussion of Prior Review and Censorship (2 hours)
Tell us about your experiences with prior review and censorship. Members of JEA’s Press Rights Commission will listen and discuss prior review and censorship with anyone who has experienced it or is interested in finding out more about this uneducationally sound practice. This session, open to all students, advisers and administrators, is only part of an ongoing investigation into the practice of prior review in scholastic media.
 John Bowen, MJE, Kent State University, Kent, Ohio
 10 a.m. Friday, C122 (85)

YEARBOOK
Yearbook Writing: The Chicken or the Egg?
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 that people actually WILL read your copy ... if it doesn’t stink.
 10 a.m. Friday, C123 (220)

GENERAL AUDIENCE
Health and Science Reporting You Can Do
Are viruses, high heels and green living found in your media? Jane Greenhalgh, a senior producer on NPR’s science desk, will share how to turn health issues and science reporting into journalism that is understandable to your audience. She’ll answer your questions and share ideas.
 Jane Greenhalgh, NPR, Portland, Ore.
 10 a.m. Friday, C124 (170)

NEWSPAPER, ONLINE MEDIA, YEARBOOK
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, American Society of News Editors, Reston, Va.
 10 a.m. Friday, C126 (60)

ADVISERS
JEA Digital Media Committee Meeting
This committee will meet to discuss goals and projects for the upcoming academic year.
 Wendy Wallace, The Poynter Institute, St. Petersburg, Fla.
 10 a.m. Friday, C127 (15)

FEATURED SPEAKER, PHOTOGRAPHY, ONLINE MEDIA
New Media Storytelling
The advancement of technology and the convergence of media allow us more ways than ever to tell a story. This session will examine one example in which The Oregonian combined videos, photos, writing and Web design to tell the story of a woman battling lung cancer and contemplating Oregon’s Assisted Suicide Law.
 Rob Finch, The Oregonian, Portland, Ore.
 10 a.m. Friday, Oregon Ballroom 202 (700)

FEATURED SPEAKER, GENERAL AUDIENCE
Why Saving Journalism is Crucial
Journalism isn’t just print, broadcast or online media—it’s a foundation of our democracy. Learn why it is important to be a smart journalism consumer and why it is important for journalism to survive.
 Peter Bhata, The Oregonian, Portland, Ore.
 10 a.m. Friday, Oregon Ballroom 203 (700)
YEARBOOK

**Don’t Just Cover – Discover**
Too often yearbook editors and staff members observe the obvious, hit the highlights and state the status quo. Let’s uncover ALL the possibilities of ALL your readers and their lives. Get behind the scenes and beneath the surface to capture relevant coverage.
John Cutsinger, Jostens, Ocoee, Fla., and Casey Nichols, CJE, Rocklin High School, Rocklin, Calif.
10 a.m. Friday, Oregon Ballroom 204 (700)

**11 a.m.**

** adviser luncheon.**
Relax and dine with your colleagues in a relaxed setting. This luncheon will honor the Portland local convention planning committee with door prizes and entertainment. Pre-registration was required. Please bring your ticket.
11 a.m.-12:50 p.m. Friday, A106

**NEWSPAPER**

**Maggots, Rat Guts and Feeling Good About Throwing Up**
Interviews are the heart of feature stories. Learn why and how interviews can make a difference in your stories.
Rhonda Moore, McCallum High School, Austin, Texas
11 a.m. Friday, A105 (170)

**Beyond the Scoreboard: Better Sports Writing**
Great sports reporting goes far beyond game recaps and season stats. Through the lens of sports, writers can describe the triumphs, tragedies and issues on campus. And, with the latest social media, your sports coverage can (and should) become up-to-the-minute for your readers. There are enough angles to high school sports to fill 64 magazine pages with profiles, advanced feature stories, opinions, and more.
Ellen Austin, CJE, Palo Alto High School, Palo Alto, Calif.
11 a.m. Friday, A108 (80)

**COMPUTER TECHNOLOGY, BROADCAST**

**Hands-on Audio Editing Tips (2 hours)**
This two-hour hands-on lab provides participants with coaching on using Audacity to edit audio files. (Get ticket at registration area. Limit 34.)
Judy Robinson, MJE, University of Florida, Gainesville, Fla.
11 a.m. Friday, A109 (34)

**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 Hutting, National Scholastic Press Association, Minneapolis, Minn., and Linda Barrington, MJE, Mount Mary College, Milwaukee, Wis., and Mary Kay Downes, MJE, Chantilly High School, Chantilly, Va.
11 a.m. Friday, B110 (80)

**FEATURED SPEAKER, BROADCAST**

**What You Don’t Know About Broadcasting**
How is working in the broadcast world different than what you think it will be? Learn that what you think about broadcast news isn’t always the way it is. Be prepared for a Q-and-A session afterward.
Ronna Sweeney, KPTV FOX 12, Beaverton, Ore.
11 a.m. Friday, B111 (70)

**ONLINE MEDIA**

**Honest to Blog?**
Learn how two ordinary people decided to eat on $1 a day for a month, and through their blog have reached more than a million readers and gotten major international press; all while raising a serious social issue in the process. See how participatory journalism and blogging can lead to great writing, could steer the national conversation on almost any issue, and maybe open doors in the book world.
Christopher Greenslate, La Costa Canyon High School, Carlsbad, Calif., and Kerri Leonard, San Dieguito Academy High School, Encinitas, Calif.
11 a.m. Friday, B112 (105)

**NEWSPAPER**

**What You Don’t Know About Typography**
Examine winning portfolios in JEA’s Journalist of the Year scholarship competition and see how you can win money for your college education. This session will examine the scoring rubric and all aspects of the portfolio preparation and presentation.
Wayna Polk, CJE, Abilene High School, Abilene, Texas; Henry Rome, Princeton University, Princeton, N.J.; and Lisa Van Etta, Cypress Falls High School, Houston, Texas
11 a.m.-12:50 p.m. Friday, B114 (140)

**NEWSPAPER, YEARBOOK**

**Design Foundations: Color and Typography**
Learn how color and typography can enhance the message you’re trying to communicate (or something quite the opposite!). We’ll take a look at some techniques that look dynamic and are still simple to execute.
Mark Frederking, Taylor Publishing Co., Los Angeles, Calif.
11 a.m. Friday, B115 (140)

**GENERAL AUDIENCE**

**Meet the Author / Book Signing: Jack Hart**
Meet writing coach Jack Hart and, if you wish, purchase his book “A Writer’s Coach” and have him sign it.
Jack Hart, Portland, Ore.
11 a.m. Friday, B116 Foyer

**NEWSPAPER**

**Giddy About Google Docs**
Using Google Docs in the newsroom saves reams of paper, ensures writer accountability and improves the quality and efficiency of editing and collaboration. Both editors and advisers can benefit greatly from the Web 2.0 tool.
Sue Skalicky, CJE, Century High School, Bismarck, N.D.
11 a.m. Friday, B117 (105)

**ADVISERS**

**Delights and Dilemmas of the Write-off Contests**
Get an inside scoop on Write-offs. Learn what it takes to be a judge. Get some important tips from seasoned Write-off lead judges. Get a packet of the critique sheets for the contests to study and to use in your classroom, if you wish. Ask questions. We’ll answer them if we can. (For advisers only.)
Patricia Turley, Junction City, Ore., Carla Harris, MJE, Hillsboro, Ore., and Sandy Jacoby, Salem, Wis.
11 a.m. Friday, B118 (70)

**NEWSPAPER**

**Nobody Cares What You Think**
Too many opinion writers focus on only what matters to them and what they think about it. That’s a turnoff for your audience. We’ll teach you how to take a more reader-centered view toward your editorials and columns and in the process make them much more interesting — and more well read.
11 a.m. Friday, B119 (80)

**NEWSPAPER**

**Writing: Short But Not Sweet**
Short writings aren’t all about keeping readers interested. It turns out that short writings make writers better at their craft. Come find out about a system that has writers carefully editing their own work, and that of their peers, while competing for space in the newspaper.
Janet Levin, MJE, John Hersey High School, Arlington Heights, Ill.
11 a.m. Friday, C120 (80)
GENERAL AUDIENCE

_**Scratch My Back; I'll Scratch Yours**_

By creating a successful media co-op, your publication department will increase its depth as each medium shares information, photos and stories. Whether you joined newspaper, yearbook, TV production, online media or literary magazine, band together with your sister programs to become the strongest department on campus.

Tina Cleavelin, Jostens, Phoenix, Ariz., and Michelle Coro, Desert Vista High School, Phoenix, Ariz.
11 a.m. Friday, C121 (80)

YEARBOOK

_**The Power of 10: Details! Details! Details!**_

Packed with idea-generating tips, this session will get your creative juices flowing to add depth and variety to your yearbook coverage, anchoring it specifically to this year while including more kids in the process! “Digest Design” is the cool new trend that will help your staff get it all accomplished.

Kim Green, MJE, Columbus North High School, Columbus, Ind.
11 a.m. Friday, C123 (220)

BROADCAST, ONLINE MEDIA

_**Capturing and Captivating with Sound**_

Take your audience on a journey by getting evocative sound recordings on location and weaving them into your productions. Whether you are producing for radio or for the Web, sound will transport your audience whether it’s to an office town square or a rainforest around the world.

Session includes sound slides the speaker for NPR.
Jane Greenhalgh, NPR, Portland, Ore.
11 a.m. Friday, C124 (170)

ADVISERS

_**Advisers’ Workshop on Trauma and Tragedy**_

What do high school journalism advisers need to think about before tragedy strikes? During this hands-on session, advisers will work together to identify needs and begin developing a curriculum module for preparing high school journalists to cover trauma and tragedy.

Paul Kandell, Palo Alto Senior High School, Palo Alto, Calif., and Sue Lockett John, Dart Center for Journalism and Trauma, Seattle, Wash.
11 a.m. Friday, C125 (60)

NEWSPAPER

_**Keeping Your Readers Alive, Awake, Alert and Enthusiastic**_

Good columnists know how to make their readers chuckle or how to even make them mad. They know how to use words succinctly and for a purpose. Learn how to find that anecdotal incident and turn it into a column that plays on readers’ emotions.

Kathy Craighead, MJE, Mexico, Mo., and H.L. Hall, MJE, Hendersonville, Tenn.
11 a.m. Friday, Oregon Ballroom 202 (700)

FEATURED SPEAKER, GENERAL AUDIENCE

_**Watchdog Reporting**_

Why does this Pulitzer Prize winning journalist call watchdog reporting the “civic mission of the journalist?” Learn what it is, how to do it, and why you should do it.

Brent Walz, The Oregonian Newsroom, Portland, Ore.
11 a.m. Friday, Oregon Ballroom 203 (700)

YEARBOOK

_**Think 3**_

3 Stooges. 3 Blind Mice. 3 Cheers. 3 Strikes. 3 Tenors. 3 R’s. All kinds of things gravitate to 3. In a similar manner, yearbook writing and design follow the Rule of 3’s.

11 a.m. Friday, Oregon Ballroom 204 (700)

YEARBOOK

_**Heading the Right Way?**_

Take a look at magazines and their design treatment of headline styles and content to spark ideas for your yearbook.

Becky Tate, CJE, Shawnee Mission North High School, Overland Park, Kan.
11 a.m. Friday, A105 (170)

YEARBOOK

_**Themes That Thrive**_

The theme is the heartbeat of any good yearbook. Learn to develop ideas and concepts so your theme captures the pulse of the school year and gets your student population pumped.

11 a.m. Friday, A108 (80)

YEARBOOK

_**Great Ideas from the Shower**_

You just never know where you might have the next great idea for your publication. This long-time publications adviser will share some of the ideas from her years of advising, along with offering some ways you, too, can help students find creative ways to cover your school and community.

Ann Visser, MJE, Pella Community High School, Pella, Iowa
11 a.m. Friday, B110 (80)

ADVISERS

_**Staff Policies: Why You Want Them**_

Advisers and editors are invited to this session on the importance of staff policies. It’s not enough to say “Well, we always do it this way” or “We don’t do that.” A good set of policies will be like your constitution, something that guides you.

Don Bott, CJE, Amos Alonzo Stagg High School, Stockton, Calif.
11 a.m. Friday, B111 (70)

YEARBOOK, BUSINESS/ADVERTISING

_**Ad It Up**_

Senior ads are more than baby pictures and sappy notes. From sales, to design, to print; the key to making your customers happy and turning a profit is planning, organization and design that enhances your final product. Learn about successful techniques for producing senior ads that increase your bottom line.

Jeff Moffitt, CJE, Olympia High School, Orlando, Fla.
11 a.m. Friday, B115 (140)

BOOK SIGNING

_**Meet the Authors:**

_\textit{**Christopher Greenslate and Kerri Leonard**}_

Meet high-school-teachers-turned-bloggers Kerri Leonard and Christopher Greenslate as they informally talk to delegates about their book “\textit{On a Dollar a Day: one Couple’s Unlikely Adventures in Eating in America}.” If you like, they will autograph a book for you.

Kerri Leonard, San Dieguito Academy High School, Encinitas, Calif., and Christopher Greenslate, La Costa Canyon High School, Carlsbad, Calif.
11 a.m. Friday, B116 Foyer (105)

ONLINE MEDIA, COMPUTER TECHNOLOGY

_**Technology Teamwork**_

Teach student editors how to effectively become leaders using google.docs in and out of the classroom. Learn how to set up a structure and establish a chain of command on your publication.

Starr Sackstein, CJE, World Journalism Preparatory School, Flushing, N.Y.
11 a.m. Friday, B117 (105)
How to Make the Big Bucks
Get the winning attitude for sales of your yearbook, newspaper and magazine. Learn to sell advertising and raise the big bucks. Come to this fun, educational session that will give your staff the confidence to win.
Noon Friday, B118 (70)

General Audience
Giving Voice to the Voiceless
Does your publication, Web site or broadcast truly reflect your diverse student body? The student editors of The HUB from Davis, Calif., worked to answer the question, then modified story assignments and newsroom practices to improve coverage. This participatory workshop focuses on concrete steps your staff can take to make sure you are “giving voice to the voiceless.”
Kelly Wilkerson, Alana de Hinojosa, Elsie Fullerton and Hannah Levien, Davis Senior High School, Davis, Calif.
Noon Friday, B119 (80)

Advisers
What You Need to Know to be 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.
Linda Barrington, MJE, Mount Mary College, Milwaukee, Wis.
Noon, Friday, C120 (80)

Yearbook
All Work and No Play Make J-pub Unhappy
It is possible to have a successful, thriving staff. Learn the best practices for your best staff ever. This session is packed with ideas, activities and resources.
Tina Cleavelin, Jostens, Phoenix, Ariz., and Deanna Delling, James Bowie High School, Austin, Texas
Noon Friday, C121 (80)

Law/Ethics
That’s Not Plagiarism! Or Is It?
The Internet provides journalists with tons of information, along with substantial legal and ethical dilemmas. Learn what you can use from the Web and how attribution is the key for ethical dilemmas. Learn what you can use from information, along with substantial legal and ethical requirements.
Candace Bowen, MJE, Kent State University, Kent, Ohio
Noon Friday, C122 (85)

General Audience
Depth and Detail
Interviewing and observation tips bringing voice to your writing and bring features to life will be the focus of this session. Working on the front end of the story will make a difference in your writing.
C. Dow Tate, Shawnee Mission East High School, Prairie Village, Kan.
Noon Friday, C123 (220)

Photography
Photography Portfolio 2.0
Recently updated for Web 2.0 environment, our popular session teaches how creating a photography portfolio is more than simply “collecting your 10 best pictures.” Know how a portfolio should look while gaining tips to improve your photography. Bridge the gap between high school photography and college photography.
Bryan Farley, Oakland, Calif., and Mark Murray, Arlington ISD, Arlington, Texas
Noon Friday, C124 (170)

Advisers, Broadcast, Middle School
Middle School Broadcast Production
Develop an engaging, active and professional approach to television journalism with a basic course in middle school TV. Advisers will learn to develop student-driven content and curriculum for facilities ranging from one-camera displays to fully functional studios. All levels welcome.
Melanie Davenport, Hyde Middle School, Cupertino, Calif.
Noon Friday, C126 (60)

General Audience
The Power of Storytelling
Stories are how we understand and connect with the world, how we learn about others and ourselves. What does it mean to be a journalistic storyteller — a teller of true, factual, reported tales? How can you learn to do this, to merge the power of fact with the resonance of narrative?
Lauren Kessler, University of Oregon, Eugene, Ore.
Noon Friday, Oregon Ballroom 202 (700)

FEATURED SPEAKER, NEWSPAPER
What a Great Idea!
This workshop covers how to take a good idea and turn it into a great story. Discover the great stories in your community that are hidden in plain sight. We’ll cover reporting and interviewing techniques the best journalists use to frame ideas, chose a story form and develop the material quickly. With examples of short, long and photo story ideas that you can take to your newsroom.
Carrie Hoover, The Oregonian, Portland, Ore.
Noon Friday, Oregon Ballroom 204 (700)

FEATURED SPEAKER, NEWSPAPER
1,000+: The Power of Visual Journalism
It is often said that a picture is worth 1,000 words. In this session, we’ll explore just how many words we can make a story worth, visually. After discussing illustration, graphics, photography, type and interactive possibilities, students will brainstorm presentation possibilities for an Oregonian Page One story.
Carrie Hoover, The Oregonian, Portland, Ore.
Noon Friday, Oregon Ballroom 204 (700)

12:30 p.m.

Contest
Broadcast Moderators Meeting
If you have volunteered to moderate contests 34 or 44, please come to this meeting to get instructions.
12:30 p.m. Friday, C125 (70)

1 p.m.

Keynote Speaker
Tim Harrower as been an editor, designer and columnist at newspapers of all sizes. His first book, “The Newspaper Designer’s Handbook,” has been published around the world. His followup, “Inside Reporting,” is America’s most popular journalism textbook. He hosts workshops, consults on redesigns, works with multimedia, composes music and writes fiction.
1 p.m. Friday, Exhibit Hall A1-B (5,200)

Contest
Broadcast Moderators Meeting
If you have volunteered to moderate contests 34, 35, 36, 37 or 38, please come to this meeting to get instructions.
1 p.m. Friday, C126 (60)

Broadcast Contests
On-Air Reporter (40) and Broadcast Commentary (44) Contests
If you have entered either of these contests, please bring the appropriate supplies and wear professional-looking clothing. You will spend time writing your script and receive a time for taping.
1 p.m. Friday, See Convention Update for room assignment

1:30 p.m.

Contest
Broadcast Contests
The following carry-in contests will meet at 1:30 p.m. Bring your entry and contest ticket. You are required to stay for a two-hour critique session.
34: Broadcast News Story
35: Broadcast Sports Story
36: Broadcast Feature Story
37: Broadcast Commercial/PSA
38: Short Documentary
46: Podcast
1:30 p.m. Friday, See Convention Update for room assignment
**General Audience:**

**Turning Back Hazelwood**

In the summer of 2007 the Oregon State Legislature passed Oregon House Bill 3279. Learn about the inspiration behind the legislation that has returned full First Amendment rights to Oregon high school journalists. The state representative who sponsored the bill will explain the process and the compromises that were made along the way. A panel of local advisers will help explain the impact of the bill to scholastic journalists as well as discuss the problems that still exist despite the existence of the law.

-Larry Galazio, Oregon University System, Portland, Ore.; Mark Goodman, Kent State University, Kent, Ohio; and Kathy Schrier, MJE, Washington News Council, Seattle, Wash.

2:30 p.m. Friday, B113 (170)

---

### 2:30 p.m.

**Yearbook**

**Chrono-LOGiC-al Coverage**

Thinking about going chronological with yearbook coverage? Learn how one staff has done it two years straight with success and get a glimpse into other schools that have done the same.

-Joe Humphrey, CJE, and Jose Perez, Hillsborough High School, Tampa, Fla.

2:30 p.m. Friday, A105 (170)

**Newspaper, Advisers**

**Active Voice: The Forgotten Writing Style**

This session addresses why advisers/teachers need to require active voice when reporters write news, features, reviews, sports and editorials, and create ads. Although difficult to teach and learn, this style naturally fits with journalistic writing.

-Patrick Shannon, Lewiston High School, Lewiston, Idaho

2:30 p.m. Friday, A108 (80)

**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. (Get ticket at registration area. Limit 34.)

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

2:30 p.m. Friday, A109 (34)

**Advisers**

**CJE/MJE Certification Study Session**

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

-Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.

2:30 p.m. Friday, B110 (80)

**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 the producers and consumers of news.

-Carol Knopes, Radio Television Digital News Foundation, Washington, D.C., and Candace Perkins Bowen, MJE, Kent State University, Kent, Ohio

2:30 p.m. Friday, B111 (70)

**Newspaper, 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. This session will 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, American Society of News Editors, Reston, Va.

2:30 p.m. Friday, B112 (105)

**Yearbook**

**Urban Legends**

“You have 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 spread.” And so on. We know there are good reasons behind the rules, but sometimes there are other ways to create stellar yearbook pages. Learn to satisfy the spirit of the law without having to follow it to the letter in this creative session.


2:30 p.m. Friday, B114 (140)

**Yearbook, Photography**

**Get Mugged**

School picture day can be the worst day of the year. Learn how you can take all of your underclass portraits in one day and keep the students, teachers, administration and yearbook staff smiling.

-Jeff Moffitz, CJE, Olympia High School, Orlando, Fla.

2:30 p.m. Friday, B115 (140)

**Meeting**

**JEA Curriculum Development Commission Meeting**

This commission will meet to discuss projects for the upcoming year.

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

2:30 p.m. Friday, B116 (170)

**General Audience, Online Media**

**Crowdsourcing and the High School News Web Site**

Pros are experimenting with crowdsourcing — using the Web to engage their readers in providing expertise and information. Why shouldn’t we? Hear how students at one school are conducting easy-to-reproduce experiments you can try at your school.

-Paul Kandell, Palo Alto Senior High School, Palo Alto, Calif.

2:30 p.m. Friday, B117 (105)

**Advisers**

**What You Need to Know to be Certified: Journalistic Writing and AP Style**

For teachers who are preparing for the CJE test, this session offers a brief review of writing and copy-editing fundamentals. Differences among the print forms (news, feature, editorial) as well as broadcast and online are covered along with various issues of Associated Press style, grammar and mechanics.

-Joe Miranda, MJE, Southeastern Louisiana University, Hammond, La.

2:30 p.m. Friday, B118 (70)

**Advisers, Newspaper**

**Jumpstart and Network**

Explore ways for students to connect with local journalists and journalism students at neighboring schools to share knowledge, gain valuable sources and jumpstart programs early in the semester.


2:30 p.m. Friday, B119 (80)

**Law/Ethics, Administrators, Advisers**

**Creating Protocol for Free and Responsible Student News Media**

Get an update on and contribute to a project supported by the Illinois Press Foundation and the McCormick Freedom Museum to create protocol for nurturing free and responsible student news media. The protocol will include (a) strategies for building and maintaining cooperative relationships among student journalists, media advisers and school administrators; (b) problem-solving framework for dealing with controversies without jeopardizing student rights, adviser job security and administrator pedagogical responsibilities; (c) principles of democratic education, journalism ethics and skillful leadership; (d) procedures for evaluating effectiveness of protocol; (e) checks and balances to inspire
publications Boot Camp on a Shoestring
This session will give advisers ideas of ways to run a school-based summer journalism boot camp for new staffs on a minimal budget. Advisers of newspapers, yearbooks or literary magazines can adapt this model for in-class or after-school programs. Presenter will provide online mentoring to advisers who attend. Jane Blystone, MJE, Mercyhurst College, Erie, Pa.
2:30 p.m. Friday, C121 (80)

LAW/ETHICS
Student Media Rights: A Legal Roller Coaster
The court cases of three censored students — Mary Beth Tinker, Kathy Kuhlmeier and her classmates at Hazelwood East High School, and Katie Dean at Utica High School — have largely defined the First Amendment rights of America’s high school student media. Hear about their stories and find out what their cases mean to you today in defending your free press rights. Mike Hiestand, Zenger Consulting/Student Press Law Center, Ferndale, Wash.
2:30 p.m. Friday, C122 (85)

YEARBOOK
Group Therapy
Challenged by finding an approach to cover groups? Confused about how to handle inactive groups? Perplexed when an organization fails to fit into coverage plans? Join the group as it searches for the best therapies for these common challenges. Martha Akers, Loudoun Valley High School, Purcellville, Va.
2:30 p.m. Friday, C123 (220)

MAGAZINE, NEWSPAPER, ONLINE MEDIA
Getting Started on the Web
You’ve decided to take your publication online ... now what? This beginners session is designed for publication staffs ready to take the plunge and go online, as well as for those still just thinking about it. You’ll learn about options for designing and hosting your site, as well as tips for creating online content and for promoting your new site. Kristy Roschke, CJE, Sunrise Mountain High School, Peoria, Ariz.
2:30 p.m. Friday, C124 (170)

FEATURED SPEAKER, GENERAL AUDIENCE
From Story Conception to Completion
Learn a reporter’s perspective on stories. Where do new story ideas come from? How does social media work for reporters? What is it like to talk to families affected by tragedy? Be prepared for a Q-and-A session. Chad Carter, KPTV FoX 12, Beaverton, Ore.
2:30 p.m. Friday, Oregon Ballroom 202 (700)

FEATURED SPEAKER, GENERAL AUDIENCE
Sports Stories Your Readers Will Love
This session will provide insight into how to cover a losing team without seeming too negative, how to make feature stories on “minor” sports engaging and how to cover game stories and not make them seem like game stories — when you know that everyone already knows who won. Dwight Jaynes, Comcast Sportsnet/95.5 The Game, Portland, Ore.
2:30 p.m. Friday, Oregon Ballroom 203 (700)

PHOTOGRAPHY
The Best of the Best
Take a look at winners in last fall’s photography Write-off contests and discuss why they won. We’ll also talk about future contest categories for photographers such as a portrait category. We’ll also talk about metadata in electronic images. Bradley Wilson, CJE, North Carolina State University, Raleigh, N.C.
2:30 p.m. Friday, Oregon Ballroom 204 (700)

CONTEST
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 by the room entrance to receive a ticket and judging assignment.
6 p.m. Friday, Oregon Ballroom 201 (700)
8 a.m. Saturday, A109 (34)
Mark Murray, Arlington ISD, Arlington, Texas
ticket at registration area. Limit 34.)

your publication. Teachers/advisers only. (Get
class with skills to improve your photographs for
that will amaze your students. Walk out of the
ask in front of the students. Learn tips and tricks
Come ask those questions you don’t want to
don’t say cheese. Walk out of the
ask in front of the students. Learn tips and tricks
Come ask those questions you don’t want to

8 a.m. Saturday, A110 (80)

Reducing Your GPA
(Grading Pressure Anxiety)
A simple assignment — the Resource Book — can provide multiple resources for your publication and make grading easier. This session will show advisers how to take the stress out of grading and give staffs access to lots of story, photo and design ideas.

Charla Harris, Pleasant Grove High School, Texarkana, Texas

8 a.m. Saturday, B111 (70)

A Workshop Approach to Staff Organization
Presentation of a classroom-ready instructional program that has successfully rebuilt a journalism program fractured by lack of organization and a strained relationship with administration. Dunn will share strategies for introducing and maintaining an effective program, address obstacles she faced while implementing this model, and provide suggested adaptations to a variety of curricular requirements. Relevant materials provided.

Elizabeth Dunn and Kate Featherston, Hightstown High School, NJ

8 a.m. Saturday, B112 (105)

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.

8 a.m. Saturday, B115 (140)

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.

8 a.m. Saturday, B117 (105)

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 those newspaper, yearbook and broadcast shots that tell the story and engage the audience!

Wayne Dunn, CJE, Well Dunn Images, South Lebanon, Ohio

8 a.m. Saturday, B118 (70)

Leadership Development = Good Business
The business aspects of your publications offer opportunities to develop leaders, expand the make-up of your staff and expand your program. This presentation will show how one proven program works and offer a chance for new advisers to ask their questions about the business side of publications.

Gary Lindsay, MJE, John F. Kennedy High School, Cedar Rapids, Iowa

8 a.m. Saturday, B119 (80)

Take It to the Next Level
Ending the year on a strong note, earning your promotion, planning for next year and pushing

7:30 a.m.

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, C128 (20)

Typography: Beyond the Basics
Go beyond the typical basics of typography and learn how to truly communicate with type. You’ll learn about its history (and why that’s important), the proper type terminology and different systems you can use to solve problem in creative designs. You’ll see many examples of great typography from publications across the country.
Adam Slye, Herff Jones Yearbooks, Sacramento, Calif.

8 a.m. Saturday, A105 (170)

Using Social Networking to Sell Yearbooks
Facebook. Twitter. MySpace. Bebo. Jaiku. Are all of these sites making your head spin? Learn how to use these social networking sites to promote your publication to the next level; join us as we discuss actions you can take this semester and this summer to ensure your next year tops this one.
Christina Geabhart, CJE, Oak Park High School, Kansas City, Mo.

8 a.m. Saturday, B114 (140)

REVIVING UP YOUR PUBLICATION:
YEARS 1-3
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 preps. 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.
8 a.m. Saturday, C120 (80)

ADVISERS
Assess the Positive (with or without a journalism class)
New advisers will be challenged to face their responsibilities with positive approaches to achieve successful results through a general discussion of the dilemmas, processes and steady progress associated with stressful situations and creative actions. Groups will encounter typical problems and work in tandem to produce a list of strategies. Attention will be given to both course-related and non-course related programs.
Ron Bonadonna, CJE, Mays Landing, N.J.
8 a.m. Saturday, C121 (80)

YEARBOOK
Show Me the Money
Hate selling books? Some of you do. Want to sell more books? Of course. Then think like the professionals are doing and see how you might adapt them for your 2011 book.
Anita Marie Wertz, MJE, Cesar Chavez High School, Stockton, Calif.
8 a.m. Saturday, C122 (85)

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
8 a.m. Saturday, C124 (170)

ADVISERS
JEA 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, C125 (70)

ADVISERS
JEA Multicultural Commission Meeting
Commission members will meet to discuss special projects and goals for the upcoming year. If you would like to be part of this commission you are invited to attend.
Norma Kneese, MJE, Snake River High School, Blackfoot, Idaho
8 a.m. Saturday, C126 (60)

ADVISERS, MIDDLE SCHOOL
JEA Junior High/Middle School Commission Meeting
Join with other junior high/middle school journalism advisers. Share ideas to meet the needs of these young journalists and increase membership.
Anita Marie Wertz, MJE, Cesar Chavez High School, Stockton, Calif.
8 a.m. Saturday, C127 (15)

YEARBOOK
Design Quest
Find great ideas for your 2011 yearbook. This session will stimulate your thinking for next year. Where do the great yearbook designers get all those great ideas? Come see what the professionals are doing and see how you might adapt them for your 2011 book.
8 a.m. Saturday, Oregon Ballroom 201 (700)

YEARBOOK
Make ‘em Laugh, Make ‘em Cry
... But most of all, make an impact so readers will remember. If you want to build an innovative yearbook, sometimes all it takes to breathe new life into your year’s story is an innovative method for your coverage. So take a chance and throw out tired and trite copy. Be brave and open your minds. Let me suggest a plan for you and your staff to build a concept with coverage both you and your audience can appreciate.
Linda Ballew, Great Falls High School, Great Falls, Mont.
8 a.m. Saturday, Oregon Ballroom 202 (700)

NEWSPAPER
90 in 45
You’ll get 90 page designs and story ideas in 45 minutes in a slick and fast-paced PowerPoint presentation. Come ready to go home with some creative ideas and ways to display them.
Jim McGonnell, Findlay High School, Findlay, Ohio
8 a.m. Saturday, Oregon Ballroom 203 (700)

YEARBOOK
Everyone’s a Critic
Moving your book forward means mastering the critique process. Much like copy should be edited and re-edited, so should the entire spread. Come learn tips and strategies for editing your pages from the time the spread is brainstormed until it is submitted.
Chad Rummel, CJE, Oakton High School, Vienna, Va.
9 a.m. Saturday, A106 (220)

ADVISERS, ADMINISTRATORS
The At-risk Adviser
Examine the profile of the journalism advisers most at risk of quitting journalism (and teaching). Take part in a discussion of how to best support them in their practice so they stay in the profession.
Steve O’Donoghue, California Scholastic Journalism Initiative, Sacramento, Calif.
9 a.m. Saturday, B110 (80)
ADVISERS, ADMINISTRATORS

Why Consider JEA Certification?
Advisers can demonstrate their professionalism by earning Certified Journalism Educator status and even become Master Journalism Educator. This session tells how JEA certification works and how advisers can gain their CJE or MJE. Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo. 9 a.m. Saturday, B111 (70)

NEWSPAPER

Following a Sports Beat
Learn how to bring a team to life in the newspaper by following a beat. Of particular note will be what to cover other than just the most recent game, and how to be an objective reporter who isn’t viewed as a hometown fan with an obvious slant. Zachariah Blott, EmptyTheBench.com/Reed College, Portland, Ore. 9 a.m. Saturday, B112 (105)

NEWSPAPER

Diversify Your Publication: Publish in Spanish
School populations are constantly changing, which means the school newspaper audience is also changing. Come to this session to hear from two advisers whose students decided to publish in Spanish in order to reach their rising Hispanic populations. They’ll explain why they made the decisions they did and how they went about making those decisions. They’ll also get into the logistics of how to write and edit in a language other than English and still maintain journalistic standards (and AP style). Karen Barrett, MJE, Wheeling High School, Wheeling, Ill., and Stan Zoller, MJE, Rolling Meadows High School, Rolling Meadows, Ill. 9 a.m. Saturday, B118 (80)

FEATURED SPEAKER, GENERAL AUDIENCE

So, Is Journalism the Right Major?
If “we are all journalists now” why go to journalism school? Meet with a journalism dean and member of the Accrediting Council for Education in Journalism and Mass Communication to talk about college and university journalism programs and the questions you should be asking as you consider college choices. Tim Gleason, School of Journalism and Communication, Eugene, Ore. 9 a.m. Saturday, B115 (140)

BOOK SIGNING

Meet the Author/Book Signing: Dave LaBelle
Dave LaBelle, author of “The Great Picture Hunt 2” and “I Don’t Want to Know All The Technical Stuff... I Just Want to Shoot Pictures,” will talk to convention delegates about photography and sign copies of his books outside the JEA Bookstore. Dave LaBelle, Lookout Mountain, Ga. 9 a.m. Saturday, B116 Foyer

YEARBOOK

Get Focused
This is not a photography session. It is not a session on how to cope with ADHD. Learn to better serve your student body by knowing their wants and needs. This session will lead you through the steps of organizing and facilitating focus groups. Come ready to participate. (Limited to 100 participants) Judi Coolidge, Taylor Publishing Co., Avon Lake, Ohio, and Mike Taylor, Taylor Publishing Co., Dallas, Texas 9 a.m. Saturday, B117 (105)

YEARBOOK, NEWSPAPER, ADVISERS

The Writing Lab
Think of this presentation as a greatest hits of three writing presentations. Style Imitation will help you practice writing through imitation and repetition. The 12-Step Program is all about reporting. Rehabilitate your writing by coming to the realization that yearbook and newspaper writing is about reporting first and writing second. Piece of Pie will give beginning writers a formula to create professional feature copy. Lots of handouts. Dan Austin, Casa Roble High School, Orangevale, Calif., and Pete LeBlanc, Antelope High School, Antelope, Calif. 9 a.m. Saturday, B118 (70)

YEARBOOK

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 9 a.m. Saturday, B119 (80)

YEARBOOK, MIDDLE SCHOOL

Size 7 Shoes, Size 9 Feet
Middle school yearbook can be tough. Working with a smaller size book and younger students presents some unique challenges. Come learn strategies for creating a great size 7 book and also find out how to build your middle school or junior high program to compete with the “big boys.” We will also have some ideas for beginning high school students who want to step up next year. Jed Palmer, Sierra Middle School, Parker, Colo. 9 a.m. Saturday, C120 (80)

NEWSPAPER, YEARBOOK, ADVISERS

Wish I Had Known ...
In this session the presenter will share things she wishes she had known when she was a new adviser. Knowing some tricks, some do’s and don’ts, will help you and your staff produce a more professional product. Ellen Kersey, CJE, Corban College, Salem, Ore. 9 a.m. Saturday, C121 (80)

LAW/ETHICS

Law and Ethics in the Digital Era
You’re expanding your student media, adding Web sites, multimedia and broadcast. Do the same legal principles apply to the “new media” as they do to print or broadcast alone? Find out in this session of information and question-answer with Knight Chair for Scholastic Journalism Mark Goodman and JEA Scholastic Press Rights chairman John Bowen. John Bowen, MJE, and Mark Goodman, Kent State University, Kent, Ohio 9 a.m. Saturday, C122 (85)

GENERAL AUDIENCE

5 Steps of Revision
Feedback leads a student through the editing process to create a stronger piece, but the load of grading can interfere with the efficiency. These five steps of revision keep feedback immediate and monitored. We’ll go through the process step by step. Lori Oglesbee-Petter, McKinney High School, McKinney, Texas 9 a.m. Saturday, C123 (220)

BROADCAST

Perfect Packaging for Your Story
Want to give your audience a great variety of formats in your story packages? This session will cover effective structures for packages that can set your show apart from the crowd. Stock your editing toolbox with proven, flexible editing structures your viewers will love. The session will cover technical issues, audience consideration, and relative strengths and weaknesses of structures you can use — tomorrow. John Forsyth, Waynesville High School, Waynesville, Mo. 9 a.m. Saturday, C124 (170)

ADVISERS, ONLINE MEDIA

2020 Vision: Teaching the New High School Media
What do we want student press to look like in 10 years? Join DNJF Journalism Teacher of the Year Paul Kandell in exploring the values, technology and sense of purpose we need to embrace to navigate the next decade in scholastic journalism. Paul Kandell, Palo Alto Senior High School, Palo Alto, Calif. 9 a.m. Saturday, C125 (70)

ASSOCIATION DIRECTORS, OFFICERS

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. Dodg, MJE, University of Florida, Gainesville, Fla. 9 a.m. Saturday, C126 (60)
JEA ADVISERS

Scholastic Journalism Week Meeting
A member of the SJW committee, or wanna be? Stop by this session and help plan activities for the annual Scholastic Journalism Week, the last full week in February. New advisers, veteran advisers and anyone in the middle is welcome. This is your chance to get involved with JEA!
Tom Gayda, MJE, North Central High School, Indianapolis, Ind.
9 a.m. Saturday, C127 (15)

ADVISORS, ADMINISTRATORS
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 Journalistic Approach (now approved through the Advanced Placement Audit) brings real experience into the academic setting. Meet with teachers who will share JWW activities and answer your questions.
Carol Lange, CJE, Reston, Va., and Valerie Kibler, CJE, Harrisonburg High School, Harrisonburg, Va.
9 a.m. Saturday, C128 (20)

YEARBOOK
Better, By Design
These principles of design make the difference between good yearbooks and great ones. See how knowing what subtle changes to make can create a drastically different look in terms of sophistication and polish.
9 a.m. Saturday, Oregon Ballroom 201 (700)

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 while on assignment. Step out from behind that shadow and assume your true identity.
Deanne Brown and Cindy Todd, Westlake High School, Austin, Texas
9 a.m. Saturday, Oregon Ballroom 202 (700)

PHOTOGRAPHY
Photojournalism ‘Rules’
If you have ever taken that “perfect” picture only to find that it is grainy and out of focus, then this session is for you. You will not only learn the rules of composition, but how your camera (or any camera) actually works. Even if you have never taken a photography class before, this session will help you improve your photography skills.
Kathy Daly, Denver, Colo.
9 a.m. Saturday, Oregon Ballroom 203 (700)

10 a.m. Saturday, Oregon Ballroom 207 (110)

YEARBOOK
Real. Good.
The goodness of memorable storytelling lies in real time, real people and real stories. Daily reporting and other chronological considerations best guarantee that no coverage opportunity eludes your publications staff. Covering a diversity of individuals and groups results in balanced coverage of the masses in a highly personalized way.
John Cutsinger, Jossens, Ocoee, Fla.; Casey Nichols, CJE, Rocklin High School, Rocklin, Calif., and Marci Pieper, St. Charles West High School, St. Charles, Mo.
10 a.m. Saturday, A105 (170)

GENERAL AUDIENCE
The Pacemaker
Since 1927, the Pacemaker has been the highest honor NSPA gives to its members and one of the top honors in scholastic journalism. See a collection of the finest publications in the country and how they are setting trends. We can’t promise you a Pacemaker after attending this session, but you should leave inspired and with a few new ideas to implement in your publication.
Logan Aimeone, MJE, National Scholastic Press Association, Minneapolis, Minn.
10 a.m. Saturday, A106 (220)

COMPUTER TECHNOLOGY, PHOTOGRAPHY, YEARBOOK
Adobe’s Best Kept Secret: Bridge and Lightroom
This session will examine the Adobe Bridge program and how it can help staffs get images under control. Bridge allows staffs to fully edit images for exposure, white balance, “vibrance” and sharpness, all without ever having to launch Photoshop. Also, Bridge allows the staff to manage digital files with a great deal of ease. We will also touch base on Adobe Lightroom, as the two are cousins. (Get ticket at registration area. Limit 34.)
Eric Manto, Walsworth Publishing Co., Prosper, Texas
10 a.m. Saturday, A109 (34)

GENERAL AUDIENCE
Maestro Wrap-Up
Students who participated in Thursday’s maestro project are invited to this special session to review the results of their efforts.
Jill Chittum, CJE, Blue Valley High School, Stilwell, Kan., and Amy DeVault, Wichita State University, Wichita, Kan.
10 a.m. Saturday, B110 (80)

ADVISERS
What You Need to Know to be Certified: Managing Student Media
Planning to take the CJE test? Considering it? Or just wanting to be more familiar with the management aspects of your role as student media advisor? This jam-packed session is for you. We’ll examine advertising, finances, production/time management, staff management and professional resources. In addition we’ll discuss staff relationships as well as building relationships with your printer, administration, faculty and community.
Kim Green, MJE, Columbus North High School, Columbus, Ind.
10 a.m. Saturday, B111 (70)

NEWSPAPER
Writing an Entertainment Critique/Review
We will examine how to write fair music and movie reviews that are informative, interesting, and avoid the common “best ever”/“worst ever” problem that accompanies many high school critiques.
Zachariah Blott, EmptyTheBench.com/Reed College, Portland, Ore.
10 a.m. Saturday, B112 (105)

GENERAL AUDIENCE, CONVERGENT MEDIA
Managing Multiple Media
Times are changing in the world of scholastic media, and it is becoming a struggle to balance print and online editions. This session will show how one staff manages a Web site with daily updates and a print edition several times a year. You can stretch across multiple platforms with ease. Come and find out how.
Tom Gayda, MJE, Sam Alderfer and Andrew Perrin, North Central High School, Indianapolis, Ind.
10 a.m. Saturday, B114 (140)

NEWSPAPER, YEARBOOK, ADVISERS
The Redesign Retreat
Never quite managed to accomplish a complete redesign? A retreat to the mountain top with your returning staff members may be just what your publication needs to sort out the complexities of a redesign and to prepare for the coming year. The presenter will focus on the process his newspaper students have used to redesign and get organized in fun, productive, four-day summer retreats.
Steve Maston, MJE, Charles Wright Academy, Tacoma, Wash.
10 a.m. Saturday, B115 (140)

YEARBOOK
We’ve Got You Covered
Is this an empty promise? Have you pushed coverage to its limits by consciously covering the before, during and after of activities, events and athletic contests? Bring a pencil and we will walk you through a tried-and-true method of extracting the most coverage opportunities from anything that happens at school.
Judi Coolidge, Taylor Publishing Co., Avon Lake, Ohio, and Marilyn Scoggins, Taylor Publishing Co., Dallas, Texas
10 a.m. Saturday, B117 (105)

GENERAL AUDIENCE
Taking Control of the Interview
Beginning and advanced reporters may find this session helpful in terms of how far to trust your sources but also let the sources tell the story
and not the reporter. Adviser and editors plan to
discuss the intricacies of reporting in terms of the
importance of the interview, especially in terms of
what to do if the interview answers don’t add up.
Sandra Coyer, MJE, Puyallup High School, Puyallup, Wash.
10 a.m. Saturday, B118 (70)

ONLINE MEDIA
Pushing the Envelope in Web Journalism
Student editors from some of the Pacemaker-
winning journalism Web sites join each other in a
panel discussion about their shared (and divergent)
visions, common problems and solutions.
Paul Kandell, Palo Alto High School, Palo Alto, Calif.
10 a.m. Saturday, B119 (80)

NEWSPAPER, YEARBOOK
Through the Readers’ Eyes
Today’s students lead fast-paced lives. They suffer
from information overload. Flashy Web sites,
slick magazines, action-packed video games and
movies compete for their attention. Given the
situation, publication staffs need to take a serious
look at their publications from the readers’ point
of view. Are our newspapers and yearbooks as
reader-friendly as they could be? Are they written
and designed to compete for the attention of
our selective, reluctant readers? Come explore a
number of writing and design techniques that can
help turn students into readers.
Brenda Gorsuch, MJE, West Henderson High School,
Hendersonville, N.C.
10 a.m. Saturday, C120 (80)

ADVISERS, NEWSPAPER
The Team Bonded, and
Everyone Worked Hard
Trite and generic — terms that could be applied
to many of our high school newspaper articles.
Learn some tricks for preventing the boring, the
mundane, the insipid AND the redundant.
Ellen Kersey, CJE, Corban College, Salem, Ore.
10 a.m. Saturday, C121 (80)

LAW/ETHICS, GENERAL AUDIENCE, NEWSPAPER
Fighting Back:
Taking on Censorship
After a year of controversial stories, the school
district administration planned to censor The
Spokesman, 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 and the
SPLC fought to save The Spokesman in a hands-on
seminar presented in the context of the SPLC’s
Censorship Checklist.
Mike Hiestand, Zenger Consulting/Student Press
Law Center, Ferndale, Wash.; Henry Rome, Princeton
University, Princeton, N.J.; Elizabeth Bravacos and
Meghan Morris, Conestoga High School, Berwyn, Pa.
10 a.m. Saturday, C122 (85)

YEARBOOK
Top Advisers Discuss
Yearbook Trends
Join a panel of top honorees in JEA’s 2009 National
Yearbook Adviser of the Year competition for a
far-reaching discussion and Q-and-A session.
Lori Oglesee-Petter, CJE, McKinney High School,
McKinney, Texas; Linda Drake, CJE, Chase County High
School, Cottonwood Falls, Kan.; Carrie Faust, MJE;
Smoky Hill High School, Aurora, Colo.; Chad Rummel,
CJE, Oakton High School, Vienna, Va.; and Nancy Y.
Smith, MJE, Lafayette High School, Wildwood, Mo.
10 a.m. Saturday, C123 (220)

NEWSPAPER, YEARBOOK
Readers are Hungry for Great Narratives
It’s easy to get caught up in the excitement of new
technologies of tweets and podcasts and flash
videos, but one of the glories of journalism is the
writing that helps readers understand their world a
bit better. That touches the hearts of readers. That
lets readers lose themselves in a great story. This
session offers examples of great narratives in all
shapes and sizes and provides a few hints on how
you can reeducate yourself to narrative writing.
Jack Kennedy, MJE, Rock Canyon High School,
Highlands Ranch, Colo.
10 a.m. Saturday, C124 (170)

BROADCAST
Get Jobs and Grants to Fund
Your Broadcast Program
Aerial shoots, underwater photography and
rifl e match video packages are all in their
portfolios. The presenters will share projects
that challenged their video, interviewing and
feature production skills as they raised money
for their broadcast program.
Michael Riley, CJE, Cody High School, Cody, Wyo., and
B. Reavis, University of Wyoming, Laramie, Wyo.
10 a.m. Saturday, C125 (70)

ADVISERS
JEA Nominations
Committee Meeting
Committee members will meet to discuss
potential candidates for the 2011 JEA board
election. If you would like to know more about
running for JEA office, please stop by and make
your interest known.
Lori Eastman, Metropolitan State College of Denver,
Denver, Colo.
10 a.m. Saturday, C127 (15)

ADVISERS
Write It. Track It. Own It.
Do your journalism students make the same
writing mistakes repeatedly? Help them identify
targeted writing skills designed to encourage
improvement and ownership of writing. Please
bring a sample of your own writing to use in this
writer’s workshop.
Javonna Bass, CJE, McKinney Boyd High School,
McKinney, Texas
10 a.m. Saturday, C128 (20)

YEARBOOK
20 Ways to Make Your
Yearbook Amazing
We’ll start with 10 years to make your yearbook
great … and then we’ll talk about another 10
considerations for raising the bar even more.
You’ll see hundreds of examples from coast to
cost as well as learn some speciﬁc guidelines
that will help you set your book apart.
Ann Akers, MJE, Herff Jones, Charlotte, N.C., and
Paul Ender, Palm Springs, Calif.
10 a.m. Saturday, Oregon Ballroom 201 (700)

PHOTOGRAPHY
Capture the Moment
Examine the importance of strong composition in
capturing yearbook photos that will tell a
story and elicit an emotional response. Learn the
importance of angles, rules of thirds, selective
focus, leading lines, framing, lighting, and other
forms of composition. Examples of high school
photography will be shared. There will be a
drawing for a free Nikon digital camera.
Scott Stalcup, Taylor Publishing Co., Lake Oswego, Ore.
10 a.m. Saturday, Oregon Ballroom 202 (700)

GENERAL AUDIENCE
What’s the Alternative?
Alternative copy can help student journalists
find new ways to connect with their readers.
This session will explore the possibilities of
communicating through alternative copy
formats. Be prepared to participate!
Kathy Daly, Denver, Colo.
11 a.m. Saturday, Oregon Ballroom 203 (700)

YEARBOOK, BUSINESS/ADVERTISING
It’s All in the Opening
Any professional advertiser knows concept copy
must be created that fits the message — and so
should a good yearbook staff. Yet many staffs
struggle in this area, writing the same, stale
narrative that has driven the yearbook medium
for decades. Come see how professionals
thoughtfully marry copy to concept and come
away with some learnable, knowable techniques
that have helped leading yearbook staffs go
beyond the narrative.
Dan Austin, Casa Roble High School, Orangevale,
Calif., and Pete LeBlanc, Center High School,
Antelope, Calif.
11 a.m. Saturday, A105 (170)

GENERAL AUDIENCE
Print, Pixels and People
Whether your platform is printed on paper or
composed of pixels, the root of your coverage is
people. You’ll learn some important facts about
your audience and leave with a list of tips for
how you can improve what you do regardless of
how you deliver the content.
Logan Aimon, MJE, National Scholastic Press
Association, Minneapolis, Minn.
11 a.m. Saturday, A106 (220)
ONLINE MEDIA, NEWSPAPER

The World is Your Workspace
Use Web sites like Twitter, Facebook and Blogger to enhance and extend your newsroom outside the classroom. Have the opportunity to practice getting your point across in 140 characters or less to ensure a deadline is met. (Get ticket at registration area. Limit 34.)
Starr Sackstein, CJE, World Journalism Preparatory School, Flushing, N.Y.
11 a.m. Saturday, A109 (34)

ONLINE MEDIA, NEWSPAPER, YEARBOOK

Jump On In, the Water's Fine
You've probably heard your colleagues or other staffs talking about using Facebook and Twitter with their newspaper and yearbook staffs. It can be scary, especially if your district has strict policies governing social networking sites and usage. Come to this session to learn what The Tiger Print staff has done, and share ideas of your own. We'll talk about how we set up cross-promotional ideas using Twitter and Facebook, and gathering story ideas. The session will follow a roundtable format, after a brief introduction to what we've done. Bring your ideas and questions!
Jill Chittum, CJE, Blue Valley High School, Stilwell, Kan.
11 a.m. Saturday, B110 (80)

ADVISERS
What You Need to Know to be 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.
Sarah Nichols, MJE, Whitney High School, Rocklin, Calif.
11 a.m. Saturday, B111 (70)

GENERAL AUDIENCE

Uber-Motivator Tips
Feel overwhelmed? Unappreciated? Stressed? Come to this session and learn tips to motivate the unwilling to do the impossible for the ungrateful. A veteran presents anecdotes from real life. Laugh, cry and leave armed to fight the battle. Appropriate for advisers and editors of all publications.
Mary Kay Downes, MJE, Chantilly High School, Chantilly, Va.
11 a.m. Saturday, B112 (105)

GENERAL AUDIENCE

How to Keep Your Chickens Laughing
In this great and ever-so-fun session, you will learn about team building for all of those stressful deadline nights. There will be demonstrations and handouts on all of the great ways to bring up the staff morale, all while incorporating chickens. Attending this session will help guarantee a fun and stress-free year.
Becky Lucas Tate, CJE, Shawnee Mission North High School, Overland Park, Kan.
11 a.m. Saturday, B113 (170)

LAW/ETHICS

Open Forum on Press Rights
Members of JEA’s Scholastic Press Rights Commission will field questions and discuss issues with students and advisers on everything from print press rights to those on the Internet.
John Bowen, MJE, Kent State University, Kent, Ohio, and members of JEA’s Scholastic Press Rights Commission
11 a.m. Saturday, B114 (140)

NEWSPAPER

Newsworthiness: 11 Keys to Knowing What is News
Every issue editors must ask themselves what goes in the newspaper and what gets left out. How does one decide? What if reporters, editors and an adviser all disagree? When you learn the news values that guide journalists in such decisions, the answers to these questions become clearer and a staff can work toward commonly shared goals. We also will discuss some practical policies for making news decisions, such as editorial policies, a decision-making flow chart, and ways press law impacts one’s decision on what to include.
Steve Matson, MJE, Charles Wright Academy, Tacoma, Wash.
11 a.m. Saturday, B115 (140)

YEARBOOK

Inspiration
Take a deep breath because it is true. There is nothing new. The components of magazine, brochure, billboard, web designs are outfitted with snazzy 2010 veneers and repurposed for your yearbook spreads. Great design is all about inspiration and adaptation. See how it is done. Jeff Moffitt, CJE, Olympia High School, Orlando, Fla., and Mike Taylor, Taylor Publishing Co., Dallas, Texas
11 a.m. Saturday, B117 (105)

ADVISERS

Calling the Shots: Developing Strong Student Editorial Leadership
Strong student editors don’t just happen; they are developed by advisers willing to give them the freedom and support to become critical thinkers, thoughtful decision-makers and careful editors. Come discover some ideas on how to move from publications control freak to supportive coach.
Nancy Freeman, MJE, Clayton High School, Clayton, Mo.
11 a.m. Saturday, B118 (70)

PHOTOGRAPHY, ONLINE MEDIA

Soundslides: How and Why
Soundslides is a unique program that does one thing and does it very well: It allows photographers to combine their still images with audio for an online presentation. These presentations can be used for everything from spot news to game coverage to an individual’s portfolio.
Bradley Wilson, CJE, North Carolina State University, Raleigh, N.C.
11 a.m. Saturday, B119 (80)

YEARBOOK, ONLINE MEDIA, BUSINESS/ADVERTISING

Turn your Facebook Fans into Cash and Coverage
Yearbook should be on the minds of your readers all year long, and there’s no better way to do that than using social media. Learn tricks for increasing sales and communicate with your school.
Chad Rummel, CJE, Oakton High School, Vienna, Va.
11 a.m. Saturday, C120 (80)

ADVISERS

The Organized Adviser
This session is geared toward new yearbook advisers who would like tips on how to organize photographers, weekly staff progress and fundraisers. Learn how to control the stress and deadlines with organizations.
Joy Lessard, Ellensburg High School, Ellensburg, Wash.
11 a.m. Saturday, C121 (80)

GENERAL AUDIENCE

Living with Prior Review/Restraint
Your district or building administration have determined the most efficient way to manage student publications is to oversee “correct” content, leaving you with the feeling you are working for the school district rather than your fellow students. This session, led by student editors, their advisers and their principal, will explore ways to build rapport — not antagonism — to encourage responsible student control of content. Administrators are welcome.
Scott Brittain, Kay Lacey, and students, Gov. John R. Rogers High School, Puyallup, Wash.
11 a.m. Saturday, C122 (85)

NEWSPAPER, YEARBOOK

Is In-depth Journalism Dead?
How do you cover controversial, edgy, important stories so well that you won’t be disciplined and your adviser won’t be fired? Attend this session to find out. Included nuggets such as generating story ideas, how to do the reporting, and what kind of graphic elements, including photo illustrations, help pull the whole thing together. If you want to publish the kinds of significant stories that will help set the agenda on your campus and in your community, this is the session for you.
Karl Grubaugh, CJE, Granite Bay High School, Granite Bay, Calif.
11 a.m. Saturday, C123 (220)

NEWSPAPER

Change the World a Bit Next Issue
Great newspapers provide strong editorial leadership for their communities. This session will focus on persuasive techniques you can use next month to advocate for changes big and small in your school, and will include examples from high
school papers across the nation. We may not be able to fix everything in one editorial, but we can inspire conversations, make recommendations and get things moving — and we can do it in the time we have left this school year.

Jack Kennedy, MJE, Rock Canyon High School, Highlands Ranch, Colo.
11 a.m. Saturday, C124 (170)

ONLINE MEDIA

Why Students Should Think ‘Online’ First
Have a student newspaper? Maybe a yearbook? What about a Web site? If your site is more “cobweb” than Web 2.0, spend some time with us. We’ll give you insights and ideas on how to charge up your staff to better prepare for the workplace. You might hear that “newspapers are dying” — but that doesn’t mean journalism is. We’ll talk about changing production workflow, how to figure out social media — and how to monetize your effort.

Donald Day, KTVB, Boise, Idaho
11 a.m. Saturday, C125 (70)

GENERAL AUDIENCE

Will Work for Food!
Learn how to make money from your superior knowledge of spelling, grammar and homonyms in the real world.

Konnie Krislock, Orange County High School of the Arts, Santa Ana, Calif.
11 a.m. Saturday, C126 (60)

ADVISERS

JEA Awards Committee Meeting
Committee members will meet to review the JEA awards program.

Linda Drake, CJE, Chase County High School, Cottonwood Falls, Kan.
11 a.m. Saturday, C127 (15)

ADVISERS

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

Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo., and Jim Streisel, MJE, Carmel High School, Carmel, Ind.
11 a.m. Saturday, C128 (20)

PHOTOGRAPHY

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

C. Dow Tate, Shawnee Mission East High School, Shawnee Mission, Kan.
11 a.m. Saturday, Oregon Ballroom 201 (700)

YEARBOOK

Confessions of a Font Fanatic
Put an end to font abuse. Learn enough typography basics to help you make the best use of your fonts. You’ll also see the seven-step recovery program for fontoholics.

11 a.m. Saturday, Oregon Ballroom 202 (700)

MAGAZINE, NEWSPAPER, YEARBOOK

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

Tom Gaida, MJE, North Central High School, Indianapolis, Ind., and Kathy Habiger, CJE, Mill Valley High School, Shawnee, Kan.
11 a.m. Saturday, Oregon Ballroom 203 (700)

ONLINE MEDIA, NEWSPAPER

Online Student Journalism of the Future
As more and more school publications publish content on the Web, student-produced articles and videos are now accessible all around the world. Learn about a new initiative to help student publications and journalists collaborate and network on a national level. With your help, we may as well create the next New York Times targeted to high school and college students.

Noon Saturday, A105 (170)

PHOTOGRAPHY

Mimicking Your Photographic Hero
Now that you have mastered the mumbo-jumbo of shutter speed, aperture and ISO, you can start to establish a photography style. You can start to make your photos look unique to you rather than blending in with every other photographer on staff, or in the world. But first, you should find a muse, a photographic hero to mimic. This session will get you started on becoming a distinctive photographer.

Eric Thomas, Saint Teresa’s Academy, Kansas City, Mo.
Noon Saturday, A106 (220)

COMPUTER TECHNOLOGY, PHOTOGRAPHY, YEARBOOK

Adobe’s Best Kept Secret: Bridge and Lightroom (Repeat)
We will spend the session examining the Adobe Bridge program and how it can help staffs get their images under control. Bridge allows the staff to fully edit images for exposure, white balance, “vibrance” and even sharpness, all without ever having to launch Photoshop. Additionally, Bridge allows the staff to manage their digital files with a great deal of ease. We will also touch base on Adobe Lightroom, as the two are cousins.

Eric Manto, Walsworth Publishing Co., Prosper, Texas
Noon Saturday, A109 (34)

YEARBOOK

Yearbook Designs That Work
In this session, students will learn effective design principles to picture many people, while keeping a clean design.

Stephanie Mikulis, Kansas State University, Manhattan, Kan.
Noon Saturday, B110 (80)

NEWSPAPER

Comic Sans or Comic Serif? Neither.
Learn to enhance the look of your newspaper or news magazine by choosing better fonts, knowing the time and place for strokes, and using color thoughtfully. Your newspaper does not have to look boring.

Phoebe Unterman, Shawnee Mission East High School, Prairie Village, Kan.
Noon Saturday, B111 (70)

BUSINESS/ADVERTISING

How to Make the Big Bucks
Get the winning attitude for sales of your yearbook, newspaper and magazine. Learn to sell advertising and raise the big bucks. This fun, educational session that give your staff the confidence to win.

Noon Saturday, B112 (105)

YEARBOOK

Color Use and Abuse
In this world of all-color yearbooks, learn strategies for using process color to accent the visual and verbal story rather than painting your pages with color.

Jeff Fleischman, Ralston Valley High School, Arvada, Colo., and Dana Weiss, Jostens, Windsor, Colo.
Noon Saturday, B113 (170)

ADVISERS, YEARBOOK

What Could Go Wrong Usually Does
In eight years of advising, just about everything that could go wrong with a yearbook has
gone wrong with ours. We’ve had outrageous misprints, people threatening to sue, have even been called down to the county office for questionable material. The good news is that through it all, we’ve come out still alive, still kicking and still creating a good product. You learn from your mistakes. We want to share this and give some good advice.

Mary Blevins and Deborah Grund, Dr. Phillips High School, Orlando, Fla.
Noon Saturday, B114 (140)

NEWSPAPER
Eliminate Editorializing from Feature Writing
Great feature stories have great description. Too often, writers equate great description with a lot of adverbs and adjectives. Come to this session to learn how to eliminate the weak, editorialized, telling descriptions and replace them with imagery that will bring tears to your readers’ eyes.

Karen Barrett, MJE, Wheeling High School, Wheeling, Ill.
Noon Saturday, B115 (140)

BROADCAST
Painting with Light
Learn the basics and more about using light to create great looking interviews and b-roll shots. You’ll learn when to use an on-camera light and how to use one, two or three lights for the best effect. Demonstration and hands-on, so bring your gear if you have questions and be prepared to learn or be lit up (the presenters will look for “volunteers” to sit in the hot seat).

Cyndy Green, MJE, McNair High School, Stockton, Calif., and Kathleen Newell, Sacramento, Calif.
Noon Saturday, B117 (105)

NEWSPAPER, YEARBOOK
Write, Rinse, Repeat
In this session students will learn about the differences between editing and revising. They will also learn the techniques and steps in a true revision process.

Anna Kearns, Kansas State University, Manhattan, Kan.
Noon Saturday, B118 (70)

ADVISERS, LAW/ETHICS
Advisers: A Legal Survival Guide
Student media advisers may have the toughest — and riskiest — job in high school. As both an advocate for your students and a school employee, things can get pretty complicated. This advisers-only session will provide practical strategies and legal guidance to help you walk the fine line. (Your trusted student editors can also benefit from this information and are invited.)

Mike Hiestand, Zenger Consulting/Student Press Law Center, Ferndale, Wash.
Noon Saturday, B119 (80)

NEWSPAPER, YEARBOOK
typoGRAPHIC
Explore the history, functionality and current trends of typography design. From Times New Roman to Chantilly and that dreaded Comic Sans, this session will bring out the font in you. Learn how to choose what font families fit your publication best and how to properly use specialty fonts in design.

Melissa Taylor, Kansas State University, Manhattan, Kan.
Noon Saturday, C120 (80)

LAW/ETHICS
Expanded Press Rights and Your Newsroom
Are there things you want to report on in your school media that you are afraid to cover because of the threat of censorship? Learn how Oregon’s Expanded Press Law can help return your right to control content. Oregon students and advisers will explain the freedoms the law gives Oregon student journalists and will give tips on how to encourage your legislators to consider such a law in your state.

Lydia Laurance and Keith Allen, Century High School, Hillsboro, Ore., and Sarah Allen, University of Oregon, Eugene, Ore.
Noon Saturday, C122 (85)

NEWSPAPER
Dancing on the Edge of the Cliff
How do you cover controversial, edgy, important stories so well you won’t be disciplined and your adviser won’t be fired? Attend this session to find out. Nuggets discussed include generating story ideas, how to do the reporting, and what kind of graphic elements, including photo illustrations, help pull the whole thing together. If you want to publish the kinds of significant stories that will help set the agenda on your campus and in your community, this is the session for you.

Kari Grubaugh, CJE, Granite Bay High School, Granite Bay, Calif.
Noon Saturday, C123 (220)

PHOTOGRAPHY
Four Levels of Photography
Take your photographs to the next level and strive for better content in your pictures. What level of photography do you have in your newspaper or yearbook? Learn how to categorize your pictures so you know what it will take to be a better photographer and have better publications.

Kelly Glasscock, Andover High School, Andover, Kan.
Noon Saturday, C124 (170)

ONLINE MEDIA
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. (Get ticket at registration area. Limit 34.)

David Studinski, mtvU College Media Network, New York, N.Y.
1 p.m. Saturday, A106 (220)

YEARBOOK
Our Home Away From Home
This session teaches advisers and staffers how to create an environment they want to be in. It gives examples of how to make the work spaces more “homey” and yearbook enthused.

Kelly McLain, Jon Anchell, Sierra Hillinger, Shelby Lewis and Lacey Williams, Liberty High School, Hillsboro, Ore.
1 p.m. Saturday, A107 (170)

PHOTOGRAPHY
Photophabulous I
In this session, we’ll concentrate on getting great photos. Composition, positioning, storytelling and lens types will all be addressed. You don’t need a fancy camera to improve your photos. Be prepared for a lot of examples, good and bad. This is all about getting the pretty picture.

Kathy Habiger, MJE, Mill Valley High School, Shawnee, Kan., and Shawnee Mission West High School, Overland Park, Kan.
Noon Saturday, Oregon Ballroom 203 (700)

1 p.m.

ONLINE MEDIA
Thrive in the World of Web
Major print publications are collapsing and online media are thriving. Many conventional newspapers are struggling to present their content in a way that Internet viewers embrace. Learn how to take advantage of today’s Web 2.0 technologies and thrive in the world of Web. You will learn why producing and properly delivering online multimedia content is as important as publishing textual content.

1 p.m. Saturday, A105 (170)

WEBSITE
And We’re Live
Broadcasting live for your Web site is easier said than done. But with the right equipment, patience and extreme ambition, it can be accomplished. Learn everything that comes with a broadcast, from lighting to commentary to cleaning-up in this session.

Tim Shedor, Shawnee Mission East High School, Prairie Village, Kan.
Noon Saturday, C125 (70)

ONLINE MEDIA, BROADCAST
Get Your Publication Involved in Your Community
Newspapers and yearbooks have a special connection and opportunity to not just report in their communities, but be a part of them and improve them. Learn how two staffs have involved themselves not just in the coverage of their communities, but have done work that helps improve them.

Matthew Schott, Francis Howell Central H.S., St. Charles, Mo.
1 p.m. Saturday, B110 (80)
NEWSPAPER
Design So Cool It Will Make Your Eyes Bleed
Let's face it — contemporary readers and viewers have short attention spans. So how can you use standard design elements — text, headlines, cutlines, photos and graphics — in ways that will make the members of your audience really stop and pay attention? In this session, you'll see examples from the professional press, as well as from the scholastic press, that demonstrate how you can quickly and easily improve the quality of visual design in your own publications. Make their eyes bleed and their mouths water when they're consuming your content.
Joseph Mullen, Granite Bay High School, Granite Bay, Calif.
1 p.m. Saturday, B111 (70)

FEATURED SPEAKERS. GENERAL AUDIENCE
Voices Unheard:
Covering Communities of Color
Two reporters give you practical tips and advice on how to best cover communities of color. We'll help you generate enterprise and fresh story ideas as we explore how to avoid stereotypical traps reporters can fall into when covering diverse communities. Then we'll guide you through some of the best practices and approaches in reporting and writing these stories (as well as sharing tales of what didn't work for us.)
1 p.m. Saturday, B112 (105)

YEARBOOK
Book ‘em — Getting Everyone In
Walk away with at least 10 new ideas for getting more students in your yearbook. Learn how to cover diversity, develop student interest, plus increase interest and sales, all while keeping it from the scholastic press, that demonstrate how you can quickly and easily improve the quality of visual design in your own publications. Make their eyes bleed and their mouths water when they’re consuming your content.
Gregory Samples, Friesens Printing, Pembina, N.D.
1 p.m. Saturday, B113 (170)

LEADERSHIP. NEWSPAPER. YEARBOOK
Team Building to a Better Staff
Showing students how to use their natural talents to build a better team will allow individual staffs to grow as a learning community as they take ownership and pride in their publication.
Lauren Clodfelter, Jeffersonville High School, Jeffersonville, Ind.
1 p.m. Saturday, B114 (140)

YEARBOOK
Keeping the Enthusiasm Up
When deadlines loom, breaks are near, finals week is killing the class flow, what do you do? This session will offer ideas to keep students motivated and engaged in making the best book ever. A great session for students and advisers.
Mike Johnson, Walsworth Publishing Co, Northridge, Calif.
1 p.m. Saturday, B115 (140)

BROADCAST
Advanced Lighting
Move from the basics of using light to create great looking b-roll shots to using reflectors, two- and three-point lighting and light to mask identity. Get those exterior and special event coverage questions answered by two veteran videographers.
Cyndy Green, McNair High School, Stockton, Calif., and Kathleen Newell, Sacramento, Calif.
1 p.m. Saturday, B117 (105)

LAW/ETHICS
Using Freedom of Information Law
Knowing the basics of freedom of information law is a MUST for all journalists. Learn how you to use FOI laws (often as easy as sending a letter, making a phone call or clicking a mouse) to obtain facts about your school and community that can make for great stories.
Mike Hiestand, Zenger Consulting/Student Press Law Center, Ferndale, Wash.
1 p.m. Saturday, B119 (80)

GENERAL AUDIENCE
Writing 360: The Whole Process
In this session students will learn to get through each step of the story-writing process. From getting the story assignment, to having the interview and finally writing the story, students will learn the little details that make the story fresh and how to troubleshoot along the way.
Colleen Quinn, Kansas State University, Manhattan, Kan.
1 p.m. Saturday, C120 (80)

GENERAL AUDIENCE. LEADERSHIP
Secrets of Leadership and Team Building
Discover the secrets to motivating your staffs and getting everyone moving in the same direction. Find out how to problem solve and teach people to work together.
Caitlin Burns, Kansas State University, Manhattan, Kan.
1 p.m. Saturday, C122 (85)

PHOTOGRAPHY
Composition: The Photographer’s Toolbox
After mastering the technical aspects of how to use cameras, photographers need to know what they can do to make better pictures. Compositional rules are the tools photographers need to create better pictures for their newspaper or yearbook.
Kelly Glasscock, Andover High School, Andover, Kan.
1 p.m. Saturday, C124 (170)

PACKAGING
Backpack Journalism
Backpack journalism is one person armed with a camcorder, digital camera and a laptop getting closer to a story than a news crew ever got. As the broadcast news business gets more vertically integrated the skills necessary for backpack journalism are more essential than ever. I will teach you how you can report on a story in multiple formats all by yourself with these three tools.
Sean Kosednar, Kansas State University, Manhattan, Kan.
1 p.m. Saturday, C125 (70)

PHOTOGRAPHY
Great Photography is as Simple as TLC: Timing, Light and Composition
The “scales” of photographic education, these three core principles will make your photography better instantly.
Dave LaBelle, Lookout Mountain, Ga.
1 p.m. Saturday, Oregon Ballroom 201 (700)

PHOTOGRAPHY
Photophabulous II
This session will focus on photo assignment organization, file management, editing and photographer motivation. Share your ideas and procedures as you hear helpful advice on getting and staying organized and motivated within your photography department.
Kathy Habiger, MJE, Mill Valley High School, Shawnee, Kan., and Amy Morgan, MJE, Shawnee Mission West High School
1 p.m. Saturday, Oregon Ballroom 203 (700)

ONLINE MEDIA
Engaging Readers Through ‘The Social InterWebs’
Major companies are using emerging and social media to connect to their audiences, and your publication should too. Get some helpful hints for connecting with your school through Facebook, Twitter, the Web and more. You’ll also see a few sites that can make your newsroom more efficient and, just maybe, more fun.
David Studinski, mtvU College Media Network, New York, N.Y.
2:30 p.m. Saturday, A105 (170)

YEARBOOK
From Inspiration to Execution: Yearbook Theme
Do you want to learn how to take an abstract concept, a television ad and the Golden Globes Web site and make it into a yearbook? Watch the evolution of the 2010 Smoky Hill High School yearbook and learn how to apply the same ideas to your next book.
Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.
2:30 p.m. Saturday, A106 (220)

COMPUTER TECHNOLOGY. ONLINE MEDIA
A Crash Course in Interactive Graphics
Learn to use Adobe Flash to create interactive graphics and presentations for your online news site. We’ll begin with simple rollover buttons and...
move on to more complex, multi-part feature presentations. Leave with the code used in the session, a link to instructional videos that you can use to teach your staff, and a ton of ideas for how to use Flash to increase your site’s interactivity and make convergence a reality in your newsroom. (Get ticket at registration area. Limit 54.)

Michelle Balneo, Monta Vista High School, Cupertino, Calif.
2:30 p.m. Saturday, A109 (34)

YEARBOOK, NEWSPAPER
Writing Sports Stories That Don’t Suck
Covering sports in high school is rife with issues, and it’s one of the hardest things for your publication to do. Learn to make your sports stories interesting and engaging for your readers from a teacher who once was a working sports writer.
2:30 p.m. Saturday, B110 (80)

ADVISERS
What You Need to Know to Be Certified: Photojournalism
Whether you’re planning to take the CJE exam or just want to learn more about principles of photojournalism, this session is for you. Learn about the elements of composition, camera techniques, file formats, and photo management. We’ll also cover strategies for teaching these concepts to your students so they can become more proficient at presenting the visual side of the story.
Nancy Freeman, MJE, Clayton High School, Clayton, Mo.
2:30 p.m. Saturday, B111 (70)

YEARBOOK
How to Write Revealing Stories
Beautiful writing is only possible with great material. Learn to immerse yourself in a subject so you can surprise, amaze and move readers.
Inara Verzemnieks, Portland, Ore.
2:30 p.m. Saturday, B112 (105)

NEWSPAPER
When Average Isn’t Good Enough
Most high school newspapers do a great job writing average stories. Let’s take that average story and make it great. We will look at several different stories and what made them stand out.
Be prepared to share in this session.
Jeanne Acton, University Interscholastic League. Austin, Texas
2:30 p.m. Saturday, B113 (70)

GENERAL AUDIENCE
Feature Writing: Telling the Real Stories
Whether you’re writing for a newspaper, a feature magazine 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? This veteran adviser speaker has 33 years of experience and a wealth of ideas.
David Wallner, Madison, Wis.
2:30 p.m. Saturday, B114 (140)

GENERAL AUDIENCE, LEADERSHIP
Team Building That Builds a Team
Ever wonder how to really get your 30+ staff to all get along. Adviser and editors try to tackle this very problem in this session. Learn about traditions and procedures that will not only make your staff function better but build the sense of family you’ve been longing for.
Sandra Coyer, MJE, and Rebecca Harris, Puyallup High School, Puyallup, Wash.
2:30 p.m. Saturday, B115 (140)

BROADCAST
Shifting Gear
In the past decade we jumped into the digital revolution, which is now the status quo. New equipment has been creating compatibility issues with both the older and current computers and software. This workshop will give you a process to learn whether your aging systems can take on the new video formats. Also get the basics: what you need to get a video/broadcasting class started and what to do when you want to add on.
Cyndy Green, MJE, McNair High School, Stockton, Calif., and Kathleen Newell, Sacramento, Calif.
2:30 p.m. Saturday, B117 (105)

YEARBOOK
The Well-Rounded Yearbooker
Developing multiple personalities can actually be an advantage for editors, staffers and advisers who want to successfully survive the yearbook challenge. Take a no-so-serious look at what more than 30 yearbooking years have taught this former adviser about making the most of the experience.
2:30 p.m. Saturday, B118 (70)

ADVISERS, LAW/EThICS
Teaching Accountability: Basic Media Ethics
This session is for 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. Saturday, B119 (80)

YEARBOOK, ADVISERS
Making the Grade: Effective Yearbook Evaluation
One of the greatest challenges advisers face is establishing a comprehensive and effective strategy for student evaluation. From new to seasoned yearbook advisers, this session will provide curriculum materials to you with grading, organizing and planning. These techniques will not only help you adequately assess student performance, but also discover your students’ hidden talents and passions.
Tami Cash, Taylor Publishing Co., Lake Oswego, Ore.
2:30 p.m. Saturday, C120 (80)

PHOTOGRAPHY
Shoot Sports Like the Pros
Use these tips from the professionals to take your publication’s sports photography to the limit. Follow this adviser’s quest to become a member of the Sportsshooter online community.
2:30 p.m. Saturday, C122 (85)

YEARBOOK
Team Yearbook
When we decided to tackle a chronological book for the first time, our staff knew we needed to rethink our staff organization. Moving to a team approach has changed the way we do everything — the way we assign stories, tackle deadlines, motivate our staff and even decorate our room. Come to this session to learn how a team approach can help your staff.
Meghan Percival, CJE, McLean High School, McLean, Va.
2:30 p.m. Saturday, C123 (220)

ONLINE MEDIA, ADVISERS
Building the School Newsroom of the Future
As the physical structure of professional newsrooms change, so too should student news facilities. Hear how one school’s state-of-the-art new media center will embody principles of the Next Newsroom. If there’s construction
pending at your school, this session is for you.
Paul Kandell, Palo Alto Senior High School, Palo Alto, Calif.
2:30 p.m. Saturday, C125 (70)

ADVISERS

**Convention Wrap-Up**
JEA’s officers and executive director invite advisers to attend this session to discuss praises and concerns about this and future conventions. Jack Kennedy, MJE, Rock Canyon High School, Highlands Ranch, Colo.; Linda Puntney, MJE, Kansas State University, Manhattan, Kan., and Ann Visser, MJE, Pella Community High School, Pella, Iowa
2:30 p.m. Saturday, C126 (60)

**PHOTOGRAPHY**

**Making a Difference with Your Photography**
Learn use photography-related skills to intercede and help change the lives of others for good.
Dave LaBelle, Lookout Mountain, Ga.
2:30 p.m. Saturday, Oregon Ballroom 201 (700)

**NEWSPAPER**

**Betsy’s 10-Step Program**
Redesigning your publication is more than changing the design. This session will teach 10 proven steps to get your publication read and remembered.
Betsy Rau, Central Michigan University, Mount Pleasant, Mich.
2:30 p.m. Saturday, Oregon Ballroom 202 (700)

**YEARBOOK**

**Side Salads and Other Options**
Admit it. You glide your tray along the salad bar and are overwhelmed by the vast array of menu items. Why settle for iceberg when there are so many other choices to decorate your plate? And if you are not in the mood for salad, what’s to stop you from jumping right in to the main course? This session will focus on secondary coverage and how you can keep it from becoming predictable and dull! How do you work it onto a spread without compromising the primary coverage or cluttering up the design? And maybe, just maybe, you can create dynamic coverage with no side bars at all.
2:30 p.m. Saturday, Oregon Ballroom 203 (700)

**MENTORING**

**Meeting for JEA Mentors, Mentees**
JEA mentors and their mentees will meet for a convention followup meeting.
Bill Flechtner, MJE, Warner Pacific College, Portland, Ore.
3:30 p.m. Saturday, C125

---

**Sunday 8:30 a.m.**

**mentoring**

**jea awards ceremony.**

JEA will announce winners of the Write-off competitions, National High School Journalist of the Year, Student Investigative Reporting Award and Aspiring Young Journalist Award during the closing ceremony. JEA and NSPA encourage everyone to celebrate all winners. JEA and NSPA hope you have enjoyed your convention experience and will share the knowledge you have gained with the staff at home.
8:30-11:30 a.m. Sunday in Exhibit Hall A1-B

**3:30 p.m.**

**NSPA awards ceremony.**

NSPA will honor winners of Best of Show, Pacemakers and other individual awards at this awards ceremony. JEA and NSPA encourage everyone to celebrate all winners.
3:30 p.m. Saturday, Exhibit Hall A1-B

---

**ANNENBERG.USC.EDU**

Make an impact.

**broadcast journalism** B.A.
**print journalism** B.A.
**public relations** B.A.
**communication** B.A.

**USC ANNENBERG SCHOOL FOR COMMUNICATION & JOURNALISM**

Great journalism careers start here.

ANNENBERG.USC.EDU