Washington, D.C.

Red, White & True

JEA/NSPA Fall National High School Journalism Convention
Nov. 12-15, 2009 • Marriott Wardman Park
Welcome to Washington, D.C., where you will have more than 360 sessions at your fingertips, providing you with the opportunity to experience writing, design, broadcasting, photography, advertising, social media and personal and staff recognition in four days.

From adviser receptions and curriculum exchanges to student contests and dances, JEA and NSPA offer convention attendees activities and programs to enhance the convention experience beyond Friday and Saturday sessions. The learning experiences will follow you back home to you staffs.

Join speakers each day as they share their stories and offer advice and suggestions to you. More than 20 speakers, all specializing in various journalism-related fields, open up about their careers in journalism.
Am so excited to welcome all of you to your nation’s capital as you enjoy your weekend of all that is Red, White and TRUE! The local committee and I, as well as the folks at JEA and NSPA, have done our best to make sure this convention will be one of the most exciting journalism experiences you’ve ever had — whether you’re an adviser or a student journalist.

In addition to wonderful keynote and featured speakers, more than 360 breakout sessions, timely issues seminars and incredible Write-off speakers, we think you will find something for everyone in your group at this convention. We have made a concerted effort to provide specialty strands for literary magazine staff members, cartoonists and photographers. Multiple sessions address convergence and the future of yearbooks.

From the Abraham Lincoln impersonator who will welcome you on Thursday to the vibrant student performers of Colours who will perform on Friday, you will experience all that is historical and contemporary about D.C. Advisers will want students to experience the White House, National Archives and D.C.’s newest museum, the Newseum, on Pennsylvania Avenue. Visit the Lincoln and Vietnam memorials and Washington Monument on Constitution Avenue.

Whether watching the sun rise over the Mall or walking among the monuments by moonlight, you will be living the vision of our Founding Fathers. One of the most often visited places in D.C. is a short walk from the Marriott Wardman Park. The National Zoo is home to our beloved pandas and thousands of other animals, including many endangered species.

Recently named the “hippest” city in America by The Wall Street Journal, D.C. offers a lively restaurant and theater scene. From Chinatown to Penn Quarter, you’ll find an old and new cuisine blend. People from many cultures and countries work in embassies and for the federal government, dine in Adams Morgan or visit hot spots where President Barack Obama and his wife, Michelle, love to get some fast food like Ben’s Chili Bowl or Five Guys Burgers and Fries.

While we certainly hope you have the opportunity to explore all that Washington, D.C., has to offer, more importantly we hope that you leave having learned a great deal about becoming better journalists and advisers, that you have grown together as a staff and that you return to your schools with an invigorated passion for student media. We want you to go back with an enthusiasm for seeking the TRUTH and reporting the stories of the people in your schools and communities.

Val Kibler and the Washington, D.C., 2009 Local Committee

Welcome to Washington, D.C.
What a great theme for this convention. The Red and White portion refers to the obvious patriotic reference to the nation's flag reminding us of the freedoms granted to all American citizens. One of those freedoms, the right to a free and unfettered press, has become an expectation often taken for granted — but not this weekend. Not at this national convention. Not with the more than 5,000 delegates who know the freedom of an unfettered press comes with an equally important responsibility. If we are to be part of the free press we must guarantee it is also a True press. Our mission as journalists is to find and present facts fairly and fully so those who depend on our media can find truth.

What better place to pursue that mission than the nation’s capital where there is so much truth to explore. Your pursuit might take you past the U.S. Supreme Court Building where student journalists were guaranteed First Amendment rights in the 1969 Tinker v. Des Moines Independent Community School District case and where those rights were diminished with the 1988 Hazelwood School District v. Kuhlmeier decision. Your pursuit can also take you by the National Archives building on the National Mall where you could see the real document, the Bill of Rights, the first 10 amendments to the U.S. Constitution. And guess what. Our amendment is No. 1 — not four or seven or eight — it’s No. 1, because the founding fathers singled out the press and free expression as being important cornerstones of our democracy.

In this monumental city you are certain to be inspired by the memorials to those who had great vision and were willing to make great sacrifices to see them become reality. Whether you stroll the Mall, tour the White House, stop in to see your senator, visit the National Zoo or browse a different museum every day, history and heritage surround you. But that’s not all. The D.C. Convention committee has designed a program with you in mind. You’ll find it hard to separate learning from fun.

More than 360 breakout sessions, issue seminars on Marriage Equity, Covering Health Issues and Covering the Unthinkable, are certain to provide you with information and new ideas to keep your publications on the cutting edge for the rest of the year. We hope you’ll take advantage of visiting with media professionals at Break with a Pro and that you will exchange ideas and publications at the Friday night Swap Shops. Student dances will entertain you and on-site competitions will challenge you.

It’s a convention packed about as full as we could make it. There are 24 featured speakers and instructional strands for every topic from cartooning to photography to writing to leadership. This comprehensive instructional lineup certainly has something for everyone.

This weekend in Washington, D.C., we invite you to discover, to learn, to make friends and memories, to celebrate and to find your own Red, White & True.

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JEA Executive Director

Logan Aimone
NSPA Executive Director
Official

Journalism Education Association

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Mike Spikas
Felicidad Hunt-Branch

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Swap Shops
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Diversity Scholarships
Chris Waugaman
Mike Spikas
Felicidad Hunt-Branch

Issue Seminars
Peter Daddone
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Curriculum Exchange
Erin Harris
Media Tours
Alan Weintraut, CJE

Adviser Giveaways
Theresa Poquis
Sue Gill
Courtney McGonnell

Friday Advisers Luncheon
Karen Harden
Saturday Advisers Luncheon
Jeanné Hobbs
Daryl Alston

Adviser Hospitality Room
Naomi Dixon
Beth Skaggs
Sharon Quick

Adviser Reception/SPLC Auction
Gary Clites, CJE

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Break with a Pro/Featured Speakers
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Shay Taylor

Middle School Strand
Patricia Inshman

Literary Magazine Strand
Carol Lange, CJE

Speaker Gifts
Fran Sharer, CJE

Student T-shirts
Jacque Godwin

Student Guide to D.C.
Marge Craig
First-Time Attendee Orientation Meeting
Advisers attending their first JEA/NSPA convention should consider attending a short orientation meeting. A general overview and explanation of convention events and how to get the most out of them will be provided.
6:45 p.m. Thursday, Marriott Ballroom

Adviser Reception Honoring First-Time Attendees
Advisers who are first-time convention attendees and outreach participants are the guests of honor at this informal reception to meet the local committee, the JEA and NSPA Boards of Directors and staffs. The local convention committee will be recognized at this time. 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, Delaware Suite

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, Registration Desk, Foyer

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, Registration Desk, Foyer

JEA Bookstore
Check out the new books, as well as popular bestsellers, at the JEA Bookstore. Nearly 300 books relating to journalism are available, including textbooks, curriculum development, yearbook, newspaper, design, photography, writing, desktop publishing, advertising, online 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.
1-7 p.m. Thursday; 8 a.m. to 5 p.m. Friday, and 8 a.m. to 3 p.m. Saturday, Lincoln 3-4

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

Adviser Hospitality
Meet with your colleagues from across the country in the adviser hospitality room, the hot spot for advisers. Local committee members will be available to recommend sightseeing, dining and entertainment options. JEA/NSPA and Ball State University will underwrite Friday refreshments; and Friesen Yearbooks will underwrite Saturday morning hospitality.
8 a.m. to 5 p.m. Friday, and 8 a.m. to noon Saturday, Lincoln 3-4

Friday Adviser Luncheon
Relax and dine with your colleagues in a relaxed setting. Guest speaker DeNeen Brown, award-winning Style section reporter for The Washington Post, will talk about her life as a feature writer. Pre-registration required. Please bring your ticket.
11 a.m. to 12:50 p.m. Friday, Maryland AB

Friday Adviser Reception and SPLC Benefit Auction
Advisers are invited to this social gathering with a reception featuring entertainment from a live blues band and a fundraising auction to benefit the Student Press Law Center.
local committee has collected a variety of items, including signed sports memorabilia, art, food, journalism-related items, gift baskets, and autographed books. Items include Mark Harmon’s set-used “NCIS” script signed by 14 cast members; ABC World News Tonight baseball cap signed by anchor Charlie Gibson; a T-shirt with a photograph signed by “Pardon the Interruption’s” Tony Kornheiser, Michael Wilson and Tony Reali; a “Garfield” print signed by Jim Davis; and “This American Life Season One” DVD signed by host Ira Glass. Visa, Mastercard, check or cash will be accepted. Those who are judging Write-off competitions are especially encouraged to attend after they finish judging. Lifetouch is sponsor for this event.

8:30-11 p.m. Friday, Delaware Suite

Live Radio Taping
Join Jane Hall and Deborah Roffman for a special opportunity from American University and WAMU 88.5 for students to be involved in a live-to-tape radio event. Students, 16 and older, can be audience members for The American Forum which will air at 9 p.m., Nov. 13. The forum will discuss Media and Sexuality, as the media plays a big role in our decisions, more so than we may think.
2:30 p.m., Friday, Lincoln 2

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. SlingRocket.com sponsors Friday’s student entertainment.
9-11:30 p.m. Friday and Saturday, Washington Ballroom

On-site Critiques
Advisers and staffs who submitted newspapers, newsmagazines, yearbooks, videos and literary magazines for a critique should check appointment times posted at the registration desk in the foyer. 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.
9-11 a.m. and 2:30-3:30 p.m. Friday, 9 a.m.-noon Saturday, Exhibit Hall B

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

Media Swap Shops for Students and Advisers
Newspaper, newsmagazine, yearbook, literary magazine and broadcast swap shops are prime opportunities for preregistered students and advisers to share useful ideas and concepts with others. Bring at least 10 samples of your newspaper, literary magazine or one copy of your yearbook or video/DVD to show at your table. Each delegate attending a Swap Shop must have a ticket, which will be in the school registration packet. Please check the ticket for your assigned time.
8 and 9 p.m. Friday, Exhibit Hall B

Hands-on Computer Sessions
If you are interested in getting some hands-on computer experience, sign up and get a ticket at the registration desk for one or more of the scheduled sessions. There is a 34-person limit so 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, Wilson A

Saturday Adviser Recognition Luncheon
JEA, NSPA and Dow Jones Newspaper Fund will present their annual awards at this special event. New and renewing Certified Journalism Educators and Master Journalism Educators also will be recognized. NSPA Pioneers, DJNF Journalism Teacher of the Year program winners and JEA Carl Towley, Lifetime Achievement, Administrator of the Year, Medal of Merit and Friend of Scholastic Journalism honorees will be recognized. Speakers will be John Hudnall, the Carl Towley Award winner, and Paul Kandell, Dow Jones National High School Journalism Teacher of the Year. Preregistration was required. Please bring your ticket. Herff Jones has underwritten this event.
Noon to 2:20 p.m. Marriott Salon 1

Awards Ceremonies
Two award presentations will recognize students and their work. NSPA will honor winners of Best of Show, Pacemakers and individual awards at 3:30-5:30 p.m. Saturday in the Marriott Ballroom. JEA will announce winners of the Write-off competitions, Ryan White Excellence in Journalism Awards and Future Teacher Scholarships during the closing ceremony, 8:30-11:30 a.m. Sunday in the Lincoln Rooms. JEA and NSPA encourage everyone to celebrate all winners.

Convention Survey
Advisers have a chance to win $50, $25 or $15 gift certificates to the JEA Bookstore if they fill out and turn in a JEA convention exit survey. Surveys were stuffed into adviser bags. Drop boxes will be available at the convention registration desk, awards ceremonies and in the JEA Bookstore (Lincoln 3-4). The drawing will be Sunday during the closing award ceremony. You need not be present to win.
Colours in Education Program for 18 years has opened the door for youth to not just experience performing, but to develop into strong leaders in their communities. The Colours Program is based on an ensemble performing arts model that does not require students to audition. Students involved in Colours are dedicated to strengthening their academic, leadership, interpersonal and artistic skills through the ensemble method. Colours is on the go all year and works to raise awareness and even funds for domestic violence awareness, breast cancer awareness and research, students in the Delta Region, as well as the University of Maryland Incentive Awards Program. The group is here to educate, enlighten, and entertain through its presentation, “The Soul of America.” You are part of the show so please get up and sing, dance, and celebrate with Colours.
Nick Clooney believes in the power of journalism and of young people to make a difference. In 2006, Clooney and his son, George, traveled to Darfur, Sudan and filmed a documentary, A Journey to Darfur, which was broadcast on American cable TV as well as in England, Scotland, Wales, Northern Ireland and France. In 2008 it was released on DVD with the proceeds from sales donated to the International Rescue Committee to help the people of Darfur.

Clooney became a strong activist for Darfur, speaking at high schools, public forums and participating in rallies to promote awareness. Last fall he joined the faculty at American University as American University School of Communication and Newseum Distinguished Journalist in Residence. At AU he taught Opinion Writing and Films that Changed Us.

His career in journalism runs long and deep, but in 1994 he became a familiar face nationwide when he began introducing films on the American Movie Classics cable TV channel. He was already well known regionally in Ohio and Kentucky where he worked as a radio host, a TV news anchor, hosted a TV talk show and wrote a column for the Cincinnati Post.

He was the news director and anchor for WKRC-TV, then an ABC affiliate in Cincinnati. Under his direction the station pursued a hard news focus and became a solid No. 1 in the local news ratings dethroning the CBS affiliate. He covered the Beverly Hills Supper Club fire and its aftermath which covered several years.

In 2004, Clooney ran as a democrat to represent Kentucky’s 4th Congressional District in the House of Representatives. He narrowly lost the election after a hard-fought campaign.

He is the author of “The Movies that Changed Us: Reflections on the Screen.” Published in 2002, the book analyzes the significance of iconic American films including The Birth of a Nation, The Jazz Singer, Dr. Strangelove, The Graduate, Star Wars and Saving Private Ryan.

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Keynote Speakers

Peter Baker and Susan Glasser

Peter Baker is the White House Correspondent for The New York Times. He was most recently White House correspondent for The Washington Post and has covered President George W. Bush and his administration since the November 2004 election, chronicling the second-term travails over the Iraq war, Hurricane Katrina, Supreme Court nominations, midterm elections and other events. He also covered the White House during President Bill Clinton’s second term, co-writing the story that broke the Monica Lewinsky scandal and serving as the paper’s lead writer on the subsequent House impeachment battle and Senate trial.

In between stints at the White House, Baker and his wife, Susan B. Glasser, were Moscow Bureau Chiefs for nearly four years, a period that coincided with the rise of Vladimir Putin and the latest political and economic transformation of Russia. Among other stories, Baker covered the Moscow theater siege, the Beslan school takeover and the war in Chechnya. During that time, Baker also covered the wars in Afghanistan and Iraq and reported from throughout Central Asia and the Middle East. He was the first American newspaper reporter to enter Afghanistan after the attacks of Sept. 11, 2001, and he embedded with the Marines’ commanding general on the road to Baghdad.

Baker is the author of the New York Times bestseller, The Breach: Inside the Impeachment and Trial of William Jefferson Clinton (Scribner, 2000), and with Glasser of Kremlin Rising: Vladimir Putin’s Russia and the End of Revolution (Scribner, 2005). He appears frequently on television and radio public affairs shows. His work has also appeared in publications such as The New Republic and American Journalism Review.

Friday

Featured Speakers

Chris Assaf, a photojournalist with 20 years’ experience, recently made the switch to online, becoming the multimedia editor/video for The Baltimore Sun. He covered the aftermath of Hurricane Katrina on Mississippi’s gulf coast and the shootings at Virginia Tech. Assaf is a product of Shawnee, Kan., where he started photographing seriously during his junior year in high school. He graduated from Kansas State University with a journalism degree and served as photo editor for both the Collegian and the Royal Purple.

Visual Dyanmics of Storytelling
2:30 p.m. Friday, Washington 3

Amy Eisman, director of writing programs in the School of Communication at American University in Washington, D.C., teaches reporting and writing for convergent media. She created an online course, which explores the influence of business, technology and audience on journalism. Eisman was an editor with Gannett for 17 years. She moved to USA Weekend magazine, where she became executive editor. She was also among a team of reporters who won the 2008 Pulitzer Prize for Breaking News for their coverage of the shooting rampage at Virginia Tech. Horwitz is now co-writing a book on the Chandra Levy murder investigation.

The Chandra Levy Murder and the Media
11 a.m. Friday, Lincoln 2

Sam Feist, political director and vice president of Washington programming for “CNN Worldwide,” oversees political news coverage and political programming, including CNN’s daily Washington newscast, “The Situation Room with Wolf Blitzer,” and CNN’s Sunday interview program, “State of the Union with John King.” Feist also oversees production of presidential addresses, presidential debates, primary nights, conventions and election nights for both CNN and CNN.com. Feist and his team won an Emmy award for their coverage of the 2006 midterm elections and a Peabody award for their coverage of the 2008 elections, interviewing every major presidential candidate.

Covering Politics in the 21st Century
11 a.m. Friday, Lincoln 6

Scott Higham is a member of The Washington Post’s investigations unit. At The Post, his assignments have included an investigation of the deaths of children who were under the supervision of the D.C. child-protection system. It received the 2002 Pulitzer Prize for investigative reporting. He has also examined the treatment of detainees held at Iraq’s Abu Ghraib prison and the U.S. camps at Guantanamo Bay, Cuba, and investigated allegations of waste, fraud and abuse in government contracts.

The Chandra Levy Murder and the Media
11 a.m. Friday, Lincoln 2

Sari Horwitz joined The Washington Post’s investigations unit in 2006 after 23 years at The Post, where she has reported on crime, homeland security, education and social services. She has been awarded the Pulitzer Prize three times. In 2003, she co-authored the book “Sniper: Inside the Hunt for the Killers Who Terrorized the Nation.” She was also among a team of reporters who won the 2008 Pulitzer Prize for Breaking News for their coverage of the shooting rampage at Virginia Tech. Horwitz is now co-writing a book on the Chandra Levy murder investigation.

The Chandra Levy Murder and the Media
11 a.m. Friday, Lincoln 2

Kevin “KAL” Kallaugher, the editorial cartoonist for The Economist magazine of London and the Baltimore Sun, is also a leader in animated commentary — from his senior thesis at Harvard, a 13-minute animated film which featured characters from his weekly cartoon strip that ran in The Harvard Crimson, to flash animation video for “Nightline” and CNN to 3D digital caricatures that can be animated in Real-time. Starting in October 2007, KAL teamed up with Chicago’s famous “Second City” comedy troupe for a touring show called “The Art of Satire.”

Cartoons and Satire are Drawn into the 21st Century
11 a.m. Friday, Delaware B

Donna Leinwand covers the Justice Department, major crimes, legal issues, disasters and terrorism at USA Today. She is also the president of the National Press Club. Her reporting assignments have taken her to Hamburg, Germany — in the path of the 9/11 terrorists; Jerusalem—in the wake of suicide bombings; Baghdad—to cover the war in Iraq; Indonesia and Thailand—in the aftermath of the tsunami; and London— during its subway bombings.

Why the World Needs Journalists
9 a.m. Friday, Lincoln 2
**Toni Locy** is the Donald W. Reynolds Professor of Legal Reporting at Washington and Lee University in Lexington, Va. For 25 years, she specialized in the coverage of courts and law enforcement for major U.S. newspapers and she covered the U.S. Supreme Court and national legal affairs for the Associated Press. In 2008 a federal judge held Locy in contempt of court because she refused to divulge the identities of several sources who provided information for stories she wrote for USA Today about the FBI’s investigation into the 2001 anthrax attacks that killed five people.

**Contempt for Reporters: One Journalist’s Fight to Protect News Sources**
2:30 p.m. Friday, Lincoln 5

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**Molly McCloskey**, a lively speaker who has traveled the U.S. working with schools to develop First Amendment environments, serves as a director of Constituent Services at the Association for Supervision and Curriculum Development. She directs the Web and public engagement components of ASCD’s Whole Child Initiative and promotes school reform. She co-authored the ASCD Infobrief on “The Whole Child: A Framework for Education in the 21st Century.”

**Using Your Powers for Good: Student Voice and School Improvement**
11 a.m. Friday, Wilson B

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**E. Ethelbert Miller**, a writer of memoirs and poetry, editor of anthologies and literary activist, has been director of the African American Resource Center at Howard University since 1974. His 11 books include “First Light,” “Fathering Words: The Making of an African American Writer,” “Where Are the Love Poems for Dictators?” and, most recently, “The 5th Inning.” Curator of the online exhibit, “All the Stories Are True,” he is also the editor of “Synergy: An Anthology of Washington, D.C. Black Poetry” (1975), “Women Surviving Massacres and Men” (1977), and “In Search of Color Everywhere” (1994) that received the 1994 PEN Oakland Josephine Miles Award and was a Book of the Month Club selection.

**The 5th Inning: How to Write and Throw Into the Late Innings**
10 a.m. Friday, Lincoln 5
**Meet the Author/Book Signing**
11 a.m. Friday, Lincoln 3-4 Foyer

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**Kevin Olivas**, director of the Parity Project for the National Association of Hispanic Journalists, has had a career in radio and television. The Parity Project aims to improve news staff diversity and news coverage in diverse communities. Previously, Olivas was responsible for overseeing scholarship funds and educational programs as well as encouraging Latino students to pursue journalism careers for NAHU and the California Chicano News Media Association. During his 11-year reporting career, he was a two-time winner of the Golden Mike Award for outstanding broadcast work.

**Making the News Look Like You**
2:30 p.m. Friday, Delaware A

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**Glenn Proctor**, a journalist for nearly four decades, is vice president and executive editor of the Richmond Times-Dispatch. While at the Akron Beacon Journal, Proctor was part of the team that won the Pulitzer Prize in 1987 for coverage of the Goodyear takeover. A mentor to scores of journalists and other career professionals around the country, Proctor received the National Association of Black Journalists Legacy Award in 2007.

**Truth, Access, Diversity**
11 a.m. Friday, Lincoln 5

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**Jamie Raskin**, a Democratic state senator in Maryland and a professor of constitutional law at American University, founded and directs the Marshall-Brennan Constitutional Literacy Project, which sends law students all over America into public high schools to teach a course on the Constitution and Bill of Rights focused on the rights and responsibilities of students. He is author of “Overruling Democracy: the Supreme Court versus the American People” and “We the Students: Supreme Court Cases for and About America’s Students,” which has been called “the bible of the new movement for constitutional literacy in America.” He is a magna cum laude graduate of Harvard College and Harvard Law School, where he was an editor of the Harvard Law Review.

**May We Pray and Read the Bible at School?**
9 a.m. Friday, Wilson B

**Our Public Schools: The Birthplace of Modern Democracy**
10 a.m. Friday, Wilson B
**Meet the Author/Book Signing**
11 a.m. Friday, Lincoln 3-4 Foyer

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**Ann Telnaes**, one of two women to receive the Pulitzer Prize for editorial cartooning, takes stands on complex issues and affirms the power of editorial cartoons. She recently ended her syndicated print work, but continues to contribute an exclusive weekly editorial cartoon to Women’s eNews and occasionally for The Guardian newspaper in London. Her training in fine arts and work at Walt Disney Imagineering are the foundation for her print work and for the animated editorial cartoons she posts every Monday, Wednesday and Friday on washingtonpost.com. Eighty-one of her original drawings appeared in solo exhibition at the Library of Congress in 2004 and are in her book “Humor’s Edge.”

**Cartooning on Humor’s Edge**
10 a.m. Friday, Delaware B
Saturday
Featured Speakers

Charla Bear is an assistant producer for National Public Radio’s “Weekend Edition Sunday” where she pitches story ideas, books guests, writes and edits news and music interviews. She began her career at NPR in 2007 as a production assistant for “Morning Edition.” She has produced stories for KQED-San Francisco and written for the San Francisco Examiner and Oakland Tribune. Born in Fairbanks, Alaska, she is part Tanana-Athabascan, an Alaska Native.

Talking Radio with Sound Reporting
10 a.m. Saturday, Delaware A

Lesli Foster is an Emmy award-winning journalist who co-anchors 9NEWS NOW at 5 p.m., and is the solo anchor on 9NEWS NOW at 6 p.m. She has covered influential stories from the aftermath of the 9/11 terrorist attack on the Pentagon to the 40th anniversary of the March on Washington. Foster is a featured journalist in the book “Women Journalists at Ground Zero.”

News IS a Community Service
11 a.m. Saturday, Washington 4

Charles C. Haynes, Ph.D and senior scholar at the First Amendment Center, writes and speaks extensively on the First Amendment and religion in American public life. Best known for his work on First Amendment issues in public schools, Haynes has helped schools and communities across the nation find common ground on conflicts involving religion and values. Co-editor of the Beachcomber (for which he got into some hot water) in high school and editorial page editor of the Emory Wheel in college, he is author or co-author of six books, including “First Freedoms: A Documentary History of First Amendment Rights in America” and “Finding Common Ground: A First Amendment Guide to Religion and Public Schools.” His column, “Inside the First Amendment,” appears in newspapers nationwide.

Why Freedom Works
10 a.m. Saturday, Wilson B

Creating Laboratories of Democracy
11 a.m. Saturday, Wilson B

Caroline H. Little is the chief executive of Guardian News & Media’s U.S. operation and former chief executive officer and publisher of Washingtonpost.com and Newsweek Interactive. She joined WPNI in 1997 as general counsel and went on to serve as chief operating officer and president. Little became CEO and publisher in January 2004. Before joining WPNI, Little was deputy general counsel at U.S. News & World Report, The Atlantic Monthly and Fast Co.

Web Journalism: The New Revolution in Communications
9 a.m. Saturday, Wilson C

Julissa Marenco, president of ZGS Communications Station Group, oversees the management of and provides strategic direction for 12 Telemundo stations and three radio stations across the country. Prior to her current position, Marenco was appointed by the president to serve as a White House Fellow, a non-partisan program known as America’s most prestigious program for leadership and public service. She subsequently served as a special assistant to the administrator of the Environmental Protection Agency.

Barrier Breaking Broadcasting
1 p.m. Saturday, Wilson B

Kevin Merida is national news editor at The Washington Post and co-author of two bestselling books, one of which is “Obama: The Historic Campaign in Photographs.” During a 30-year career in journalism, Merida’s...
assignments have ranged from investigating organized dogfighting to covering the U.S. invasion of Panama. He has covered or supervised the reporting of six presidential campaigns. Merida grew up in the D.C. area, where he worked on his high school newspaper staff at Crossland H.S. in Prince George’s County, Md.

**Being a Black Man: What I’ve Learned — and You Can Too — from My Years as a Journalist**

*2:30 p.m. Saturday, Washington A*

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**Talking Radio with Sound Reporting**

*10 a.m. Saturday, Delaware A*

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Reginald Stuart, a veteran newsman, is a corporate recruiter for The McClatchy Co., a newspaper publisher and a provider of online news. A journalist for 41 years, he has worked for The New York Times, the Philadelphia Daily News and Knight Ridder’s Washington Bureau. Stuart is author of “Bailout,” a book about the Chrysler Corporation. His writings for the former Emerge magazine about former federal prison inmate Kemba Smith are largely credited with prompting former President Clinton to commute Smith’s sentence to time served.

**Knowing is Half the Battle**

*2:30 p.m. Saturday, Delaware B*

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Kurt Mutchler is the director of photo editing at National Geographic magazine heading a staff of nine picture editors. He has worked at NGM for 15 years producing visual narrative journalism. His recent stories include global food crisis, Herod the Great, Bethlehem, China’s Yellow River, New Orleans, and Nigeria oil. He has taught photojournalism at the Corcoran College of Art + Design. Prior to NGM, he worked as the photo and graphics editor at The Times-Picayune in New Orleans. He was the photo editor of the St. Charles (Ill.) H.S. yearbook, as well as the X-ray, the school’s newspaper.

**Living and Breathing Photography**

*9 a.m. Saturday, Washington 4*

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Elaine Quijano a general assignment correspondent for CNN based in Washington, D.C., covers the White House, reporting on the activities of the president and the administration, domestically and internationally. Since 2000, Quijano has filed reports on such stories as the inauguration of President George W. Bush and his 2005 trips to Asia and Argentina, the 9/11 terrorist attacks, the D.C.-area sniper pursuit and capture as well as the continuing coverage of the ongoing war on terrorism.

*9 a.m. Saturday, Delaware A*

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Lakshmi Singh is midday newscaster for NPR. From comprehensive coverage of the sniper shootings in the D.C. area to in-depth feature reporting on immigration from both sides of the border, Singh’s stories reflect the magic of radio. While in Haiti as a documentary producer for Soundprint, she uncovered compelling stories of women with HIV/AIDS while their politically embattled government in Haiti was on the verge of collapse.

**Social Media and Sports Reporting**

*Noon Saturday, Washington 4*

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Sara Walsh, WUSA-TV9’s weekend sports anchor and also serves as the station’s Redskins reporter. She hosts “Operation Football” on Friday nights, and when the Redskins aren’t playing, hosts “Sports Plus” on Sunday nights. During football season, she has a blog at “Skins Uncensored,” which can be found on wusa9.com. Walsh came to D.C. after an award-winning stint at WKRN in Nashville where she won four Emmys in three years. While there, she also hosted a weekly radio show with former Titans (now Redskins’) defensive Albert Haynesworth and co-hosted “The Jeff Fisher Show,” featuring the Titans head coach. Before going to Nashville, Walsh was the sports director at WPGA in Macon, Ga., for two years. Prior to her television work, she spent one year working as a sports/feature reporter for the Beaches Leader Newspaper in Jacksonville, Fla.
The First Amendment: Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

Friday
The New Journal-ism, 9 a.m. Friday, Marriott Salon 1
What Are You Doing Right Now? 9 a.m. Friday, Washington 3
Why Yearbooks and Yearbook Staffs Really Matter Now and Forever, 10 a.m. Friday, Marriott Salon 1
What’s the Big Deal? 11 a.m. Friday, Washington 4
How Yearbook Can Impact Your Future, 11 a.m. Friday, Washington 6
10 Things You Can Still Do to Sell Your 2010 Yearbook, noon Friday, Virginia A
Yearbook Inc., noon Friday, Washington 4
Chicken Little is Still Wrong, 2:30 p.m. Friday, Washington 2

Saturday
Resources for Enhancing Digital Images, 8 a.m. Saturday, Washington 3
Today, Tomorrow – The Future of Yearbooks, 9 a.m. Saturday, Washington 3
Yearbooks’ Future: The Scholastic Media Association, 10 a.m. Saturday, Maryland A
If All Your Friends Jumped off a Bridge, Would You? 11 a.m. Saturday, Virginia B
When Dinosaurs Walked the Earth and Newspapers Flourished, 11 a.m. Saturday, Washington 3
Thinking Outside the Book, noon Saturday, Washington 3
Convergent Media is Here to Stay, 1 p.m. Saturday, Washington 3
Setting Up an Online Presence, 2:30 p.m. Saturday, Washington 3

Thursday
Middle Madness, 6:30 p.m. Thursday, Virginia A

Friday
What Makes A Good Photo? 9 a.m. Friday, Washington 5
Music and Copyright: To Use or Not to Use, 9 a.m. Friday, Delaware A
Maggots, Rat Guts and Feeling Good About Throwing Up, 9 a.m. Friday, Washington 1
Shoot Sports Like the Pros, 10 a.m. Friday, Washington 5
Managing Your Newspaper Staff, 10 a.m. Friday, Park Tower 8209
We Design with a Little Help from Our Friends, 11 a.m. Friday, Washington 5
Survival Tips for the Struggling Adviser, noon Friday, Park Tower 8218
The Best of Newspaper Design, noon Friday, Delaware A
Photojournalism ‘Rules,’ noon Friday, Washington 2
Swap Shops, 8-10 p.m. Friday, Lincoln 2-3-4 (ticket required)

Saturday
Gold Coin Droppings: Headline and Lede Writing, 8 a.m. Saturday, Maryland B
Think Fun, 9 a.m. Saturday, Truman
Go Fish!, 10 a.m. Saturday, Washington 1
Hidden in Plain Sight, 10 a.m. Saturday, Delaware B
Middle Schoolers Crazy for Write-offs (2 hours), 10 a.m. Saturday, Park Tower 8209
Writing a Paper Middle-School Students Will Read, noon Saturday, Park Tower 8226
Layering Your Theme, noon Saturday, Virginia B
You Can Quote Me on That, 1 p.m. Saturday, Jefferson
Portfolios for Junior High/Middle School, 1 p.m. Saturday, Park Tower 8226
Make It Quick, 1 p.m. Saturday, Virginia B
The First Amendment: Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

— The First Amendment of the United States of America

Friday

Taming the Grading Monster, 9 a.m. Friday, Park Tower 8210

What We Learned from Beginning Teachers, 9 a.m. Friday, Tyler

From the Mouths of Adviser Babes Come Words of Wisdom, 9 a.m. Friday, Park Tower 8209

The Team Bonded and Everyone Gave 110 Percent, 10 a.m. Friday, Tyler

Leadership Development = Good Business, 10 a.m. Friday, Park Tower 8206

JEA Mentoring: Triage for New Advisers, 10 a.m. Friday, Park Tower 8212

What I Wish I Had Known as a New Adviser, 11 a.m. Friday, Tyler

Delights and Dilemmas of the Write-off Contests, 11 a.m. Friday, Taylor

Advising Students on First Amendment Rights, 2:30 p.m. Friday, Park Tower 8216

Saturday

No Deadline Dilemmas Allowed, 8 a.m. Saturday, Marriott Balcony B

People Images and Sports Photography, 8 a.m. Saturday, Washington 1

Make Your Writing Practically Perfect, 9 a.m. Saturday, Maryland A

The At-Risk Adviser, 9 a.m. Saturday, Jefferson

Where’s That @#%! Picture? Managing Digital Workflow, 9 a.m. Saturday, Washington 5

10 Quick Ways to an Award-winning Publication, 10 a.m. Saturday, Washington 5

Will Work for Food!, 11 a.m. Saturday, Jackson

Creating the Staff Manual, 11 a.m. Saturday, Tyler

Teaching Accountability: Basic Media Ethics, 2:30 p.m. Saturday, Park Tower 8226

It’s Your Opinion, Get It Right, 2:30 p.m. Saturday, Maryland B

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

A Brush With History: America’s Cold War Combat Artist, 9 a.m. Friday, Delaware B

Cartooning on Humor’s Edge, 10 a.m. Friday, Delaware B

Cartoons and Satire are Drawn Into the 21st Century, 11 a.m. Friday, Delaware B

Evolution of a Cartoonist, Noon Friday, Delaware B

The Art and Commentary of Cartooning, 2:30 p.m. Friday, Delaware B

Saturday

Cartooning with John Rose, 9 a.m. Saturday, Delaware B

Art to Die For, 10 a.m. Saturday, Washington 6

Cartooning and Newspapers: Total BFF’s! 11 a.m. Saturday, Delaware B

Techniques and Critiques, 1 p.m. Saturday, Delaware B

Cartoon
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 RTNDF.

**Friday**

**Creating Video for the Web**, 9 a.m. Friday, Park Tower 8206

**Jump Start Your Broadcast Career**, 9 a.m. Friday, Virginia B

**Music and Copyright: To Use or Not to Use**, 9 a.m. Friday, Delaware A

**The New Media Landscape (and What It Means to You)**, 10 a.m. Friday, Wilson C

**Storytelling — From Good to Great** , 10 a.m. Friday, Delaware A

**The Media World You Will Inherit**, 10 a.m. Friday, Virginia B

**How to Choose Online Training**, 10 a.m. Friday, Truman

**Covering Politics in the 21st Century**, 11 a.m. Friday, Lincoln 6

**Hands-on Podcasting (2 hours)** , 11 a.m. Friday, Wilson A

**You Can Do It — Should You?** , 11 a.m. Friday, Virginia A

**Taking Your Daily Announcement Show to the Next Level**, 11 a.m. Friday, Virginia B

**Sharing Solutions**, 2:30 p.m. Friday, Park Tower 8209

**A Radio Journey**, 2:30 p.m. Friday, Wilson B

**Broadcast vs. Print Writing**, 2:30 p.m. Friday, Virginia B

**American Forum: Media and Sexuality**, 2:30 p.m. Lincoln 2

**Saturday**

**Building the School Newsrooms of the Future**, 8 a.m. Saturday, Park Tower 8216

**Your Newsroom: From Big Ol’ Mess to Techno Success**, 8 a.m. Saturday, Truman

**Video Storytelling for Broadcast News**, 8 a.m. Saturday, Maryland C

**Being Joe Palca: Writing Science Pieces for the Radio**, 8 a.m. Saturday, Lincoln 6

**The Path from High School to a Career**, 9 a.m. Saturday, Delaware A

**Moving Your Publication Online**, 9 a.m. Saturday, Virginia A

**Web Journalism: The New Revolutions in Communications**, 9 a.m. Saturday, Wilson C

**Create Literary Opportunities in the World Language Class**, 9 a.m. Saturday, Park Tower 8209

**Starting a Broadcast Journalism Class**, 9 a.m. Saturday, Park Tower 8206

**Integrate Video and Your Newspaper**, 9 a.m. Saturday, Lincoln 6

**The Death of Cute? Story Structure and Headline Writing on the Web**, 10 a.m. Saturday, Wilson C

**Maintaining and Broadening the Broadcast Journalism Class**, 10 a.m. Saturday, Park Tower 8206

**Capturing and Captivating with Sound**, 10 a.m. Saturday, Lincoln 6

**Talking Radio with Sound Reporting**, 10 a.m. Saturday, Delaware A

**Taking the Broadcast Journalism Class Higher Levels**, 11 a.m. Saturday, Park Tower 8206

**The Reporter’s Job**, 11 a.m. Saturday, Delaware A

**Administrators**

**Friday**

**Give and Take: Building a Healthy Relationship Between Your Media Staff and Administration**, 9 a.m. Friday, Jefferson

**Get Right with Copyright**, 9 a.m. Friday, Taylor

**May We Pray and Read the Bible at School?** , 9 a.m. Friday, Wilson B

**Getting Along: Forging Relationships That Work**, 9 a.m. Friday, Marriott Balcony C

**Our Public Schools — the Birthplace of Modern American Democracy**, 10 a.m. Friday, Wilson B

**Saturday**

**Creating Protocol for Free and Responsible Student News Media**, 10 a.m. Friday, Jefferson

**The Importance of Sound Editorial Policies**, 10 a.m. Friday, Marriott Balcony D

**Can’t We All Just Get Along?** , 10 a.m. Friday, Virginia A

**Using Your Powers for Good: Student Voice and School Improvement**, 11 a.m. Friday, Wilson B

**Proven Media Literacy Program for Students**, 2:30 p.m. Friday, Lincoln 6

**Introduction to Intensive Journalistic Writing**, 8 a.m. Saturday, Park Tower 8219

**Advisers and the Law**, 8 a.m. Saturday, Park Tower 8212

**The At-Risk Adviser**, 9 a.m. Saturday, Jefferson
Writing for the Web, 11 a.m. Saturday, Wilson C
Getting Readers to Your Web Site, 11 a.m. Saturday, Lincoln 2
Cheap and Easy Multimedia, noon Saturday, Lincoln 6
Social Media and Sports Reporting, noon Saturday, Washington 4
Web Site Design Using iWeb, noon Saturday, Wilson C
Reporting Sports Digitally, noon Saturday, Virginia C
Secrets to an Award-winning Broadcast Program, noon Saturday, Delaware A
It’s Not an Interview; It’s a Conversation, 1 p.m. Saturday, Delaware A
The Pros and Prose of Blogging, 1 p.m. Saturday, Virginia C
Planet Forward — A New Model for Content Distribution, 1 p.m. Saturday, Lincoln 6
The Interview Process: Before During and After, 1 p.m. Saturday, Maryland C
Promote School Publications with Social Media, 1 p.m. Saturday, Wilson C
Barrier-Breaking Broadcasting, 1 p.m. Saturday, Wilson B
Musical Newscasting and Research — the NPR Way, 2:30 p.m. Saturday, Lincoln 6
Help Me Figure This Out! 2:30 p.m. Saturday, Maryland C
Tell Your Story Online and in Print, 2:30 p.m. Saturday, Virginia A
Webify your Student Publication Today, 2:30 p.m. Saturday, Wilson C
10 Fingers of Videography, 2:30 p.m. Saturday, Delaware A
Covering Controversial and Sensitive Issues, 9 a.m. Saturday, Wilson B
Why Freedom Works, 10 a.m. Saturday, Wilson B
Why Consider JEA Certification?, 11 a.m. Saturday, Park Tower 8216
Ethics: A Strategy for Press Freedom, 11 a.m. Saturday, Washington 5
Creating Laboratories of Democracy, 11 a.m. Saturday, Wilson B
Censor-Proofing Your Publication, noon Saturday, Washington 5
Working with Administrators to Prevent Censorship, 1 p.m. Saturday, Marriott Balcony B
Teaching Accountability: Basic Media Ethics, 2:30 p.m. Saturday, Park Tower 8226
Help, I’ve Been Censored! 2:30 p.m. Saturday, Wilson B

Magazine
Friday
Save the Journalists, 9 a.m. Friday, Lincoln 5
Using All Your Senses, 9 a.m. Friday, Park Tower 8219
Super-Trendy, Ultra-Modern Design Time, 9 a.m. Friday, Washington 4
Cartooning on Humor’s Edge, 10 a.m. Friday, Delaware B
Magazine Design, 10 a.m. Friday, Park Tower 8219
The 5th Inning: How to Write and Throw Into the Late Innings, 10 a.m. Friday, Lincoln 5
Truth, Access, Diversity, 11 a.m. Friday, Lincoln 5
Poetry: The Synthesis of Hyacinths and Biscuits, 11 a.m. Friday, Park Tower 8209
Expanding Your Literary Magazine, 11 a.m. Park Tower 8212
Q&A with the Magazine Editor, 11 a.m. Friday, Park Tower 8219
It’s the Little Things, 11 a.m. Friday, Washington 1
We Design with a Little Help from Our Friends, 11 a.m. Friday, Washington 5
Coaching Writers, noon Friday, Park Tower 8219
The Total Package, 2:30 p.m. Friday, Virginia A
A Designer’s Guide to What Works 9.11, 2:30 p.m. Friday, Washington 1
Visual Dynamics of Storytelling, 2:30 p.m. Friday, Washington 3

Saturday
Breaking the Monotony: Designing the Lit Mag, 8 a.m. Saturday, Marriott Balcony D
Create Literary Opportunities in the World Language Classroom, 11 a.m. Saturday, Park Tower 8209
Literary Magazines: Find the Right Printer, 9 a.m. Saturday, Tyler
The Crucial Role of Magazine Design, 10 a.m. Saturday, Lincoln 5
Narrative Writing Brings Stories to Life, 10 a.m. Saturday, Virginia C
Great Graphics and How to Generate Them, 11 a.m. Saturday, Lincoln 5
How Anecdotes Could Save Your Writing, 11 a.m. Saturday, Maryland B
Adding More Dimensions to the Literary Magazine, 1 p.m. Saturday, Truman
How to Write a Great Profile, 1 p.m. Saturday, Washington 1
Magazine Mechanics, 2:30 p.m. Saturday, Washington 2
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<th>EVENING</th>
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<td>Buchanan</td>
<td>Write-off Office (all day)</td>
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<td>Cleveland 1 &amp; 2</td>
<td>Write-off Work Rooms (all day)</td>
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<tr>
<td>Delaware Suite</td>
<td>JEA Board Meeting (8:30 a.m. - 3 p.m.)</td>
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<td>Adviser Reception 9:30-11 p.m.</td>
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<td>Exhibit Hall A</td>
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<td>Trade Show Exhibits (1-7 p.m.)</td>
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<td>Foyer</td>
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<td>Registration/Write-off Desk/ Best of Show Desk (1 - 7 p.m.)</td>
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<td>Lincoln 2</td>
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<td>Lincoln 6</td>
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<td>Marriott Ballroom</td>
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<td>New Adviser Orientation 6:45 p.m. Keynote Speaker 7:30 p.m.</td>
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<td>Maryland AB</td>
<td>Maestro Project for Students</td>
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<td>Maryland C</td>
<td>Teaching the Maestro</td>
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<td>Virginia A</td>
<td>Outreach Academy (8:30 a.m. - 4:30 p.m.)</td>
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<td>Middle Madness 6:30 p.m.</td>
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<td>Virginia B</td>
<td>JWire: Collaborating &amp; Sharing Online</td>
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<td>Virginia C</td>
<td>Using Illustration and Design for Better Publications</td>
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<td>Wilson A</td>
<td>Photoshop for Beginners</td>
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<td>Wilson C</td>
<td>Mentor Training</td>
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<td>At the Newseum</td>
<td>Writing for Broadcast (9 a.m. - 3:45 p.m.)</td>
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Sessions in **white boxes** are designed for general audiences or multiple areas of interest.
Computer Sessions Sign-Up
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 lobby, 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 receipt. You must bring the receipt to the computer lab (Wilson A) at the assigned time. Only those with receipts 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.

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.

Writing Workshop
In this daylong interactive seminar, you will analyze excellent writing and apply what you learn to your own work. The session will cover ledes, narrative and the use of literary devices to tighten and strengthen your writing. Pre-registration required.
H.L. Hall, MJE Hendersonville, Tenn.; and Kathy Craghead, MJE, Mexico, Mo.
8:30 a.m. Thursday, Lincoln 2

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

Leadership Workshop
Leading the way for the best 2009-2010 you can have starts now! This special session will give the new set of editors the chance to learn not only what it means to be a good leader but also how to be a good leader. This intense day of interactivity and motivation will help editors produce some of the best publications and manage the best staffs ever. Pre-registration required.
Sarah Nichols, CJE, Whitney High School, Rocklin, Calif.
8:30 a.m. Thursday, Lincoln 6

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. Pre-registration required.
Jill Chitum, CJE, Blue Valley High School, Stillwell, Kan.; and Amy DeVault, CJE, Wichita (Kan.) State University
8:30 a.m. Thursday, Maryland AB

Teaching the Maestro
You have heard of it but can’t figure how it can work for your staff. This session will teach you the hands-on basics of the Maestro Approach. Maestro creator Buck Ryan and journalist teacher Beth Fitts will team up to show you the amazing results of the Maestro. Pre-registration required.
Beth Fitts, CJE, Mississippi Scholastic Press Assn., University, Miss.; and Buck Ryan, University of Kentucky, Lexington, Ky.
8:30 a.m. Thursday, Maryland C

JEA Outreach Academy
This intensive one-day program will include training in setting up, staffing and funding a journalism program; teaching the basics of journalism; design; press law; making sure your publication represents your student body; and cover issues pertaining to diversity. Pre-registration required.
Steve O’Donohue, California Scholastic Journalism Initiative, Sacramento, Calif.; Linda Shackley, Dow Jones Newspaper Fund, Princeton, N.J.; and Stan Zoller, CJE, Rolling Meadows High School, Rolling Meadows, Ill.
8:30 a.m. Thursday, Virginia A

JWire: Collaborating and Sharing Online
Some topics concern students everywhere: the economy, the environment, and health issues. What if you could share your ideas and collaborate with other student journalists across the country? What if you could get the help of newsroom pros to make your work better? What if you could post to an online site that others could see and use? Find out how JWire is helping students do this. Share the tips those students have for being better journalists and then think about joining us online. Pre-registration required.
Marina Hendricks, NAA Foundation, Arlington, Va.; Wendy Wallace, The Poynter Institute, St. Petersburg, Fla.; and Jon Wile, Kent State University, Kent, Ohio
8:30 a.m. Thursday, Virginia B

Using Illustration and Design for Better Publications
This mini-master class in illustration and design will help you think like an art director. Topics include working with editors and artists, developing a design or illustration, selecting art and fonts, and polishing the package. Washington-area professional illustrators, ad designers and art directors will guide the day’s hands-on activities. Pre-registration required.
8:30 a.m. Thursday, Virginia C

Photoshop for Beginners
Learn to use Adobe Photoshop in this daylong workshop. Preregistration required.
Mark Murray, Arlington ISD, Arlington, Texas
8:30 a.m. Thursday, Wilson A

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. Exhibit Hall A

Best of Show Desk
Will your staff bring home the trophy this year? See how your publication fares against others 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 Saturday.
Desk open: 1–7 p.m. Foyer

Write-off Contest Check-In
If both your Write-off registration and JEA membership fees have been paid, your school’s Write-off packet with 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. Foyer

ADVISING

President’s Address
The president of JEA will address the JEA membership. This session is scheduled for 10 a.m. Saturday.

General Audience

Beginner’s Workshop: Starting a Better Publication
This seminar will introduce students to the basics of journalism and publication production. It is for students just starting out in the world of journalism and publication production.
Christi Kritzer, CJE, The Poynter Institute, St. Petersburg, Fla.
8:30 a.m. Thursday, Virginia A
MENTORS

Mentor Training
JEA’s mentors will meet for training sessions
Nick Ferentinos, Saratoga, Calif.; Bill Flechtner, Warner
Pacific College, Portland, Ore., and Peggy Gregory, CJE,
Glendale, Ariz.
8:30 a.m. Thursday, Wilson C

BROADCAST
Writing for Broadcast
Students will spend the day at the Newseum
with veteran broadcasters learning what
makes effective broadcast writing zing and
how to do it well. This hands-on session will
Teach students and advisers the key elements
of writing for television and delivering news
on camera. Participants will work in teams
to write and deliver a news broadcast and
critique each other’s work. Time is allotted to
explore the Newseum’s interactive theaters
and galleries all devoted to five centuries of
news history. Preregistration required.
Newseum staff, Washington, D.C.
9 a.m. - 3:45 p.m. Thursday, Newseum

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.
Mary Patrick, CJE, Maize South Middle School, Wichita,
Kan.; Wendi Solinger, CJE, Alice Vail Middle School, Tucson,
Ariz., and Anita Wertz, MJE, Cesar Chavez High School,
Stockton, Calif.
6:30 p.m. Thursday, Virginia A

ADVISING

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

Keynote Speaker

Nick Clooney will be the evening’s keynote
speaker. Clooney has been a reporter, anchor,
managing editor and news director during his
time as a television newsman. He currently teaches
at American University and hosts specials at the
Newseum, both in Washington, D.C.
7:30 p.m. Marriott Ballroom

Adviser Reception

Advisers who are first-time convention
attendees and outreach participants are the
guests of honor at this informal reception to
meet the local committee, the JEA Board of
Directors and JEA and NSPA staffs. The local
convention committee will be recognized at
this time. This informal reception will follow
the opening keynote. American Society of
News Editors is the sponsor of this event.
9:30-11 p.m. Delaware Suite

JEA Bookstore

Check out the new books, as well as popular
bestsellers, at the JEA Bookstore. Nearly 300
books relating to journalism are available,
including textbooks, curriculum development,
yearbook, newspaper, design, photography,
writing, desktop publishing, advertising and
broadcast. Did you forget Write-off supplies?
Check here to buy photo mounting boards,
dictionaries, thesauruses, stylebooks, paper, pens,
pencils, rulers and erasers. Supplies are limited, so
shop early. Look for schedule of Meet the Author
book signings throughout the convention.
These guidelines are established to ensure all convention participants have a safe and enjoyable stay in Washington, D.C.

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

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

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

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

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

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

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

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

Thank You

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<th>ROOMS:</th>
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<th>9 a.m.</th>
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<tr>
<td>Buchanan (25)</td>
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<td>Write-off Office</td>
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<td>Cleveland 1 &amp; 2 (50)</td>
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<td>Write-off Work Lab</td>
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<tr>
<td>Delaware A (175)</td>
<td>JEA General Membership Meeting (8 a.m.)</td>
<td>Music and Copyright: To Use or Not to Use</td>
<td>Storytelling — From Good to Great</td>
<td>Asking Those Offbeat Questions</td>
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<tr>
<td>Delaware B (175)</td>
<td>A Brush With History: America’s Cold War Combat Artist</td>
<td>Cartoons and Satire: Drawn Into the 21st Century</td>
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<td>Exhibit Hall A</td>
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<td>Exhibit Hall B</td>
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<td>Foyer</td>
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<tr>
<td>Jackson (40)</td>
<td>Public Relations: Another Side of Journalism</td>
<td>Come Join Us: Entering the World of College Journalism</td>
<td>Fact/Fiction: The Journalism School Application</td>
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<tr>
<td>Jefferson (40)</td>
<td>Give and Take: Building a Healthy Relationship Between Your Media</td>
<td>Creating Protocol for Free &amp; Responsible Student Media</td>
<td>More Than Blue in a Box of Crayons</td>
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<tr>
<td>Lincoln 1 (30)</td>
<td>JEA State Directors Meeting</td>
<td>Comprehensive Sports Writing</td>
<td>The Chandra Levy: Murder and the Media</td>
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<tr>
<td>Lincoln 2 (250)</td>
<td>Why the World Needs Journalists</td>
<td>Meet the Authors: Dave LaBelle &amp; Carol Richtsmeier</td>
<td>Write for JEA’s Magazine (10:15 a.m.)</td>
<td>Meet the Authors: Jamie &amp; E. Ethelbert Miller</td>
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<tr>
<td>Lincoln 3-4 (350)</td>
<td>JEA Bookstore/Adviser Hospitality (8 a.m. - 5 p.m.)</td>
<td>The 5th Inning: How to Write and Throw Into the Late Innings</td>
<td>Truth, Access, Diversity</td>
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<td>Lincoln 5 (350)</td>
<td>Save the Journalists</td>
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<td>Lincoln 6 (275)</td>
<td>Issue Seminar: Marriage Equity in the Spotlight: How to Report a Complex Diversity Topic</td>
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<td>Lobby</td>
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<tr>
<td>Marriott Balcony A (120)</td>
<td>What Color is Your Year?</td>
<td>Shooting Photos with Stopping Power</td>
<td>Managing Your Staffs’ Goals</td>
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<tr>
<td>Marriott Balcony B (120)</td>
<td>Top 10 Ways to Be Organized in Yearbook</td>
<td>Transforming Journalism: From Information to Engagement</td>
<td>Leaders are Made,Born</td>
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<tr>
<td>Marriott Balcony C (90)</td>
<td>Getting Along: Forging Relationships that Work</td>
<td>Deadline — A Not So Dirty Word</td>
<td>A Question and Five</td>
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<tr>
<td>Marriott Balcony D (90)</td>
<td>We’ve Got You Covered</td>
<td>Sound Editorial Policies</td>
<td>Design Without InDesign</td>
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<tr>
<td>Marriott Salon 1 (700)</td>
<td>Dazzling Advertising Sales</td>
<td>A DeNeen Brown — How to Get Ahead</td>
<td>The Future of the Yearbook</td>
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<tr>
<td>Maryland AB (200)</td>
<td>In a Nutshell: The Soft-Serve Writing Model</td>
<td>Prep for Write-off Writing Contests</td>
<td>Big Ideas for Small School</td>
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<td>Maryland C (135)</td>
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<tr>
<td>Park Tower 8205 (20)</td>
<td>Region 1/Northwest Meet, Eat and Greet</td>
<td>National Professional Learning Community Meeting</td>
<td>Leadership Development = Good Business</td>
<td>Setting the Budget Stage</td>
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### Sessions Overview

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<tr>
<th>Noon</th>
<th>1 p.m.</th>
<th>2:30 p.m.</th>
<th>4 - 6 p.m.</th>
<th>EVENING</th>
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<tbody>
<tr>
<td>Office (8 a.m. - 5 p.m.)</td>
<td>Rooms (8 a.m. - 5 p.m.)</td>
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<tr>
<td>Great</td>
<td>The Best of Newspaper Design</td>
<td>Making the News Look Like You</td>
<td>Write-off Contest</td>
<td>Adviser Reception (8:30 p.m.)</td>
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<td>Evolution of a Cartoonist</td>
<td>The Art and Commentary of Cartooning</td>
<td>Write-off Contest</td>
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<td>On-Site Critiques</td>
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<td>Media Swap Shop (8 - 10 p.m.)</td>
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<td>Journalism</td>
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<td>From Good to Great</td>
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<td>Effective Editing Begins with Rapport</td>
<td>Write-off Contest</td>
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<td>Retail Media</td>
<td>Make Rick Reilly Proud</td>
<td>American Forum: Media and Sexuality</td>
<td>Write-off Contest</td>
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<td>Raskin</td>
<td>Meet the Author: Kevin Kallagher</td>
<td>JEA Bookstore/Adviser Hospitality (8 a.m. - 5 p.m.)</td>
<td>Write-off Contest</td>
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<td>Meet the Authors: Robert and Carol Greenman</td>
<td>JEA Bookstore/Adviser Hospitality (8 a.m. - 5 p.m.)</td>
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<td>University</td>
<td>Putting a New Face on an Old Story</td>
<td>Contempt for Reporters: One Journalist’s Fight to Protect News Sources</td>
<td>Write-off Contest</td>
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<td>Opinion</td>
<td>Getting the Sports Story</td>
<td>Power of Media Literacy Program for Students</td>
<td>Write-off Contest</td>
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<td>Desk (8 a.m. - 4 p.m.)</td>
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<td>Set up for Write-off Contests</td>
<td>Write-off Contest</td>
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<td>Keynote Speaker</td>
<td>Write-off Contest</td>
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<td>Advising</td>
<td>Advertiser Luncheon: Life as a Feature Writer</td>
<td>Write-off Moderators Meeting (2:45 p.m.)</td>
<td>Write-off Contest</td>
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<td></td>
<td>Yearbooks Sold Out!</td>
<td>Great Idea! Now What?</td>
<td>Write-off Contest</td>
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<td>Law/Ethics</td>
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<td>Law in the Digital Era</td>
<td>Write-off Contest</td>
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Sessions in **white boxes** are designed for general audiences or multiple areas of interest.
## Friday Sessions

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<tr>
<th>ROOMS:</th>
<th>7:15 a.m.</th>
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<tbody>
<tr>
<td>Park Tower 8209 (50)</td>
<td>Region 3/North Central Meet, Eat and Greet</td>
<td>From the Mouths of Babes Come Words of Wisdom</td>
<td>Managing Your Newspaper Staff</td>
<td>Poetry: The Synthesis of Hyacinths and Biscuits</td>
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<tr>
<td>Park Tower 8210 (50)</td>
<td></td>
<td>Taming the Grading Monster</td>
<td>What's Black and White and Green All Over</td>
<td>Converging Classes Media</td>
</tr>
<tr>
<td>Park Tower 8212 (50)</td>
<td>Region 4/ South Central Meet, Eat and Greet</td>
<td>Forming Successful Partnerships with the Pros</td>
<td>JEA Mentoring: Triage for Advisers</td>
<td>Expanding Your Literary Magazine</td>
</tr>
<tr>
<td>Park Tower 8216 (50)</td>
<td>Region 5/Southeast Meet, Eat and Greet</td>
<td>S.O.S. for New Advisers</td>
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<tr>
<td>Park Tower 8219 (50)</td>
<td>Region 6/Mid-Atlantic and Great Lakes Meet, Eat and Greet</td>
<td>Using All Your Senses</td>
<td>Magazine Design</td>
<td>Q&amp;A with the Magazine Editor</td>
</tr>
<tr>
<td>Park Tower 8222 (50)</td>
<td>Region 7/Northeast Meet, Eat and Greet</td>
<td>Raising a Lazarus: Resurrect a Publication</td>
<td>Focusing Your Focus Group</td>
<td>Producing a Winning Article</td>
</tr>
<tr>
<td>Park Tower 8226 (50)</td>
<td>Region 2/Southwest Meet, Eat and Greet</td>
<td>Certification: Determining News Value</td>
<td>Certification: Role &amp; History of U.S. Media</td>
<td>Certification: Cover Content and Writing</td>
</tr>
<tr>
<td>Park Tower 8229 (20)</td>
<td></td>
<td>Broadcast Package Contest &amp; Contest Turn-In</td>
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<td>Write-off Photo Judging</td>
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<tr>
<td>Taft (40)</td>
<td>Broadcast Mod., 39, 42, 43 (7:30 a.m.)</td>
<td>Broadcast Pkg. Orientation Meeting (8 a.m.)</td>
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<tr>
<td>Truman (40)</td>
<td>Videography Orientation Meeting (8 a.m.)</td>
<td>Get Right With Copyright</td>
<td>Defining Moments Help Teach the Basics</td>
<td>Delights and Dilemmas of the Write-off Contest</td>
</tr>
<tr>
<td>Tyler (40)</td>
<td>In-camera Feature Orientation Meeting 8 a.m.</td>
<td>Your Friend, Research</td>
<td>How to Choose Online Training</td>
<td>That's Not Plagiarism, oh Yes!</td>
</tr>
<tr>
<td>Virginia A (125)</td>
<td>Great Photography is as Simple as TLC: Timing, Light &amp; Composition</td>
<td>Can’t We All Just Get Along?</td>
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<tr>
<td>Virginia B (125)</td>
<td>Jump Start Your Broadcast Career</td>
<td>The Media World You Will Inherit</td>
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<tr>
<td>Virginia C (125)</td>
<td>Take It From The Times</td>
<td>Transitioning from High School Reporter to Pro. Journalist</td>
<td>Taking Your Daily Announcement Show to the Next Level</td>
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<tr>
<td>Washington 1 (290)</td>
<td>Maggots, Rat Guts and Feeling Good About Throwing Up</td>
<td>Entertainingly Enough</td>
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<td>Beyond the Interviewing</td>
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<tr>
<td>Washington 2 (290)</td>
<td>Dueling Design Divas</td>
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<tr>
<td>Washington 4 (400)</td>
<td>Super-Trendy, Ultra-Modern Design Time</td>
<td>Readers are Hungry for Great Narratives</td>
<td>Future of the Year: What's the Big Deal</td>
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<tr>
<td>Washington 5 (290)</td>
<td>What Makes a Good Photo?</td>
<td>Shoot Sports Like the Pros</td>
<td>We Design with a Little from Our Friends</td>
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<tr>
<td>Washington 6 (290)</td>
<td>10 Top Tips for Tip Top Sportswriting</td>
<td>Is In-Depth Journalism Dead?</td>
<td>Future of Yearbook: How Your Yearbook Can Impact Your...</td>
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<tr>
<td>Wilson A (34) Lab</td>
<td>Troubleshooting InDesign</td>
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<td>Wilson B (110)</td>
<td>May We Pray and Read the Bible at School?</td>
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<tr>
<td>Wilson C (110)</td>
<td>Photography Web Sites for Teachers and Students</td>
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<td>Noon</td>
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<td>Adviser High School</td>
<td>Sharing Solutions</td>
<td>Yearbook from Red to Black</td>
<td>Write-off Contest</td>
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<tr>
<td>Publications Problems and Solutions</td>
<td>Publications Boot Camp on a Shoestring</td>
<td>Advising Students on First Amendment Rights</td>
<td>Write-off Contest</td>
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<tr>
<td>Photo Portfolio Basics</td>
<td>Yearbook from Red to Black</td>
<td>Advising Students on First Amendment Rights</td>
<td>Write-off Contest</td>
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<tr>
<td>Coaching Writers</td>
<td>Certification: Journalistic Writing and AP Style</td>
<td>Write-off Contest</td>
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<td>Portfolio of the Year Portfolio</td>
<td>Sunshine Week Celebration</td>
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<tr>
<td>Survival Tips for the Struggling Advisers</td>
<td>The First Amendment: First and Foremost</td>
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</tbody>
</table>

### Broadcast Module and Contest Options

- **Broadcast Mod., 40, 44 (12:30 p.m.)**
- **On-Air Reporter and Broadcast Comm. Contest**
- **Broadcast Contest (2 p.m.)**
- **Mod Mtg. 41, 45 (2:45 p.m.)**

### Full-Day Options

- **Broadcast Judging**
- **Broadcast Carry-in Contests (1:30 p.m.)**
- **Write-off Contest**
- **Write-off Photo Critiques**
- **Write-off Contest**
- **Write-off Contest**
- **Write-off Contest**
- **Write-off Contest**
- **Write-off Contest**
- **Write-off Contest**

### Future of the Yearbook

- **Future of Yearbook: 10 Things You Can Still Do to Sell Your Book**
- **The Total Package**
- **Broadcast vs. Print Writing**
- **Snooping for Word Crimes**
- **Details of Theme Development**
- **A Designer’s Guide to What Works 9.11**
- **Future of Yearbook: Chicken Little is Still Wrong**
- **Visual Dynamics of Storytelling**
- **Every Story Needs a Theme (or Two)**
- **Yearbook Design: How to Upgrade Designs & Win Awards**
- **Covering the Unthinkable: What Issues Need to be Addressed …**

### Hands-on Podcasting

- **Teaching InDesign (2:30 p.m.)**
- **CJE/MJE Certification Testing (3:30 p.m.)**
7:15 a.m.

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

Steve Mallon, MJE, Charles Wright Academy, Tacoma, Wash.
7:15 a.m. Friday, Park Tower 8206 (50)

Region 2/Southwest: Arizona, California, Colorado, Hawaii, Nevada, New Mexico and Utah
Alex Trivisonno, Pahoa High School, Pahoa, Calif.
7:15 a.m. Friday, Park Tower 8226 (50)

Region 3/North Central: Illinois, Iowa, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin
Gary Lindsay, MJE, John F. Kennedy High School, Cedar Rapids, Iowa
7:15 a.m. Friday, Park Tower 8209 (50)

Region 4/South Central: Arkansas, Kansas, Louisiana, Missouri, Oklahoma and Texas
William Bladh, CJE, Abilene High School, Abilene, Texas
7:15 a.m. Friday, Park Tower 8212 (50)

Region 5/Southeast: Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Tennessee
Jennifer Lunsford, MJE, West Henderson High School, Hendersonville, N.C.
7:15 a.m. Friday, Park Tower 8216 (50)

Region 6/Mid-Atlantic and Great Lakes: Delaware, Indiana, Kentucky, Maryland, Michigan, Ohio, Virginia, West Virginia and Washington, D.C.
Tom Gayda, MJE, North Central High School, Indianapolis, Ind.
7:15 a.m. Friday, Park Tower 8219 (50)

Region 7/Northeast: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont
Wayna Polk, CJE, Abilene High School, Abilene, Texas.
7:15 a.m. Friday, Park Tower 8222 (50)

7:30 a.m.

CONTEST
Broadcast Moderators Meeting
Those moderating contests 39, 42 and 43 will meet here before the orientation meetings.
7:30 a.m. Friday, Taft (20)

8 a.m.

CONTEST
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.
8 a.m. Friday, Taft (20)

CONTEST
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.
8 a.m. Friday, Taylor (40)

9 a.m.

CONTEST
Write-off Photography Judging
Judges for the photography contests will meet here throughout the day.
Bradley Wilson, CJE, North Carolina State University, Raleigh, N.C.
8 a.m. - 4 p.m. Friday, Park Tower 8229 (20)

CONTEST
Music and Copyright: To Use or Not to Use
When and how can you legally use music to “spice up” your video productions? What is fair use and what do you need to know about licenses? Many common class scenarios will be discussed with time for your questions.
Philip Harris, Springfield, Va.
9 a.m. Friday, Delaware A (175)

CONTEST
Cartooning
A Brush With History: America’s Cold War Combat Artist
The long tradition of using an artist to cover a war is not dead. Chip Beck knows the difference between a “combat artist” and a “military illustrator” and why photographers are not the end-all and be-all to visual reporting. Beck will share illustrations and insights to events he covered as the “Cold War’s Combat Artist”
Why the World Needs Journalists

A reporter who has traveled the world to cover major news events and natural disasters discusses why now — more so than ever before — the international community needs a solid corps of dedicated, well-skilled members of the Fourth Estate.

Donna Leinwand, Gannett News Service, Washington, D.C.
9 a.m. Friday, Lincoln 2 (250)

Save the Journalists

Learn the ins and outs for a future career in journalism from a successful veteran. In addition to tips, you will also learn how to garner ideas for stories that your school has never seen before.

9 a.m. Friday, Lincoln 5 (350)

What Color is YOUR Year?

Color matters. When making choices in your design, don’t just pick your favorite crayon out of the box! Thoughtful choices help make good designs great designs. This session will address the psychology of color and demonstrate how you can incorporate color into your publication in an effective and exciting way.

9 a.m. Friday, Marriott Balcony A (120)

Top 10 Ways to Be Organized in Yearbook

Ever lost a photo or used one twice? Forgotten to assign someone to cover the big game? Have different fonts on two pages? Sent your pages in and realized you were several spreads short? Nothing is more frustrating than a lack of organization affecting the quality of your yearbook.

Learn 10 ways to organize your book and your class better and your life will be just a bit easier. This session will cover everything from organizing photos to coming up with the ladder, meeting deadlines on time, and grading students.

Mark Novom, Brentwood School, Los Angeles, Calif.
9 a.m. Friday, Marriott Balcony B (120)

Getting Along:Forging Relationships That Work

Join a veteran adviser, a new adviser, student staffers and their principal for their unique perspectives on the ins and outs of building and maintaining an award-winning media program. From sharing space to recruiting students to handling controversy, a variety of issues will be covered. Be sure to bring your own questions and/or experiences to share.

David Clark, Kim Green, MJE, Rachel McCarver, CJE, Columbus North High School, Columbus, Ind.
9 a.m. Friday, Marriott Balcony C (90)

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: 8 a.m. - 3 p.m. Foyer

Marriage Equity in the Spotlight: How to Report a Complex Diversity Topic (2 hours)

This session will give the legal, ethical, political and personal aspects of same-sex marriage. The first hour begins as a press conference with one of the first couples to be married in San Francisco, who now live in Washington, D.C. Their union goes to the heart of legislation currently being proposed. Additional panelists will discuss development of human-interest stories and coverage of school debates, current events and the concerns of people from all angles in your community. In addition, this issue seminar will also provide research and legal advice on navigating through this emotional and controversial topic.

9 a.m. Friday, Lincoln 6 (275)
Media professionals will share information about their work and backgrounds in an informal setting. Tickets for this preregistered event will be in the school's packet at registration. There will be two one-hour blocks. Please check ticket for your assigned time and table number. Students are encouraged to be prepared with questions on career preparation requirements, nature of work, salary-level expectations and job availability. They may also inquire about how to handle issues or situations in their work as student journalists.

9 and 10 a.m., Exhibit Hall B

FUTURE OF THE YEARBOOK
The New Journal-ism
Bloggers, Twitter, obsessive-compulsive ... Facebook, MySpace, text messages, inside stories... Telling the story has always been and continues to be at the heart of scholastic yearbook journalism. However, as journalism consumers change, yearbook staffs must explore new ways to uncover and relate the stories of the year, and they must discover new ways to capture and keep readers actively engaged. Thing readers, think journal-ism in concept, content and design.

9 a.m. Friday, Marriott Salon 1 (700)

ADVERTISING, GENERAL AUDIENCE
Dazzling Advertising Sales
Learn great techniques to sell advertising and build up the financial backbone of your publication.

Beth Fitts, CJE, Mississippi Scholastic Press Association, University, Miss.

9 a.m. Friday, Maryland AB (200)

NEWSPAPER
In a Nutshell: The Soft-Serve Writing Model
The summary lead works well for breaking news on your Web site, but it makes little sense for your less frequent newspaper or yearbook stories. Using the “focus structure,” you can turn that dry inverted pyramid story into a tasty feature treat that will tempt your readers. Anecdotes, nut graphs and other strategies will help you find and maintain an engaging focus.

9 a.m. Friday, Maryland C (1135)

MEETING
National Professional Learning Community (2 hours)
This group will meet to discuss curriculum and ideas for the PLC project.

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

9 a.m. Friday, Park Tower 8205 (20)

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

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

9 a.m. Friday, Park Tower 8206 (50)

ADVISERS
From the Mouths of Adviser Babes Come Words of Wisdom
Successful first- and second-year advisers talk about the issues facing beginning advisers from their perspective while a veteran mentor adds her ideas based on her work with them during the past year.

Martha Rothwell, Statesville, N.C.; William C. Cutler, West Iredell High School, Statesville, N.Y., and Melanie Huynh-Duc, Northwest High School, Greensboro, N.C.

9 a.m. Friday, Park Tower 8209 (50)

ADVISERS
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.

9 a.m. Friday, Park Tower 8210 (50)

ADVISERS
Forming Successful Partnerships with the Pros
How do you get professional news organizations to work with your student publication? Once you have a partnership, what do you do? Learn how to get professional news organizations to help your publications and your students. Information will be given on how to create a partnership and activities that can be implemented to make it successful.

9 a.m. Friday, Park Tower 8212 (50)

ADVISERS
S.O.S. for New Advisers
New to newspaper advising? Wondering how to grade, keep organized and survive the day-to-day chaos? Come to this session and join others asking the same questions.

9 a.m. Friday, Park Tower 8216 (50)

MAGAZINE
Using All Your Senses
Focus on feature reporting and writing: how best to use relevant, descriptive detail and dialogue to paint a picture, improve interview techniques and develop observation skills.

9 a.m. Friday, Park Tower 8219 (50)

ADVISERS, ADMINISTRATORS
Raising a Lazarus: How to Resurrect a Fledgling Publication
Two seasoned advisers share tips for injecting new life into a newspaper or yearbook program that seem to be teetering on the brink of extinction. Learn some tried and true methods for adding vision, changing the culture, improving the product, ensuring growth and maintaining stability in publications.

9 a.m. Friday, Park Tower 8222 (50)

LAW AND ETHICS
Get Right With Copyright
"I found the perfect photo on Google Images, but..." is the start of many a phone call to the SPLC attorney hotline. Learn what is and isn’t a permissible use of other people’s artwork, photos, songs and videos, and some practical tips to minimize your risk of being on the wrong side of copyright.

9 a.m. Friday, Taylor (40)

ADVISERS
Your Friend, Research
Whether you’re working on master’s degree or you’re looking for research that can help you improve your journalism program, this session is for you. Learn about scholastic journalism research that’s being conducted and discuss new ideas for interesting research projects.

9 a.m. Friday, Truman (40)

ADVISERS
What We Learned from Beginning Teachers
We will show you how to use technology to manage copy flow, teach grammar and style and encourage quality writing. We will help you generate ideas for working with editors and staff. Training and empowering your editors to be leaders eases your stress and gives staff members the responsibility and control over their publications.

9 a.m. Friday, Tyler (40)
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, University of Kentucky, Lexington, Ky.
9 a.m. Friday, Virginia A (125)

NEWSPAPER
Take It From The Times
Learn how to create and write compelling articles for your paper using story ideas, background material and writing styles from The New York Times.
Nick Ferentinos, Saratoga, Calif., and Robert Greenman, Brooklyn, N.Y.
9 a.m. Friday, Virginia B (125)

PHOTOGRAPHY
What Makes A Good Photo?
It seems that everyone has an opinion on what makes a good photo, but almost everyone can agree on some basic principles. Check this session out and your images will never be the same.
9 a.m. Friday, Washington 4 (400)

NEWSPAPER
Maggots, Rat Guts and Feeling Good About Throwing Up
Interviews are the heart of feature stories. 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 explored ways yearbook staffs can and should update your yearbook? In this session we’ll discuss what topics your yearbook or magazine, video, Web site or yearbook at the Best of Show desk.

BROADCAST
Jump Start Your Broadcast Career
This session will offer students options to pursue as they prepare to complete their high school career and begin their collegiate experience. All students considering broadcast journalism are invited.
Anthony Moretti, Point Park University, Pittsburgh, Pa.
9 a.m. Friday, Virginia C (125)

NEWSPAPER
10 Top Tips for Tip Top Sports Writing
Do you get the sense that readers aren’t paying much attention to your sports coverage? Is your sports section dry and dull, full of dated game stories and incomplete statistics? Are there 10 terrific ideas that will help make your sports section come alive for readers.
Karl Grubaugh, CJE, Granite Bay High School, Granite Bay, Calif.
9 a.m. Friday, Washington 6 (290)

FUTURE OF THE 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.
Casey Nichols, CJE, Rocklin High School, Rocklin, Calif., and Sarah Nichols, MJE, Whitney High School, Rocklin, Calif.
9 a.m. Friday, Washington B (300)

SUPER-TRENDS
Super-Trendy, Ultra-Modern Design Time
Let’s look at some great designs you can use at your school. We’ll view newspapers, yearbooks and magazines. We can all learn from each other. And if it’s a convention session with Tom and Kathy that can only mean one thing: prizes galore.
9 a.m. Friday, Washington D (290)

PHOTOGRAPHY
Troubleshooting InDesign
Are there InDesign features you don’t understand? In this hands-on session, you will get hands-on answers to your questions. (Sign up and get ticket for this session at the registration area. Limit 34.)
Susan Roberts, MJE, LaPorte High School, LaPorte, Texas, and Hal Schmidt, PS Graphics Inc., Kingwood, Texas
9 a.m. Friday, Wilson A (34)

FEATURED SPEAKER, LAW AND ETHICS, ADVISORS
May We Pray and Read the Bible at School?
Have a conversation with Jamie Raskin about the separation of church and state at school. How does law govern religion at school? Topics will include official prayers in the classroom and on the football field, Bible readings, theology classes, mandatory teaching of evolution, mandatory teaching of creation science, meetings by religious student groups after-hours, valedictorian addresses on religious themes, and the controversy over the words “under God” in the Pledge of Allegiance.
Jamie Raskin, Washington College of Law, American University, Washington, D.C.
9 a.m. Friday, Wilson B (110)

LAW AND ETHICS, ADVISORS
Creating Protocol for Free and Responsible Student News Media
Get an update on and contribute to a project supported by the Illinois Press

COMPUTER TECHNOLOGY
TECHNOLOGY
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.

BROADCAST
Storytelling — From Good to Great
Great journalists are great storytellers. They make information entertaining, compelling and memorable. From interviewing to writing, this session will focus on tips to improve your storytelling and make your packages unforgettable.
Janet Kerby, Roane County High School, Spencer, W.Va.
10 a.m. Friday, Delaware A (175)

FEATURED SPEAKER, CARTOONING
Cartooning on Humor’s Edge
When viewing an Ann Telnaes editorial cartoon one is reminded of an Alexander Calder sculpture — graceful in line and powerful in impact on the viewer. One of two women to receive the Pulitzer Prize for Editorial Cartooning, Ann Telnaes will talk about Herblock — she’s a big fan of his work — and share her transition from print to animated editorial cartoons.
Ann Telnaes, Washington, D.C.
10 a.m. Friday, Delaware B (175)

GENERAL AUDIENCE
Come Join Us: Entering the World of College Journalism
No matter what your high school media experience and where you go to college, your college newspaper, yearbook or broadcast station would love to have you! This session offers tips to work in journalism when you go off to college and what you can do now to prepare.
Sally Turner, Eastern Illinois University, Charleston, Ill.
10 a.m. Friday, Jackson (40)

PHOTOGRAPHY
Photography Web Sites for Teachers and Students
Learn what photography Web sites are available for teachers and students so that you can quickly look professional. Sites discussed will have Web 2.0, print and sales, and storage options.
Bryan Farley, Oakland, Calif.
9 a.m. Friday, Wilson C (110)

PHOTOGRAPHY
What Makes A Good Photo?
It seems that everyone has an opinion on what makes a good photo, but almost everyone can agree on some basic principles. Check this session out and your images will never be the same.
9 a.m. Friday, Washington 5 (290)

FEATURED SPEAKER, LAW AND ETHICS, ADVISORS
May We Pray and Read the Bible at School?
Have a conversation with Jamie Raskin about the separation of church and state at school. How does law govern religion at school? Topics will include official prayers in the classroom and on the football field, Bible readings, theology classes, mandatory teaching of creation science, meetings by religious student groups after-hours, valedictorian addresses on religious themes, and the controversy over the words “under God” in the Pledge of Allegiance.
Jamie Raskin, Washington College of Law, American University, Washington, D.C.
9 a.m. Friday, Wilson B (110)
Friday 10 a.m.

Foundation and the McCormick Freedom Museum to create protocol for nurturing free and responsible student news media. The protocol will include (a) proactive strategies for building and maintaining cooperative relationships among student journalists, faculty news media advisers and school administrators; (b) problem-solving framework for dealing with journalism issues and controversies without jeopardizing student rights, adviser job security and administrator pedagogical responsibilities; (c) principles of democratic education, journalism ethics and skillful leadership that the school should inculcate and learners and educators engage in; (d) procedures for evaluating application and effectiveness of protocol; (e) checks and balances to inspire rehabilitation if protocol is breached or needs to be revised.

Randy Swinkle, CJE, McHenry, Ill.
10 a.m. Friday, Jefferson (40)

PHOTOGRAPHY
Shooting Photos With Stopping Power
Learn how to shoot photos for any event that stop readers on the page. These techniques will have your student body drooling over your images. Come see real examples of coverage of typical events at any school. Beth Shull, Pulaski Academy, Little Rock, Ark., and Margaret Sorrows, CJE, Bryant High School, Bryant, Ark.
10 a.m. Friday, Marriott Balcony A (120)

NEWSPAPER, BROADCAST, ONLINE
Transforming Journalism: From Information to Engagement
This session explores the Pulitzer Center’s transformative model — from global news gathering focused on stories to under reported in U.S. media to award-winning educational tools to engage the next generation of citizens. Participants discover ways to encourage students to delve into international topics, think critically about the world and make global-local connections. Multimedia multiple news platforms and techniques are explored along with substance.
Ann Peters, Pulitzer Center on Crisis Reporting, Washington, D.C.
10 a.m. Friday, Marriott Balcony B (120)

NEWSPAPER, YEARBOOK
Prep for Write-off Writing Contests
Come find out how the Write-offs work and get useful hints to help you do your best in your writing contest.
Linda Mercer, Halfav, Va.
10 a.m. Friday, Maryland C (135)

ADVISING, BUSINESS/ADVERTISING
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
Noon Friday, Park Tower 8206 (50)

ADVISING, MIDDLE SCHOOL, NEWSPAPER
Managing Your Newspaper Staff
Advisers will discuss strategies to facilitate the growth of young writers while maintaining a high quality publication. Topics will include the writing process, how much younger students can handle, covering controversial issues and publication schedules. Handouts will be provided to help in the classroom.
Wanda Pletcher, Altoona Area Junior High School, Altoona Pa.
10 a.m. Friday, Park Tower 8209 (50)

ADVISING
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 Pfeiff, CJE, Peeoa, Ariz., and Carmen Wendt, CJE, Scottsdale, Ariz.
10 a.m. Friday, Park Tower 8210 (50)

ADVISING, MIDDLE SCHOOL
JEA Mentoring — Triage for New Advisers
JEA-trained mentors are prepared to help first- and second-year journalism advisers who may feel they are likely to 1) live through the experience; 2) die from the experience; 3) thrive, given appropriate help. Apply for a JEA mentor. Find out how to assess your situation and locate the resources for survival, with or without the help of a mentor.
Jo Ann Haggard, Jackson, Ala., and Marie Parsons, University of Alabama, Tuscaloosa, Ala.
10 a.m. Friday, Park Tower 8212 (50)

Meet the Authors
Dave LaBelle and Carol Richtsmeier
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 meet with convention delegates and will autograph his books in the foyer outside the JEA Bookstore. Author, teacher and blogger Carol Richtsmeier will sign copies of her book, “How to Lose Your Self of Steam & Other Lessons I Never Learned from Professional Development.”
10 a.m. Lincoln 3-4 (Foyer)

Featured Speaker, Magazine
The 5th Inning: How to Write and Throw Into the Late Innings
He is soft-spoken, outspoken, curious, generous, uplifting. Historian Douglas Brinkley calls E. Ethelbert Miller “one of the really great American poets.” Others admire his role as a father to his children, to other writers, to words on the page. While Miller talks with you about writing a memoir, you will meet the poet, the memoir writer and the man who has nurtured many young writers. You will join him on a journey into and through the writing life. Miller will provide a path for creating scenes, capturing memories and learning to “stretch the words, bend them, place them on a page, and change them again.”
E. Ethelbert Miller, Howard University, Washington, D.C.
10 a.m. Friday, Lincoln 5 (350)

Future of the Yearbook
Why Yearbooks and Yearbook Staffs Really Matter Now and Forever
Be a part of an engaging session that highlights how yearbook staffs are at the center of connecting today’s trends and technology to evolve the timeless yearbook tradition. From yearbook editor to Jostens president and CEO, Tim Larson shares how the very skills and leadership you are experiencing today create tremendous opportunities to make a difference.
Tim Larson, Jostens, Minneapolis, Minn.
10 a.m. Friday, Marriott Salon 1 (700)
MAGAZINE

Magazine Design
Effective use of color, typography and photos creates an eye-catching magazine. A magazine publisher and college media adviser will also give tips on using sidebars and breakouts to make stories more readable.
Brad Jenkins, The Breeze, James Madison University, Harrisonburg, Va.
10 a.m. Friday, Park Tower 8219 (50)

ADVISING, ONLINE

How to Choose Online Training
Whether you want training for a specific kind of software, a basic overview course or a complete master’s degree online, more and more options are available. But what should a teacher be looking for in Web-based instruction? Is it harder or easier than face-to-face options? Get some tips from online instructors and students from various institutions to see if this is a good idea for you.
Candace Bowen, MJE, Kent State University, Kent, Ohio; Adam Maks, CJE, University of Missouri, Columbia, Mo., and Aaron Manfull, MJE, Francis Howell North High School, Saint Charles, Mo.
10 a.m. Friday, Truman (40)

YEARBOOK

The Team Bonded, and Everyone Gave 110%
Trite and generic are terms that could be applied too many of our high school newspaper articles. Learn some tricks for preventing the boring, the mundane, the insipid and the redundant.
Ellen Kersey, CJE, Salem, Ore.
10 a.m. Friday, Tyler (40)

ADVISORS, ADMINISTRATORS

Can’t We All Just Get Along?
Building a relationship with your administration is critical for the high school newspaper and yearbook. This session will explore ways for advisers to strengthen that relationship and create better publications.
Jeanne Acton, University Interscholastic League, Austin, Texas
10 a.m. Friday, Virginia A (125)

GENERAL AUDIENCE

Transitioning from High School Reporter to Professional Journalist
A young reporter and her former newspaper adviser talk about the training and experiences that young journalists can learn from their work on a school publication and how those experiences can help in whatever career they choose.
Marge Craig, CJE, Hayfield Secondary School, Alexandria, Va., and Sadia Latifi, Western Triangle, Raleigh, N.C.
10 a.m. Friday, Virginia C (125)

NEWSPAPER

Entertainingly Enough
Review writing is often just a plot summary and a list of actors. Come to this session and learn how to make your reviews more entertaining for your readers.
Rhonda Moore, McCallum High School, Austin, Texas
10 a.m. Friday, Washington 1 (290)

YEARBOOK

Theme: The Soundtrack to Your Year
Whether blaring powerfully or playing softly in the background, almost unnoticed, your theme sets the tone for the book while helping you tell the year’s stories. In this session we’ll look at theme layering and the subtle—and not so subtle—ways theme can enhance your yearbook and make music to your readers’ ears.
Casey Nichols, CJE, Rocklin High School, Rocklin, Calif., and Sarah Nichols, MJE, Whitney High School, Rocklin, Calif.
10 a.m. Friday, Washington 3 (290)

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 rededicate yourself to narrative writing. Jack Kennedy, MJE, Rock Canyon High School, Highlands Ranch, Colo.
10 a.m. Friday, Washington 4 (400)

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 be a member of the Sportsshooter online community.
10 a.m. Friday, Washington 5 (290)

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.
10 a.m. Friday, Washington 6 (290)

COMPUTER TECHNOLOGY
InDesign Tips and Tricks
Look at trends in yearbooks and magazines, then view intermediate to advanced tips and tricks in InDesign to make your designing experience more fun. (Sign up and get ticket for this session at the registration area. Limit 34.)
10 a.m. Friday, Wilson A (34)

FEATURED SPEAKER, LAW AND ETHICS
Our Public Schools — the Birthplace of Modern American Democracy
Students have been involved in three Supreme Court cases — Barnett, Brown and Tinker — that established the key principles of modern American democracy: the right to dissent, freedom of conscience, equality of educational opportunity, racial justice and freedom of democratic debate and discussion (even in wartime). How are these democratic values doing in schools today?
Jamie Raskin, Washington College of Law, American University, Washington, D.C.
10 a.m. Friday, Wilson B (110)

FEATURED SPEAKER, DIGITAL MEDIA
The New Media Landscape (and What It Means to You)
Take a quick tour of today’s media landscape — from the role of Twitter to the challenges facing news organizations.
Amy Esman, American University School of Communication, Washington, D.C.
10 a.m. Friday, Wilson C (110)

10:15 a.m.

ADVISORY
Write for JEA’s Magazine. Interact.
Click the link to JEA’s magazine, Communication: Journalism Education Today, in person. Meet and munch with the copy editor about a capital idea in the Adviser’s Hospitality Suite between 10:15 and 11:30 a.m. Merit status as an adviser who writes for a national magazine — or shape future content with an inspired suggestion. Come with ideas and a volunteer spirit. Connect.
Howard Spanogle, CJE, Asheville, N.C.
10:15 a.m. Friday, Lincoln 3-4

11 a.m.

Advisers Luncheon
Relax and dine with your colleagues in a relaxed setting. This luncheon will honor the Washington, D.C. local convention planning committee. Guest speaker DeNeen Brown, award-winning Style section reporter for The Washington Post, will talk about her life as a feature writer. Pre-registration required. Please bring your ticket.
11 a.m. - 12:30 p.m. Maryland AB

NEWSPAPER, YEARBOOK
Asking Those Offbeat Questions
Learn how to interview by going a little bit crazy when you ask questions that will make the readers react to your writing. Learn how to make your readers laugh, cry, frown, grimace and shout “Hallelujah.” Go crazy folks, go crazy!
Kathy Crashade, MJE, Mexico, Mo., and H.L. Hall, MJE, Hendersonville, Tenn.
11 a.m. Friday, Delaware A (175)

FEATURED SPEAKER, CARTOONING
Cartoons and Satire are Drawn Into the 21st Century
Meet one of the world’s top cartoonists as he presents lecture on the move of satirical cartoons from lead pencil to digital pixel. KAL is lively as a “Second City” show and his works are refined as an exhibit at the Tate Gallery and interactive and engaging as a 3D show.
Kevin “KAL” Kallaugher, The Economist, Washington, D.C.
11 a.m. Friday, Delaware B (175)

GENERAL AUDIENCE
More Than Blue in a Box of Crayons
Learn to use every color in your staff’s box of crayons. Identify your staff and school population and diversify the coverage of your school community. Come and share your staff’s ideas and challenges.
Tedd Johnson, CJE, Oak Grove High School, North Little Rock, Ark., and Norma Kneese, MJE, Snake River High School, Blackfoot, Idaho
11 a.m. Friday, Jefferson (40)

FEATURED SPEAKER, GENERAL AUDIENCE
The Chandra Levy Murder and the Media
In 2001 a 24-year-old intern named Chandra Levy was missing. Because a congressman was linked to her romantically, media coverage was constant — until Sept. 11. Six years after Levy’s disappearance and death, two Washington Post investigative reporters revisited the case at the urging of their editors. For Sari Horwitz and Scott Higham, it would involve unraveling “the most famous unsolved murder in modern Washington.” Hear how they investigated the case using many multimedia platforms and how their “public accountability project” resulted in a 13-part series and their new book.
11 a.m. Friday, Lincoln 2 (250)

FEATURED SPEAKER, GENERAL AUDIENCE
Truth, Access, Diversity
Truth, access and diversity — these are three keys that will take our profession into the next, best stage of existence. Even with technology, we need to make sure that the edited medium — regardless of its platform — is valued and respected by print readers and online viewers. As America changes, access to truthful information and being able to reach our varied, emerging diversities become even more vital and relevant.
11 a.m. Friday, Lincoln 5 (350)

FEATURED SPEAKER, GENERAL AUDIENCE
Covering Politics in the 21st Century
CNN Worldwide’s political director Sam Fiest discusses why America needs the mainstream media more than ever.
Sam Fiest, CNN, Washington, D.C.
11 a.m. Friday, Lincoln 6 (275)
Managing Your Staff’s Colors
The collection of personalities on any staff undoubtedly can cause friction. With the aid of a personality test, participants will learn how well they mesh with other staff members and how to avoid potential disasters at deadline. This new awareness will help them build a cohesive and cooperative staff.
Michael Daly and Margaret Sorrows, CJE, Bryant High School, Bryant, Ark.
11 a.m. Friday, Marriott Balcony A (120)

Leaders are Made, Not Born
If you have the desire and willpower, you can become an effective leader. This session is for editors and wanna-be editors. We will cover tips for developing leadership skills, resolving conflicts, maintaining a positive attitude and coaching writers. It’s all about people skills and communication.
Linda Barrington, MJE, Brookfield, Wis.
11 a.m. Friday, Marriott Balcony B (120)

A Question and Five More
Boring stories? Predictable quotes? Learn how you or members of your staff can get to the good stuff in your interviews and breathe life into your writing. This interactive session will change the way you work.
Wendy Wallace, The Poynter Institute, St. Petersburg, Fla.
11 a.m. Friday, Marriott Balcony C (90)

Design without InDesign
Maybe you have thought about online yearbook creation, but feared losing precious design features. Now, come and see what is available online to design eye-catching spreads and produce cool graphics for your yearbook.
11 a.m. Friday, Marriott Balcony D (90)

Off-The-Rack Designs
Enjoy an up-to-the-minute review of the hottest titles on the newsstand. Visual inspiration lives on the pages of modern magazines. They give us fashion forward type, color and spatial cues. Find out how to use your favorite publications to bring new appeal to your pages. “This doesn’t look like a yearbook” is the highest compliment you will ever receive ... and here’s where you learn how to do it.
Steve Kent, Herrf Jones Yearbooks, Roanoke, Va.
Noon Friday, Marriott Saloon 1 (700)

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.
11 a.m. Friday, Maryland C (135)

Setting the Budget Stage
Setting up a marketing plan for the year is essential to keeping your budget in the black. Learn how to put your marketing strategy together for the year for selling yearbooks and ads.
11 a.m. Friday, Park Tower 8206 (50)

Poetry: The Synthesis of Hyacinths and Biscuits
The title of this workshop comes from a definition of poetry hazarded by Carl Sandburg. We will consider any poems containing biscuits or hyacinths, as well as many other things. Bring one or two poems to share and to talk about selection for publication.
11 a.m. Friday, Park Tower 8209 (50)

Converging Classes and Media
Without giving up on print media, this session will explore ways to converge print and video content.
Rod Howe, Omaha Westside High School, Omaha, Neb.
11 a.m. Friday, Park Tower 8210 (50)

Expanding Your Literary Magazine
Look at some examples of award-winning literary magazines and discuss ways to improve your school’s publication, including fundraising ideas.
Mark Murray, Arlington ISD, Arlington, Texas
11 a.m. Friday, Park Tower 8212 (50)

Q&A with the Magazine Editor
Bring your issues, questions, and concerns. Magazine publisher and college media adviser Brad Jenkins will offer advice or criticize your magazine, offering constructive tips to make it better. Brad Jenkins, The Breeze, James Madison University, Harrisonburg, Va.
11 a.m. Friday, Park Tower 8219 (50)

Producing a Winning Journalist of the Year Portfolio (2 hours)
Examine winning portfolios in JEA’s Journalist of the Year scholarship competition and see how to win money for your college education. This session will cover the scoring rubric and aspects of the portfolio preparation and presentation.
Wayna Polk, CJE, Abilene High School, Abilene, Texas, and Lisa Van Etta, Cypress Falls High School, Houston, Texas
11 a.m. Friday, Park Tower 8222 (50)

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 is the place to find out what’s essential and how you can teach it.
Lizeth Walsh, MJE, Reno High School, Reno, Nev.
11 a.m. Friday, Park Tower 8226 (50)

Delights and Dilemmas of the Write-off Contests
Get inside scoop on Write-offs. Learn what it takes to be a judge. Get important tips from seasoned Write-off lead judges. Get a packet of critique sheets for the contests to study and to use in your classroom. Ask questions. We’ll answer them if we can. (For advisers only.)
Carla Harris, MJE, Hillsboro, Ore., and Patricia Turley, Junction City, Ore., Sandy Jacoby, Salem, Wis.
11 a.m. Friday, Taylor (40)

That’s Not Plagiarism! Or Is It?
The Internet provides journalists with tons of information, along with substantial legal and ethical dilemmas. Learn what you can use from the Web and how attribution is the key for some items but not others. This session will also cover how evaluating organizations are cracking down on plagiarism in contests.
Candace Bowen, MJE, Kent State University, Kent, Ohio
11 a.m. Friday, Truman (40)

What I Wish I Had Known When I 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, Salem, Ore.
11 a.m. Friday, Tyler (40)

You Can Do It — Should You?
How should student reporters and producers make tough calls on deadline? Explore how professional journalists decide “the right thing to do.” Learn how you can use the same techniques to balance responsibilities and rights.
Janet Kerby, Roane County High School, Spencer, W.Va., and Carol Knowes, Radio-Television News Directors Foundation, Washington, D.C.
11 a.m. Friday, Virginia A (125)

Taking Your Daily Announcement Show to the Next Level
If you have two people who sit at a desk for...
your daily announcement show, then this workshop is for you. Michael Hernandez will discuss how the addition of packages and public service announcements can make your show more interesting. He will give pointers on production efficiency, fundraising and to balance entertainment with news.

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

11 a.m. Friday, Virginia B (125)

GENERAL AUDIENCE

Making the Best First Impression Makes It Happen
You only get one chance to affect someone positively right out of the gate. In this competitive world, this one skill provides the ticket to success — in placing yourself apart from the crowd and at the head of the class. In this interactive session, you will learn how to conquer the fears we most often harbor in order to be the one person others will remember — and become the one who gets the callback or the nod.


11 a.m. Friday, Virginia C (125)

YEARBOOK

Beyond the Interviewing Basics
For those who have mastered the basics of interviewing, this session presents questioning techniques that squeeze the most out of each of the five W’s and H. You’ll also learn new strategies for eliciting specific types of responses from interviewees and for interpreting their response behaviors. This is a valuable session for returning staff members.

Jon Reese, Decatur High School, Decatur, Ga.

11 a.m. Friday, Washington 1 (290)

YEARBOOK

Color by the Numbers
Whether your yearbook has eight pages of color or has every page in color, learn how to strategically use this powerful and popular design tool to highlight and unify content. Trendy examples from yearbooks and professional publications will provide colorful ideas and creative inspiration.

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

11 a.m. Friday, Washington 3 (290)

FUTURE OF THE YEARBOOK

What’s the Big Deal?
Memories that last a lifetime make the yearbook a big deal. Yearbook staffs work hard and it only makes sense that they work smart too. Trends in concept, coverage and design can be applied to the promotion and sales of the publication. Increase buy rate and have an innovative time doing it.

John Cutsinger, Jostens, Ocoee, Fla.

11 a.m. Friday, Washington 4 (400)

NEWSPAPER, YEARBOOK, MAGAZINE

We Design with a Little Help from Our Friends
From magazines to brochures to junk mail, ideas are everywhere. See how the professionals use photos, color and graphics to create designs that inspire those in student publications.

Jill Chitum, CJE, Blue Valley High School, Stilwell, Kan.; Mary Patrick, CJE, Maize South Middle School, Wichita, Kan.; and Laura Schaub, Jostens, Commerce City, Colo.

11 a.m. Friday, Washington 5 (290)

FUTURE OF THE YEARBOOK

How Yearbook Can Impact Your Future
Not that many yearbookers actually go on to become industry professionals, but former editors often point to skills they learned in yearbook as keys to their success in other fields. An array of former staffers now living and working in D.C. chat with yearbook adviser-turned-Herff Jones senior vice president Tom Tanton about life in the yearbook room and beyond.

Tom Tanton, Herff Jones Yearbooks, Charlotte, N.C.

11 a.m. Friday, Washington 6 (290)

NEWSPAPER, YEARBOOK, MAGAZINE

Top 5 Trends Made Simple
Do you ever look at great designs in magazines and think, How did they do that? If you want to make your publications look up-to-date, come to this session. First you’ll be shown trends in design used in current magazines, newspapers and ads. Then you’ll learn how to duplicate them through InDesign and Photoshop. Whether you’re in newspaper, literary magazine or yearbook, come see what you’re missing!

Denise Croker, CJE, Harpeth Hall School, Nashville, Tenn.

11 a.m. Friday, Wilson C (110)
Putting a New Face on an Old Story
Prom. Homecoming. School policies. Not exactly stories that rock your paper. The bottom line is — school newspapers have to cover these events. But you don't have to do it in the same boring, old-news fashion. Come learn how to put some new life into those old stories. 
Jeanne Acton, University Interscholastic League, Austin, Texas 
Noon Friday, Lincoln 5 (350)

Getting the Sports Story
Sometimes, nothing goes as expected when you are assigned a sports story. This session will give you examples of how to recover and get the story you were assigned.
Michael Doyle, CJE, Belvidere North High School, Belvidere, Ill. 
Noon Friday, Lincoln 6 (275)

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 month-by-month plan to market and to sell your yearbook. Pick up ideas for sales fillers, 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. 
Noon Friday, Maryland C (1135)

Yearbooks No Longer Matter to Some Students: Participation Does
Sustainability (going green), social networks, blogging, photo and HD video sharing have already changed the publishing game. Technology's influence on culture, communications and education has made yearbooks irrelevant to some students. We'll highlight examples of new forms of online, interactive, blended media and participatory expression, community and identity that empower everyone to join in and connect as never before. 
Steven M. Howard, Screen Sive, Atlanta, Ga. 
Noon Friday, Park Tower 8206 (50)

Survival Tips for the Struggling Adviser
In this session junior high and high school advisers will learn the top 10 tricks of the trade to survive in the classroom. The focus will be on providing concrete ideas to incorporate with your own yearbook staff. The first 50 attendees will get a CD with handouts referenced in the session that will include topics such as photography, deadlines, organization, grading and more. 
Anastasia Harrison, Ponderosa High School, Parker, Colo., and Yvette Manculich, Powell Middle School, Littleton, Colo. 
Noon Friday, Park Tower 8226 (50)

Photography Portfolio Basics
There is much more to creating a portfolio than simply “collecting your 10 best pictures.” Know how a portfolio should look while gaining tips to improve your photography. Bridge the gap between high school photography and college photography.
Bryan Farley, Oakland, Calif. and Mark Murray, Arlington ISD, Arlington, Texas 
Noon Friday, Park Tower 8212 (50)

Coaching Writers
This is a session for editors on how to get what they want from a story assignment. It means a lot of listening and coaching, starting at the beginning of the process.
Brad Jenkins, The Breeze, James Madison University, Harrisonburg, Va. 
Noon Friday, Park Tower 8219 (50)

Adviser High School
Come to “school” and save yourself years of advising! This session will provide tips and tricks to make your adviser life easier. Discussion will include issues like dealing with community, celebrating with your staff, handling deadline tragedies and utilizing the best resources and technology. From art class to PE, from math to language arts, “students” will attend “classes” from an advising standpoint. Adviser — rookie or experienced — will leave with new ideas to improve their advising life! 
Kristi Rathbun, Rock Canyon High School, Highlands Ranch, Colo. 
Noon Friday, Park Tower 8209 (50)

Publications Problems and Solutions
This discussion will mirror some of the most common questions, problems and solutions presented on the JEA Listserv: decline in newspapers, angry yearbook parents, staffing and more. Bring your questions. Rod Howe, Omaha Westside High School, Omaha, Neb. 
Noon Friday, Park Tower 8210 (50)

Details of Theme Development
A good yearbook theme ties an entire yearbook together. Learn how to come up with a concept that you can then bring throughout your entire book—both visually andverbally. Learn how to incorporate all the small details in the right places to make your book’s theme and concept really flow throughout the entire book and feel unified.
Jennifer Trettmer and Cortney Weisman, CJE, Ward Melville High School, Setauket, N.Y. 
Noon Friday, Washington 1 (290)

Ms. Manners: Business Etiquette for Getting into College
Learn to put your best “foot” forward to set yourself apart from the rest during this interactive, do-it-yourself session. Topics include initial contact info, dress for success tips, email and phone etiquette. Discussions on building your portfolio, setting up your resume — putting together your total “package.” 
Noon Friday, Virginia C (125)

Photography ‘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, Parker, Colo. 
Noon Friday, Washington 2 (290)

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

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Noon Friday, Virginia A (125)
FUTURE OF THE YEARBOOK

Yearbook Inc.

Gone are the days when a yearbook would sell itself. Today, successful yearbook staffs know merchandizing their book is as important as creating pretty designs with effective white space and multiple layers of coverage. Yearbook is a business. And, you’ll have an easier time generating revenue for your business if your central philosophy is “coverage equals dollars.” Kids don’t buy books they’re not in. Let’s modernize yearbooks so they will continue to be relevant. Learn easy ways to boost your coverage, increase sales and have a few “wows” along the way.

Steve Kent, Herff Jones, Roanoke, Va.
Noon, Friday, Washington 4 (400)

YEARBOOK

What’s ‘Haute’ and What’s ‘Naught’?

See the latest looks in trendy yearbook design to help you develop your theme and strengthen coverage in your book.

Laura Schaub, Jostens, Commerce City, Colo.
Noon, Friday, Washington 5 (290)

GENERAL AUDIENCE

Laugh Responsibly

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

Lori Oglesbee-Potter, CJE, McKinney High School, McKinney, Texas
Noon, Friday, Washington 6 (290)

GENERAL AUDIENCE

Friend Me

Facebook and other social sites can give you more than just the ability to connect with your friends. They’re also good ways to find story ideas. Come to this session to learn how social networking can help you find stories and report for interesting stories.

Rachel McCarver, CJE, Columbus North High School, Columbus, Ind.
Noon, Friday, Wilson B (110)

LAW AND ETHICS

Lifting the Lid on Open Records

A look at some examples of first-rate student journalism using government records you can get in your community, and how to make a successful open-records request that’ll get you the answers you want. We’ll also look at some online records databases every student should learn to use.

Frank LoMonte, Student Press Law Center, Arlington, Va.
Noon, Friday, Wilson C (110)

CONTEST

Broadcast Moderators Meeting

If you have volunteered to moderate contests 40 or 44, please come to this meeting to get instructions.

12:30 p.m., Friday, Taft (20)

1 p.m.

Special Performance

Colours

The Colours Arts in Education Program for 18 years has opened the door for youth to not just experience performing, but to develop into strong leaders in their communities. Students involved in Colours are dedicated to strengthening their academic, leadership, interpersonal and artistic skills through the ensemble method. The group is here to educate, enlighten, and entertain through its presentation, “The Soul of America.” You are part of the show so please get up and sing, dance, and celebrate with Colours. Colours will be the pre-entertainment for the keynote speaker following the performance.

1 p.m., Marriott Ballroom

1:30 p.m.

CONTEST

Broadcast Commercial/PSA, Short Documentary, Podcast Contests

If you entered any of these contests, please bring your entry to this room. You must stay for critique session with the moderator.

1:30 p.m., Friday, Taylor (40)

CONTEST

Broadcast News and Broadcast Sports Contests

If you entered either of these contests, please bring your entry to this room. You must stay for critique session with the moderator.

1:30 p.m., Friday, Truman (40)

2:30 p.m.

FEATURED SPEAKER, GENERAL AUDIENCE

Making the News Look Like You

Kevin Olivas will share successful practices from his organization’s Parity Project and why it’s important to include diverse voices in your school media coverage — be it yearbook, lit mag, newspaper or even its broadcast “voices.”

Kevin Olivas, National Association of Hispanic Journalists, Washington, D.C.
2:30 p.m., Friday, Delaware A (175)

CARTOONING

The Art and Commentary of Cartooning

Fredericksburg Free Lance-Star editorial cartoonist Clay Jones will share his recent work as he illustrates techniques and discusses the role of the artist as commentator. How much research and keeping up with the news goes into having an opinion and expressing a point of view? Jones writes, “My cartoons do not tell readers what they should believe. I hope they simply challenge people to think.”

2:30 p.m., Friday, Delaware B (175)

EDITORS ONLY

From Good to Great

Fall semester has begun; you have had some good days as the editor. How can you turn them into great days? Come discuss and share your comments about the daily routines of publications, staff organization, photography, deadlines and other issues. The book, Good to Great, reminds us about the levels of leadership and the callenges and the standards you need in the job. You’re the editor, and this session is editors-in-chief. No advisers please. Limit 40.

2:30 p.m., Friday, Jackson (40)

NEWSPAPER

Effective Editing Begins with Editor-Reporter Relations

The best editing begins even before the story is assigned. How editors work with reporters has a direct bearing on the quality of the journalism produced. This session, led by a professional magazine editor, looks at the upsides and downsides of editor-writer relationships.

2:30 p.m., Friday, Jefferson (40)

ADVISING

CJE/MJE Certification Study Session

Teachers who will be taking the JEA
certification tests today are invited to this pre-test study session.
Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.
2:30 p.m. Friday, Lincoln 1 (30)

GENERAL AUDIENCE
American Forum: Media and Sexuality
From Web sites to television programs ... magazines ads to music videos ... teenagers are surrounded by enticements to buy, fashions to copy, music to dance to and graphic imagery online, often posted by themselves and/or peers. So what this mean in terms of freedom of choice? Have you ever stopped to consider if some of your behavior choices may owe more to media than you might suspect?
Jane Hall, American University, Washington, D.C., and Deborah Roffman, The Park School of Baltimore, Baltimore, Md.
2:30 p.m. Friday, Lincoln 2 (250)

FEATURED SPEAKER, LAW AND ETHICS
Contempt for Reporters: One Journalist’s Fight to Protect News Sources

Meet the Authors
Robert and Carol Greenman
Robert and Carol Greenman, authors of “More Words That Make a Difference” (both) and “Words That Make a Difference” (Robert) will meet with convention delegates and sign autographs at the table outside the JEA Bookstore.
2:30 p.m., Lincoln 3-4 Foyer

What happens when public safety, rights of suspects and responsibilities of the press meet? Journalist and professor Toni Locy shares her experience of being held in contempt of court when she refused to divulge the identities of sources who provided information for stories she wrote about the FBI’s investigation into the 2001 anthrax attacks.
Toni Locy, Washington and Lee University, Lexington, Va.
2:30 p.m. Friday, Lincoln 5 (350)

ADVISING, ADMINISTRATORS, GENERAL AUDIENCE
Proven Media Literacy Program for Students
It’s a one-of-a-kind team concept of professional and college journalists assisting high school media students and advisers. Since 2004, George Washington University’s Prime Movers Media Program has demonstrated proven results of bolstering school journalism programs and inspiring a new generation of responsible, media-literate students, a many of whom had not previously considered such career before PMM. Learn the benefits of high school media and how to get this innovative program instituted in your district or to establish a partnership with your university journalism school.
J.D. DiMatto, Ballou Senior High School, Washington, D.C.; Sam Ford, WUSA-TV, Arlington, Va., and Dorothy Gilliam, George Washington University, Washington, D.C.
2:30 p.m. Friday, Lincoln 6 (275)

YEARBOOK
Great Idea! Now What?
We bet you have page-spread topics on your ladder that sounded great last summer, but what about now? In the cold, dreary reality of a winter deadline, topics like student jobs or passions are far more difficult. We have some time-tested strategies to break down broad topics and to uncover powerful, engaging stories people want to read.
Dana Gorman, CJE, Herr Jones Yearbooks, Burke, Va., and Kara Peteresen, Herr Jones Yearbooks, Centreville, Va.
2:30 p.m. Friday, Maryland C (135)

LAW AND ETHICS, ONLINE MEDIA
Law 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
2:30 p.m. Friday, Park Tower 8206 (50)

BROADCAST, ONLINE MEDIA
Sharing Solutions
Ever think there must be a better way to produce your packages, handle equipment, organize a staff or work with administrators? A panel of experienced teachers and students will share their approaches. Bring your problems and contribute your ideas.
2:30 p.m. Friday, Park Tower 8209 (50)

ADVISING
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, Park Tower 8210 (50)

YEARBOOK
Yearbook from RED to BLACK
Come hear about a yearbook adviser who has taken a program “in the red” and turned it to “rich black.” You will get a business perspective to apply to your yearbook operation and get ideas to help you generate a financial surplus.
Edmond Kwong, Homestead High School, Cupertino, Calif.
2:30 p.m. Friday, Park Tower 8212 (50)

ADVISING, ADMINISTRATORS, LAW AND ETHICS
Advising Students on First Amendment Rights
How do you advise your students to exercise their First Amendment rights? JEA mentors will explain press law history and current issues affecting day-to-day decisions that ensure students’ rights.
2:30 p.m. Friday, Park Tower 8216 (50)

ADVISING
What You Need to Know to be Certified: Journalistic Writing and AP Style
For teachers who are preparing for the CJÊ test, this session offers a brief review of writing and editing fundamentals. Differences among the different print forms (news, feature, editorial) as well as broadcast and on-line are covered along with various issues of Associated Press style, grammar and mechanics.
Joe Miranda, MJE, Christopher Picou and Cleo Stinson, Southeastern Louisiana University, Hammond, La.
2:30 p.m. Friday, Park Tower 8219 (50)

LAW AND ETHICS, GENERAL AUDIENCE
Sunshine Week Celebration
Riverton High School is the only registered school participant in the Freedom of Information Act/First Amendment celebration of Sunshine Week in March. This is an opportunity to build good school and community relations and fend off prior restraint. Activities for the celebration and the workshop include right to information access scenarios, a First Amendment quiz, art poster contest and scheduling of engaging speakers.
April Squires, Riverton High School, Riverton, Utah
2:30 p.m. Friday, Park Tower 8222 (50)

LAW AND ETHICS
The First Amendment: First and Foremost
The Indiana High School Press Association hosts a First Amendment Symposium that has become an annual signature event for Indiana journalism students. Three of the people who have worked with the program will share their experiences and ideas to help advisers and students develop similar initiatives for their regions or states.
2:30 p.m. Friday, Park Tower 8226 (50)

MAGAZINE
The Total Package
Create a publication that is unified in look, feel, theme and identity by using elements that tie all the pages together from the front cover to the endmark. Magazine staffs, be ready to transform the way you
approach design.
Maire McArdle, Corcoran College of Art + Design, Washington, D.C.
2:30 p.m. Friday, Virginia A (125)

GENERAL AUDIENCE
Broadcast vs. Print Writing
This session invites students to consider some of the important differences between writing for broadcast and writing for print. Examples and exercises will be offered. All students are invited. Anthony Moretti, Point Park University, Pittsburgh, Pa.
2:30 p.m. Friday, Virginia B (125)

Snooping for Word Crimes
Word sleuths — that’s everyone on a publication staff. Your job: spot goofs on every page. Smell and taste the clues to apprehend the offenders. Be licensed as a private eye for better words, from AP style to originality. Arrest word fraud 24/7. Rise to the top as a detective fixing copy that connects clues for readers.
Howard Spanogle, Asheville, N.C.
2:30 p.m. Friday, Virginia C (125)

A Designer’s Guide to What Works 9.11
An up-to-date presentation of current design and trends. Materials from mass media, professional publications and yearbooks are presented as a guideline for contemporary design.
Rick Brooks, Jostens, Port Matilda, Pa.
2:30 p.m. Friday, Washington 1 (290)

Chicken Little is Still Wrong
Calm down. The sky is not falling. College yearbooks may be experiencing problems, but the high school community is still buying books . . . for now. What is it that high school students have always loved about yearbooks? What do we do better than anyone else? Learn how to capitalize on the best qualities of the yearbook while taking advantage of today’s technology to keep it relevant for your school community.
Alex Blackwell, Walsworth Publishing Co., Kansas City, Mo.
2:30 p.m. Friday, Washington 2 (290)

Covering the Unthinkable: What Issues Need to be Addressed When Tragic Events Happen at Your School (1.5 hours)
What do you do when you hear about a death in your campus community? When natural disasters, fires or intruders disrupt your campus? Dealing with privacy concerns, local law enforcement and grieving families can complicate your reporting. This distinguished panel of administrators, advisers and reporters will discuss the actual stories they have lived through as well as how to approach the unthinkable when you cover these stories in your school media. When a story needs revisiting, learn how to turn your focus to refresh the primary content.
2:30 p.m. Friday, Washington 6 (290)

FEATURED SPEAKER, MAGAZINE, NEWSPAPER, PHOTOGRAPHY
Visual Dynamics of Storytelling
Photojournalists have always been storytellers, but their work is no longer bound to the printed page. The changes to newspapers and magazines, caused by the Internet, have forced evolutionary changes upon photographers. Expectations now include making videos and creating audio slideshows, requiring photographers to become multimedia gurus.
Christopher Assaf, The Baltimore Sun, Baltimore, Md.
2:30 p.m. Friday, Washington 3 (290)

Every Story Needs a Theme (or Two)
Certain stories grab our attention, and there’s really no secret why. They touch on universal themes — the very same themes we study in literature classes. In this session we will examine a few sample news and sports stories, discuss the themes they touch on, and then look into how your reporting and writing can improve when you find the basic themes that underlie the news.
Jack Kennedy, MJE, Rock Canyon High School, Highlands Ranch, Colo.
2:30 p.m. Friday, Washington 4 (400)

Yearbook Design: Upgrade Your Designs and Win Awards
If you are entered (or you have students entered) in the Write-off contest yearbook design categories of Cover and Endsheets; Theme; or Inside Pages, come to this information coaching session that will help you understand the elements and qualities the judges are looking for in these entries. If you are interested in learning about important design concepts, this class will also help you.
Christy Briggs, CJE, and Lizabeth Walsh, MJE, Reno High School, Reno, Nev.
2:30 p.m. Friday, Washington 5 (290)

ADVISING, COMPUTER TECHNOLOGY
Teaching InDesign
This hands-on session for advisers only will provide information on how to teach InDesign. Hands-on experience, handouts and lists of resources to aid in teaching are provided in this session. (Sign up and get ticket at convention registration desk. Limit 34).
Susan Roberts, MJE, LaPorte High School, LaPorte, Texas, and Hal Schmidt, PS Graphics Inc., Kingwood, Texas
2:30 p.m. Friday, Wilson A (34)

A Radio Journey
Radio production has changed over the past 40 years and so has programming. The reporter has to think about Web presence — tape, podcast, photographs and links — while maintaining journalistic integrity. National radio host Alyne Ellis shares audio examples of how radio programmers are grappling with merging the past and present into new formats and sensibilities.
Alyne Ellis, Prime Time Focus, Washington, D.C.
2:30 p.m. Friday, Wilson B (110)

Youth Civic Journalist Network
Information for student journalists about the Youth Citizen Journalist Network and how to post comments, “tweets,” blogs, articles, opinions and videos to this international network of young voices, using social networks. The theme of YCJN is democracy and the importance of voting. The focus of the network’s efforts is to post comments, “tweets,” blogs, articles, opinions and videos to this international network of young voices, using social networks. The theme of YCJN is democracy and the importance of voting. The focus of the network’s efforts is to post comments, “tweets,” blogs, articles, opinions and videos to this international network of young voices, using social networks.
Claudio Alvarez-Dunn, Youth Citizen Journalism Network, Souderton, Pa., and Thomas Engleman, Youth Citizen Journalist Network, Souderton, Pa.
2:30 p.m. Friday, Wilson C (110)

Youth Civic Journalist Network
Information for student journalists about the Youth Citizen Journalist Network and how to post comments, “tweets,” blogs, articles, opinions and videos to this international network of young voices, using social networks. The theme of YCJN is democracy and the importance of voting. The focus of the network’s efforts is to post comments, “tweets,” blogs, articles, opinions and videos to this international network of young voices, using social networks.
Claudio Alvarez-Dunn, Youth Citizen Journalism Network, Souderton, Pa., and Thomas Engleman, Youth Citizen Journalist Network, Souderton, Pa.
2:30 p.m. Friday, Wilson C (110)
2:45 p.m.

CONTEST
Write-off Moderators Meeting
Those who have agreed to moderate JEA’s Write-off contests must attend this meeting to get instructions and supplies.
Carrie Faust, CJE, Smoky Hill High School, Aurora, Colo., and Patricia Turley, Junction City, Ore.
2:45 p.m. Friday, Maryland AB (200)

CONTEST
Broadcast Moderators Meeting
If you have volunteered to moderate contests 41 or 45, please come to this meeting to get instructions.
2:45 p.m. Friday, Taft (20)

3:30 p.m.

ADVISING
CJE/MJE Certification Testing (2-1/2 hours)
Advisers who have applied to take the CJE or MJE tests will do so at this time.
Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.
3:30-6 p.m. Friday, Wilson A (34)

4 - 6 p.m.

Write-off Contests
Please look at your copy of the Convention Update to find contest room assignments. Students should arrive at the contest room 10 to 15 minutes before the contest begins or risk being disqualified if late.

6 p.m.

Write-off Judges Dinner and Judging
Those who have agreed to judge JEA’s Write-off contests are invited to dinner before judging. Please check in at the table in the foyer to receive a ticket and judging assignment.
6 p.m. Friday, Maryland (300)

Media Swap Shops
Newspaper, newsmagazine, yearbook, literary magazine and broadcast swap shops are prime opportunities for preregistered students and advisers to share useful ideas and concepts with others. Bring at least 10 samples of your newspaper, literary magazine or one copy of your yearbook or video/DVD to show at your table. Each delegate attending a Swap Shop must have a ticket, which are in the school registration packet. Please check the ticket for your assigned time.
8 - 10 p.m., Lincoln 2-3-4

Student Dance
Dance for students on Friday 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. SlingRocket.com will sponsor Friday’s student entertainment.
9 - 11:30 p.m. Washington Ballroom

The local convention planning committee would like to thank these businesses, organizations and individuals for their contributions to the convention:

- The Washington Post
- HSBJ.org/RTNDF
- American Forum – American University
- Holocaust Museum
- Washington Wizards and Mystics
- Newsuem
- Herblock Foundation
- Silver Communications
- NPR: National Public Radio
- JS Printing
- Herff Jones (printing of the student guide to D.C.)
- Dan Storck, Fairfax County School Board — Abraham Lincoln impersonator
- Colours
- Cengage Learning Publishers
- USA Weekend
- Diversity Scholarship Donations: Bias Studios
- University of Maryland
- The Hinman Group
- Kathryn Mangus
- George Mason University

Adviser Reception and SPLC Benefit Auction
Advisers are invited to this social gathering. The reception will feature entertainment from a live blues band and a fundraising auction to benefit the Student Press Law Center. The local committee has collected a variety of interesting items, including signed sports memorabilia, art, food, journalism-related items, gift baskets, event tickets and autographed books. A sampling of the items includes Mark Harmon’s set-used “NCIS” script signed by 14 cast members; ABC World News Tonight baseball cap signed by anchor Charlie Gibson; a T-shirt with a photograph signed by “Pardon the Interruption’s” Tony Kornheiser, Michael Wilson and Tony Reali; a “Garfield” print signed by Jim Davis; and “This American Life Season One” DVD signed by host Ira Glass. Visa, Mastercard, check or cash will be accepted. Those who are judging Write-off competitions are especially encouraged to attend after they finish judging. Lifetouch is sponsor for this event.
8:30 - 11 p.m. Delaware Suite
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<th>ROOMS:</th>
<th>8 a.m.</th>
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<td>Buchanan (25)</td>
<td>ROOMS:</td>
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<td>Cleveland 1 &amp; 2 (50)</td>
<td>Write-off Office</td>
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<tr>
<td>Delaware A (175)</td>
<td>The Path from High School to a Career</td>
<td>Talking Radio with Sound Reporting</td>
<td>The Reporter’s Job Secrets to an Award-winning Broadcast Program</td>
<td>It’s Not an Interview; It’s a Conversation</td>
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<td>Delaware B (175)</td>
<td>Get FREE Stuff for Your Publications</td>
<td>Cartooning with John Rose</td>
<td>Hidden in Plain Sight</td>
<td>Cartooning and Newspapers: Total BFF’s!</td>
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<td>Exhibit Hall B</td>
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<td>On-Site Critiques (9 a.m. - Noon)</td>
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<td>Foyer</td>
<td>Registration (8 a.m. - 2 p.m.)</td>
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<td>Jackson (40)</td>
<td>Digital Media Committee Meeting</td>
<td>State Laws Protecting Press Freedom</td>
<td>Celebrating Special Milestones</td>
<td>Will Work for Food</td>
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<tr>
<td>JEA Suite</td>
<td>JEA Certification Commission Meeting (7:30 a.m.)</td>
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<td>JEA Award Me</td>
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<td>Jefferson (40)</td>
<td>Multicultural Commission Meeting</td>
<td>The At-Risk Adviser</td>
<td>Travels with Students</td>
<td>Landing a Job Life after High School</td>
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<td>Lincoln 1 (30)</td>
<td>Curriculum Development Commission Meeting</td>
<td>Resources for the Journalism Classroom</td>
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<td>Lincoln 2 (250)</td>
<td>Through the Readers’ Eyes</td>
<td>Nip/Tuck, Anyone?</td>
<td>The Writing Lab</td>
<td>Getting Ready Well</td>
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<td>Lincoln 3-4 (350)</td>
<td>JEA Bookstore (8 a.m. - 3 p.m.)/ Adviser Hospitality (8 a.m. - Noon)</td>
<td>Meet the Author: Maryam Ahranjani</td>
<td>Meet the Author: John Rose</td>
<td>Meet the Author: Robert Russell &amp; Suzette Martinez Standring</td>
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<td>Lincoln 5 (350)</td>
<td>10 Tips for Going Beyond Print</td>
<td>The Pacemaker</td>
<td>The Crucial Role of Magazine Design</td>
<td>Great Graph to Gene</td>
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<td>Lincoln 6 (275)</td>
<td>Being Joe Palca: Writing Science Pieces for the Radio</td>
<td>Integrate Video and Your Newspaper</td>
<td>Capturing and Captivating with Sound</td>
<td>Giddy about Google</td>
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<td>Local Committee Suite</td>
<td>Advisers from Maryland, D.C. and Virginia Meeting (7:30 a.m.)</td>
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<td>Marriott Balcony A (120)</td>
<td>Things Editors Shouldn’t Do</td>
<td>More Things Editors Should Do</td>
<td>Administrators, Advisers and Students: Getting Everyone on the Same Page</td>
<td>Yearbook Chicken or the Egg</td>
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<tr>
<td>Marriott Balcony B (120)</td>
<td>No Deadline Dilemmas Allowed</td>
<td>Communication Skills for Interview</td>
<td>Microdetails from Brain A to Brain B</td>
<td>It’s a Guide</td>
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<tr>
<td>Marriott Balcony C (90)</td>
<td>You Be the Editor</td>
<td>Shut Up! Journalism Isn’t Dead</td>
<td>Meet this Press</td>
<td>Open Forum</td>
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<td>Marriott Balcony D (90)</td>
<td>Breaking the Monotony: Designing the Literary Mag.</td>
<td>Writing the Personal Column</td>
<td>Outreach Opportunities — Partnerships to Success</td>
<td>Military Com Tell The</td>
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<td>Marriott Salon 1 (630)</td>
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<td>Marriott Salon 2-3 (1,900)</td>
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<td>Maryland A (135)</td>
<td>How to Produce an Award-winning Yearbook</td>
<td>Make Your Writing Practically Perfect</td>
<td>Yearbooks’ Future: The Scholastic Media Perspective</td>
<td>10 Easy Improvis</td>
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<td>Maryland B (135)</td>
<td>Gold Coin Droppings: Headline &amp; Lede Writing</td>
<td>Voiceless and Forgotten: Hopefully Not by You</td>
<td>Science/Medicine News Stories: Fact or Fiction?</td>
<td>How Anecdotes Your’</td>
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<tr>
<td>Maryland C (135)</td>
<td>Video Storytelling for Broadcast News</td>
<td>Selling More Books</td>
<td>Think Different Trends 2010</td>
<td>This Edition</td>
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### JEA Bookstore (8 a.m. - 3 p.m.)

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<tr>
<th>Noon</th>
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<tr>
<td>Secrets of Leadership and Team Building</td>
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<td>Secrets to an Award-winning Broadcast Program</td>
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<td>You Can Quote Me on That</td>
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<td>Go With the Flow: Conducting Fabulous Interviews</td>
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<td>Potluck</td>
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<td>Creative Sports Designing</td>
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<td>Learn the Advertising Attitude</td>
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<td>Working with Administrators</td>
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<td>Inventive Leads to Indulge Readers</td>
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<td>Managing the Staff, Minimizing the Drama</td>
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<td>How to Survive (and Love) Editorship</td>
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<td>Take It Out of the Box</td>
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<td>Adviser Luncheon (Noon - 2:20 p.m.)</td>
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### NSPA Awards Ceremony

- **Steps for Managing Editing**
- **Editing Can be a Word Game**
- **Women in Sports Media**
- **Making the Most of an Interview**
- **Steps Could Save Writing**
- **Managing by Color**
- **Captions: How to Explain Those ‘1,000 Words’**
- **It's Your Opinion: Get It Right**
- **Photographic Awesomeness**
- **The Interview Process: Before, During and After**
- **Help Me Figure This Out!**
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<tr>
<td>Park Tower 8206 (50)</td>
<td></td>
<td>Starting a Broadcast Journalism Class</td>
<td>Maintaining and Broadening the Class</td>
<td>Taking the Broadcast Class to High School</td>
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<td>Park Tower 8209 (50)</td>
<td></td>
<td>Junior High/Middle School Commission Meeting</td>
<td>Create Literary Opportunities in the Language Class</td>
<td>Middle Schoolers Crazy for Writing</td>
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<td>Park Tower 8216 (50)</td>
<td></td>
<td>Building the School Newsroom of the Future</td>
<td>What You Need to Know to be Certified: Design and Graphics</td>
<td>Speed Journalism: One Class, One Teacher, One Day</td>
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<tr>
<td>Park Tower 8219 (50)</td>
<td></td>
<td>Introduction to Intensive Journalism Writing</td>
<td>What You Need to Know to be Certified: Managing Student Media</td>
<td>Establishing a National PLC for Journalism Teachers &amp; Advisers</td>
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<td>Park Tower 8222 (50)</td>
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<td>Scholastic Journalism Week Committee Meeting</td>
<td>Scholastic Press Association Roundtable</td>
<td>Using Critical Thinking in Media Production</td>
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<td>Taft (40)</td>
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<td>NSPA Best of Show Judging</td>
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<td>Truman (40)</td>
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<td>NSPA Best of Show Judging</td>
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<td>Tyler (40)</td>
<td></td>
<td>Multimedia 101</td>
<td>Certified: Legal and Ethical Issues</td>
<td>Create a Story</td>
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<tr>
<td>Virginia A (125)</td>
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<td>Creative Commons and the Future of Sharing on the Web</td>
<td>Moving Your Publication Online</td>
<td>Advocacy and Making a Difference</td>
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<td>Virginia B (125)</td>
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<td>Think 3</td>
<td>Win!</td>
<td>Future of Yearbooks: Friends Jumped</td>
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<td>Virginia C (125)</td>
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<td>How to Get and Use Press Credentials</td>
<td>Always Money in the Banana Stand</td>
<td>Font Settings: Contemporary</td>
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<tr>
<td>Washington 1 (290)</td>
<td></td>
<td>People Images and Sports Photography</td>
<td>What's the Alternative?</td>
<td>Contemporaneous</td>
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<td>Washington 2 (290)</td>
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<td>Make Your 2010 Yearbook Amazing</td>
<td>There's More</td>
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<td>Washington 4 (400)</td>
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<td>Picture This</td>
<td>Living and Breathing Photography</td>
<td>News IS A Critical Page</td>
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<td>Washington 6 (290)</td>
<td></td>
<td>Motivational Games</td>
<td>Trends in Coverage</td>
<td>Got You Covered</td>
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<tr>
<td>Wilson A (34) Lab</td>
<td>Photoshop Basics for Advisers</td>
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<td>Beginning InDesign</td>
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<td>Wilson C (110)</td>
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<td>Revving Up Your Publication, Years 1-3</td>
<td>Web Journalism: The New Revolution in Communications</td>
<td>Creating Lab Demo</td>
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<td>Time</td>
<td>Noon</td>
<td>1 p.m.</td>
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<td>Noon</td>
<td>Draft Journalism nightmares</td>
<td>Scholastic Press Rights</td>
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<td>-offs</td>
<td>Commission Meeting</td>
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<td>1 p.m.</td>
<td>Consider JEA certification?</td>
<td>What You Need to Know to</td>
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<td>be Certified: Photojournalism</td>
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<td>2:30 p.m.</td>
<td>Write a Paper: Middle-School</td>
<td>Portfolios for Junior</td>
<td>Teaching Accountability:</td>
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<td>Students Will Read</td>
<td>High/Middle School Students</td>
<td>Basic Media Ethics</td>
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<td>3:30 p.m.</td>
<td>Write, Rinse, Repeat</td>
<td>Adding More Dimension</td>
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<td>Census in Schools for the 2010 Census</td>
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<td>Intervention: Face with Your</td>
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<td>Book: If All Your Offs…</td>
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<td>The Importance of Networking</td>
<td>Every Picture Should Tell a Story, Shouldn't It?</td>
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<td>Layering Your Theme</td>
<td>Make It Quick</td>
<td>Tell Your Story Online</td>
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<td>Reporting Sports Digitally</td>
<td>The Pros and Pros of Blogging</td>
<td>GOAALLL! Sports Coverage That Scores</td>
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<td>Coaching Writing: A Better Way to Edit</td>
<td>How to Write a Great Profile</td>
<td>Find Your Voice</td>
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<td>Get Focused</td>
<td>Inspiration</td>
<td>Magazine Mechanics</td>
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<td>Future of Yearbook: Thinking Outside the Book</td>
<td>Future of Yearbook: Convergent Media is Here to Stay</td>
<td>Future of Yearbook: Setting Up an Online Presence</td>
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<td>Social Media and Sports</td>
<td>How an Ombud Can Help Your Media</td>
<td>Good Writers and Quitters</td>
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<td>Reporting</td>
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<td>Censor-Proofing Your</td>
<td>It's the Little Things</td>
<td>Hey, Mom, I'm in the</td>
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<td>Photoshop Tips and Tricks</td>
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<td>InDesign Creativity</td>
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<td>Making Your Stories Stand Out</td>
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<td>Barrier-Breaking Broadcasting</td>
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<td>Help, I've Been Censored!</td>
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<td>Web Site Design Using iWeb</td>
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<td>Webify Your Student Publication Today</td>
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Sessions in **white boxes** are designed for general audiences or multiple areas of interest.
7:30 a.m.

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

MEETING
A Gathering of Advisers from Virginia, Maryland and D.C.
Local convention committee members would like to invite advisers from Virginia, Maryland and Washington, D.C., to join them for an informal continental breakfast in the local committee suite. Please check with a local committee member to learn the room number.
Val Kibler, CJE, Harrisonburg High School, Harrisonburg, Va.
7:30 a.m. Saturday, Local Committee Suite

Adviser Hospitality
Join 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. Refreshments are underwritten by Friesens.
8 a.m. - noon Lincoln 3-4

JEA Bookstore
Check out the new books, as well as popular bestsellers, at the JEA Bookstore. Nearly 300 books relating to journalism are available, including textbooks, curriculum development, yearbook, newspaper, design, photography, writing, desktop publishing, advertising and broadcast. Look for schedule of Meet the Author book signings throughout the convention.
8 a.m. to 3 p.m. Lincoln 3-4

8 a.m.

MEETING
Digital Media Committee Meeting
This committee will meet to discuss goals and projects for the upcoming academic year.
Aaron Manfull, MJE, Francis Howell North High School, Saint Charles, Mo.
8 a.m. Saturday, Jackson (40)

MEETING
JEA Multicultural Commission Meeting
Commission members will meet to discuss special projects and goals for the upcoming year.
Norma Kneese, MJE, Snake River High School, Blackfoot, Idaho
8 a.m. Saturday, Jefferson (40)

MEETING
Development/Curriculum Commission Meeting
This commission will meet to discuss projects for the upcoming year.
Lori Oglesbee-Petter, CJE, McKinney High School, McKinney, Texas
8 a.m. Saturday, Lincoln 1 (30)

NEWSPAPER, YEARBOOK
Through the Readers’ Eyes
Today’s students lead fast-paced lives. They suffer from information overload. Flashy Web sites, slick magazines, action-packed video games and movies compete for their attention. Given the situation, publication staffs need to take a serious look at their publications from the readers’ point of view. Are our newspapers and yearbooks as reader-friendly as they could be? Are they written and designed to compete for the attention of our selective, reluctant readers? Come explore a number of writing and design techniques that can help turn students into readers.
Brenda Gorsuch, MJE, West Henderson High School, Hendersonville, N.C.
8 a.m. Saturday, Lincoln 2 (250)

CONVERGENCE
10 Tips for Going Beyond Print
We hear the term convergence thrown around, but what does it mean for a high school publications staff with few technological resources and little tech savvy? Come to this session to learn 10 quick and easy things you can do to pull your publication into the 21st century by using inexpensive and readily available technologies.
Adam Maksl, Ball State University, Muncie, Ind.
8 a.m. Saturday, Lincoln 5 (350)

BROADCAST
Being Joe Palca: Writing Science Pieces for the Radio
Neurologist and author Oliver Sacks has said the most important journalistic writing of the future will be science writing. Today science news is no longer relegated to the back of the newspaper; it is on the front page, on broadcast and online media and in the movies. It may be difficult to get the science right and communicate it well but science writing can be fun. By asking students to play the role of Joe Palca, NEWSNERVAPR science's science correspondent, they learn how to do good research, how to write concisely and effectively, and how to speak naturally and smoothly.
8 a.m. Saturday, Lincoln 6 (275)

GENERAL AUDIENCE
Things Editors Shouldn’t Do
The problem with being a publications editor is even if it’s not your fault things go wrong, it’s still your fault. Pure trial and error has shown this speaker what not to do, and you can come listen to his trials so they don’t become your errors.
Ryan Gunterman, CJE, Bloomington High School North, Bloomington, Ind.
8 a.m. Saturday, Marriott Balcony A (120)

GENERAL AUDIENCE
No Deadline Dilemmas Allowed
No matter how many times you bribe them with pizza, students will not meet their deadlines until everyone realizes that walking out of the classroom while the sun is still shining is something worth trying. Here are some new ideas to consider, along with a little reality check to keep everyone on track and to give students and adviser evenings and weekend OFF.
Jolene Combs, El Camino College, Torrance, Calif.
8 a.m. Saturday, Marriott Balcony B (120)

NEWSPAPER, ETHICS
You Be the Editor
Join and active and participatory discussion of handling some of journalism’s toughest calls — when to publish, when to wait and when to look for a third way.
Joe Grimm, Michigan State University, East Lansing, Mich.
8 a.m. Saturday, Marriott Balcony C (90)

MAGAZINE
Breaking the Monotony: Designing the Literary Magazine
Take a look at one magazine’s approach to design, with inspiration from professional magazines adapted to a new format. We will follow with a round-table discussion of literary magazine design issues and questions.
Breton Zinger, MJE, Chantilly High School, Chantilly, Va.
8 a.m. Saturday, Marriott Balcony D (90)

YEARBOOK
How to Produce an Award-winning Yearbook
A top 10 list of things to do to produce an award-winning yearbook will be shared. This session is for advanced staffs or a staff that wants to take its yearbook to the next level.
Kelsey Martin, CJE, McAllen Memorial High School, McAllen, Texas
8 a.m. Saturday, Maryland A (135)
Gold Coin Droppings: Headline and Lede Writing
If your headline doesn’t get the readers “in the tent,” then they’ll miss the circus. Once in, will they be enticed enough by the lede to continue reading? Successful writing, whether it is headlines, ledes or anything else, can be seen as gold coins dropped along the path used to further lure readers into the story. Successful headline and lede writing (and all kinds of good writing, for that matter) require precision. Don’t be wasteful in your word use. Come learn how to be precise, but still manage to give the readers the gold coins they deserve.
Riley Worth, Albert Lea High School, Albert Lea, Minn.
8 a.m. Saturday, Maryland B (135)

MEETING
Junior High/Middle School Commission Meeting
Join together with other junior high/middle school journalism advisers. Share ideas how to meet the needs of these young journalists and increase membership.
Anita Wertz, MJE, Cesar Chavez High School, Stockton, Calif.
8 a.m. Saturday, Park Tower 8209 (50)

LAW AND ETHICS, ADVISING, ADMINISTRATORS
Advisers and the Law
We know the First Amendment protects students, but what are your rights as an adviser — and how do you keep from becoming collateral damage in a censorship battle? Get the facts on protecting your students, your publication and your career when the principal comes knocking.
Adam Goldstein, Student Press Law Center, Arlington, Va.
8 a.m. Saturday, Park Tower 8212 (50)

ADVISING, ONLINE MEDIA
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.
8 a.m. Saturday, Park Tower 8216 (50)

ADVISORS, ADMINISTRATORS
Introduction to Intensive Journalistic Writing
Strengthen your school’s English and journalism programs by incorporating journalistic 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 UW activities and answer your questions.
8 a.m. Saturday, Park Tower 8219 (50)

MEETING
Scholastic Journalism Week Committee 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.
8 a.m. Saturday, Park Tower 8222 (50)

ADVISING, COMPUTER TECHNOLOGY
Your Newsroom: From Big Ol’ Mess to Techno Success
Is organization not your strong suit? Looking for ways to integrate technology into your classroom? Come explore different ways to enhance your publication’s organization, coverage and public presence. We’ll talk about Wiggio, Flickr, Twitter, Ning, Wikis and probably a bunch of other Web sites that aren’t even invented yet.
Jesse McLean and Brian Wilson, Waterford Kettering High School, Waterford, Mich.
8 a.m. Saturday, Truman (40)

GENERAL AUDIENCE
Multimedia 101
Stories are more than just words. Learn how to incorporate an array of design techniques and multimedia elements to create packages that will tell stories that make a lasting impressions.
Kristina Deckert, Adam Griffiths, Trevor Ivan and Michelle Tiece, Kent State University, Kent, Ohio
8 a.m. Saturday, Tyler (40)

GENERAL AUDIENCE
Creative Commons and the Future of Sharing on the Web
The session will discuss Creative Commons licenses for sharing focusing on copyright issues, digital publishing and participatory learning as it relates to student journalism. The presenter is one of the recipients of a MacArthur Award to study the impact on Creative Commons licensing in the high school setting.
Esther Wojcicki, Palo Alto High School, Palo Alto, Calif.
8 a.m. Saturday, Virginia A (125)

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.
Judi Coolidge, Taylor Publishing Co., Avon Lake, Ohio; Mike Taylor and Marilyn Scoggin, Taylor Publishing Co., Dallas, Texas
8 a.m. Saturday, Virginia B (125)

GENERAL AUDIENCE
How to Get and Use Press Credentials
Have you ever wondered how high school journalists cover major events like inaugurations? This session will give you need-to-know information on how to get everything from the Superbowl to the Grammys.
Chase Snider and Leslie Orman, Kickapoo High School, Springfield, Mo.
8 a.m. Saturday, Virginia C (125)

PHOTOGRAPHY
People Images and Sports Photography
People photography and action shots are the bread and butter of publications. This session includes effective tips on mug shots, group shots and formal portraiture within a variety of lighting situations. Additionally, participants will learn the basics in mastering motion photography including the freeze, the blur and the pan. Both student and professional examples will be presented.
Rick Brown, California Scholastic Journalism Initiative, Meadow Vista, Calif.
8 a.m. Saturday, Washington 1 (290)

FUTURE OF THE YEARBOOK, PHOTOGRAPHY
Resources for Enhancing Digital Images
Photographic standards remain the same, but digital cameras are allowing more staffers to capture the images the yearbook staff uses. From gadgets and software to handy resources and blogs, you’ll learn about tricks of the trade that will make the photography in your publications pop.
Mike Simons, West High School, Painted Post, N.Y.
8 a.m. Saturday, Washington 3 (290)

PHOTOGRAPHY
Picture This
Publications use three primary kinds of photos to tell stories: those that identify, those that provide information and those with impact. Understanding how to design with each photo’s primary role clearly defined will add to visual impact.
Sherri Taylor, Syracuse University, Syracuse, N.Y.
8 a.m. Saturday, Washington 4 (400)
GENERAL AUDIENCE

Personality Profiles
Everybody has a story. Like Steve Hartman, the television reporter who throws a dart at a map and chooses someone at random from the phone book to interview, you too can randomly select people you don’t know and turn them into someone you know. Find out how it can work for any media.
Susan Newell, MJE, Northridge High School, Tuscaloosa, AL
8 a.m. Saturday, Washington 5 (290)

Motivational Games
Sometimes we need a kick in the pants to maintain a positive attitude, and sometimes we just need to be reminded that being on staff is fun. Learn the “Camp Vicky” approach to keeping your staff motivated, happy and working as a team. Come to this session prepared to play!
Vicky Wolfe, Herff Jones Yearbooks, Charlotte, N.C.
8 a.m. Saturday, Washington 6 (290)

ADVISING

Photoshop Basics for Advisers (2 hours)
Come ask those questions you don’t want to ask in front of the students. Learn tips and tricks that will amaze your students. Walk out of the class with skills to improve your photographs for your publication. Teachers/advisers only. (Sign up and ticket at the convention registration desk. Limit 34.)
Mark Murray, Arlington ISD, Arlington, Texas
8 a.m. Saturday, Wilson A (34)

LAW AND ETHICS, GENERAL AUDIENCE

Current Issues in Student Free Press Law
This interactive session will include a review of Supreme Court cases related to the free speech rights of student journalists and will ask audience members to participate in an exercise applying the current case law. Panelists include Marshall-Brennan Fellows, law students who teach public high school students their constitutional rights and responsibilities.
Brooke Ericson, and Alex McCrary, Farhan Ali, American University, Washington College of Law, Washington, D.C.
8 a.m. Saturday, Wilson B (110)

ADVISING, NEWSPAPER

Revving 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. Use this session to 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, Wilson C (110)

9 a.m.
On-site Critiques
Advisers and staffs who submitted newspapers, newsmagazines, yearbooks, videos and literary magazines for a critique should check appointment times posted in the registration area in Exhibit Hall B. 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.
9 a.m. - noon, Exhibit Hall B

GENERAL AUDIENCE

The Path from High School to a Career
CNN’s soft-spoken but resourceful, general assignment reporter has covered some of the decade’s most prominent news stories and powerbrokers. But as a high school student, she had no idea of the winding path of her future. While goal setting is essential, she’ll share her personal story where old-fashioned virtues like hard work, determination and especially open-mindedness and flexibility have been cornerstones that have taken her from covering campus news in Illinois to being a respected fixture reporting 24/7 on the president of the United States.
Elaine Quijano, CNN, Washington, D.C.
9 a.m. Saturday, Delaware A (175)

CARTOONING

Cartooning with John Rose
After a brief discussion of his cartooning career, cartoonist John Rose will demonstrate techniques as he draws his characters for the audience and answers questions. Meet Snuffy Smith and Barney Google, who appear in 500 newspapers worldwide, as well as Pup and editorial cartoon figures. Bring paper so you can follow along with him when he’s drawing.
John Rose, Harrisonburg, Va.
9 a.m. Saturday, Delaware B (175)

LAW AND ETHICS

State Laws Protecting Press Freedom
Six states have laws that give rights to student journalists. Learn how those laws work and how you can get one in your state.
Mark Goodman, Kent State University, Kent, Ohio
9 a.m. Saturday, Jackson (40)

ADVISING, ADMINISTRATORS

The At-Risk Adviser
Examine the profile of the journalism advisers most at risk of quitting journalism (and teaching) and take part in a discussion of how to best support them in their practice so they stay in the profession.
Steve O’Donoghue, California Scholastic Journalism Initiative, Sacramento, Calif.
9 a.m. Saturday, Jefferson (40)

ADVISING

Resources for the Journalism Classroom
Come to this session to pick up ideas for classroom materials that can add spark to your program or help in the advising process. JEA Bookstore Committee members will offer insight into 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 Oglebee-Petter, CJE, McKinney High School, McKinney, Texas; Marsha Kalkowski, MJE, Marian High School, Omaha, Neb., and Connie Fulkerson, Journalism Education Association, Manhattan, Kan.
9 a.m. Saturday, Lincoln 1 (30)

YEARBOOK

Nip/Tuck, Anyone?
Give your yearbook copy an extreme makeover as Dr. 90210 gives you the tools to take your stories from ugly to extraordinary. Isn’t it about time for some — uh — enhancements?
9 a.m. Saturday, Lincoln 2 (250)

9 a.m., Lincoln 3-4 Foyer
Meet Maryam Ahranjani
Meet professor and author Maryam Ahranjani of American University’s Washington College of Law as she meets with convention delegates and signs her books, “We the Students: Supreme Court Cases for and About America’s Students” and “Youth Justice in America.”

GENERAL AUDIENCE

The Pacemaker
Since 1927, the Pacemaker has been the highest honor NSPA gives to its members and one of the top honors in scholastic journalism. Come and see a collection of the finest publications in the country and how they are setting trends. We can’t promise you a Pacemaker after attending this session, but you should leave inspired and with a few new ideas to implement in your publication.
Logan Aimone, MJE, National Scholastic Press Association, Minneapolis, Minn.
9 a.m., Lincoln 3-4 Foyer

CONVERGENCE

Integrate Video and Your Newspaper
Learn the benefits of adding video to your online newspaper (and how easy it is). Step into the world of convergence journalism and join the SchoolTube team as they lead you through the step-by-step process of adding student-produced video. They will show you how to upload news videos, story packages, human-interest pieces and more.
Jim Morrison, School Tube LLC, Saint Louis, Mo.
9 a.m. Saturday, Lincoln 6 (275)
GENERAL AUDIENCE

More Things Editors Shouldn’t Do
Even though editors stopped doing those things discussed in “What Editors Shouldn’t Do,” they did other stuff to make their job harder than it has to be. So here are 20 more things all editors should avoid.
Riley Worth, Albert Lea High School, Albert Lea, Minn.
9 a.m. Saturday, Maryland B (135)

YEARBOOK, BUSINESS/ADVERTISING

Selling More Books
The best way to balance a yearbook budget is to sell more books. Find out ways to reach your target audience to increase your numbers.
Kathi Hopkins, Taylor Publishing Co., Garden Ridge, Texas
9 a.m. Saturday, Maryland C (135)

ADVISING, BROADCAST

Starting a Broadcast Journalism Class
Are you trying to decide what to teach first, how to design your newscast or what equipment to buy? Attendees will be able to choose from a menu of these and other topics. Veteran teachers Janet Kerby and Phil Harris will serve up suggestions customized to what the attendees want and need to hear.
Philipp Harris, Springfield, Va., and Janet Kerby, Roane County High School, Spencer, W.Va.
9 a.m. Saturday, Park Tower 8206 (50)

MAGAZINE

Create Literary Opportunities in the World Language Classroom
As students learn French, Spanish, Chinese and other languages, they could write poems, short-short stories and travel journals to be compiled on a CD. Or create a DVD with a student-created one-act play and original musical compositions to accompany the school literary magazine.
9 a.m. Saturday, Park Tower 8209 (50)

ADVISING

The New Adviser: So Much to Learn So Quickly
This will be a guide to the many facets of becoming professionally adept while keeping education first. (Experienced advisers welcome.)
Karen Barrett, CJE, Wheeling High School, Wheeling, Ill., and Robert Greenman, Brooklyn, N.Y.
9 a.m. Saturday, Park Tower 8212 (50)

ADVISING

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.
9 a.m. Saturday, Park Tower 8216 (50)

ADVISING

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 adviser? 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.
9 a.m. Saturday, Park Tower 8219 (50)

ADVISING

Scholastic Press Association Roundtable (2 hours)
Frank LoMonte (Student Press Law Center), Cheryl Pell (Michigan Interscholastic Press Association) and Sandy Woodcock (Newspaper Association of America Foundation) will discuss organizational strategic planning.
9 a.m. Saturday, Park Tower 8222 (50)

ADVISING

Getting Organized: The Key to a Successful Year (2 hours)
Learn about the importance of a yearbook staff manual, making grading objective using grade sheets for staffers/spreads, finding the pictures you need, and living to tell about it. This session will give you some helpful hints how a few minutes of organizing can actually save you time and premature signs of aging.
Renee Burke, MJE, Wm. R. Boone High School, Orlando, Fla.
9-10:50 a.m. Saturday, Park Tower 8226 (50)

MIDDLE SCHOOL, YEARBOOK

Think Fun
Add pizzazz to your book and the school year by using thematic gimmicks and goodies or simply by including off-the-wall, creative coverage ideas and special distribution day techniques. See how some schools have reinvented their books each year to keep the yearbook FUN!
Patricia Hinman, Robinson Secondary School, Fairfax, Va.
9 a.m. Saturday, Truman (40)

MAGAZINE

Literary Magazines: Find the Right Printer
Despairing because you can’t afford to publish your “dream” literary magazine? Our printer helped make the dreams of the staff come true. Hear how our print representative worked with us to solve problems and create a magazine befitting
the creativity of the school.
Robert Hankes and Mike McVitty, Big Spring High School, New ville, Pa., and Jeff Zinn, GraphTech Printing, Harrisburg, Pa.
9 a.m. Saturday, Tyler (40)

ONLINE MEDIA
Moving Your Publication Online
Looking to make the jump online? Not sure where to start? This session, taught by two experienced Web advisers, will give you a plan so you make the move right away and transition your publication smoothly to the digital age.
Aaron Manfull, MJE, Francis Howell North High School, Saint Charles, Mo., and Jim Streisel, MJE, Carmel High School, Carmel, Ind.
9 a.m. Saturday, Virginia A (125)

PHOTOGRAPHY
Win!
No, it’s not all about winning. But winning a nice certificate, a scholarship or a medal sure is nice. Come see what it takes to produce quality work (first) that will win awards (second) in photography competitions.
Bradley Wilson, CJE, North Carolina State University, Raleigh, N.C.
9 a.m. Saturday, Virginia B (125)

GENERAL AUDIENCE
Always Money in the Banana Stand
Aspiring student reporters and those mentoring their talents: hear advice and experiences from three promising young journalists and recent college graduates who aren’t so far removed from their high school days. Topics will include the future of the industry, entrepreneurial spirit, honing your personal niche and turning your social media interactions into a valuable skill set for the future.
9 a.m. Saturday, Virginia C (125)

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, Parker, Colo.
9 a.m. Saturday, Washington 1 (290)

YEARBOOK
Make Your 2010 Yearbook Amazing
We’ll start with 10 ways to make your yearbook great... and then talk about another 10 considerations for raising the bar even more. You’ll see hundreds of examples from coast to coast as well as learning some specific guidelines that will help you set your book apart.
9 a.m. Saturday, Washington 2 (290)

FUTURE OF THE YEARBOOK
Today, Tomorrow — The Future of Yearbooks
Learn the most effective methods to take your yearbook, yearbook experience and yearbook sales from average to amazing.
Fred Perrin, Friesen Yearbooks, Altona Manitoba, Canada
9 a.m. Saturday, Washington 3 (290)

FEATURED SPEAKER, PHOTOGRAPHY
Living and Breathing Photography
Learn how picture taking can teach you about your life and the world around you from the photo editor for National Geographic and who has been a staff photographer of a major daily. He is also the proud father of two former yearbook editors.
Kurt Mutchler, National Geographic, Washington, D.C.
9 a.m. Saturday, Washington 4 (400)

NEWSPAPER, YEARBOOK, PHOTOGRAPHY
Where’s That @#$%! Picture? Managing Digital Workflow
Digital photography has done wonders for the yearbook and newspaper workroom. The biggest problem is finding the image that was taken last week when you need it for this week’s paper. This session will help you organize your files so nothing is ever lost.
Wayne Dunn, CJE, Well Dunn Images, South Lebanon, Ohio
9 a.m. Saturday, Washington 5 (290)

YEARBOOK
Trends in Coverage
Bored with the same old traditional organization? Tired of giving the four members in the Harry Potter Book Club the same amount of coverage as the Marching Band? Yeah, we are too. Come trade in those tired ideas for trends like topical coverage, chronological organization and cross-referencing.
Gary Bender, CJE, Butler High School, Matthews, N.C., and Vicky Wolfe, Herff Jones Yearbooks, Charlotte, N.C.
9 a.m. Saturday, Washington 6 (290)

LAW AND ETHICS, GENERAL AUDIENCE
Covering Controversial and Sensitive Issues
This session deals with strategies for covering controversial and sensitive issues and will cover legal aspects of student press rights to help students and advisers work with their administrators.
John Tagliareni, Bergenfield High School, Bergenfield, N.J.
9 a.m. Saturday, Wilson B (110)

YEARBOOK
Hidden in Plain Sight
If I see one more story about pets, siblings or cell phones, I think I’m going to spit! Does your staff cover the same old stories year after year? Story ideas are lurking everywhere you turn, if you know how and where to look. Come find new ideas to turn your yearbook coverage around.
Nancy Hastings, MJE, Munster High School, Munster, Ind.
10 a.m. Saturday, Delaware A (175)

YEARBOOK
Celebrating Special Milestones of Your School
Is your school celebrating a special year sometime soon? It could be 50, 75, 100 or something close. Come discover some strategies to archive the past, record the present and anticipate the future in your yearbook, newspaper and broadcasting programs.
Marsha Kalkowski, MJE, Marian High School, Om aha, Neb.
10 a.m. Saturday, Jackson (40)

ADVISING
Travels with Students
Here sans students? Make plans for Portland and other national conventions with the advice from a veteran adviser who has taken her charges to 17 cities across the nation. Learn to make plans with ease and confidence, as well as the verbiage to get approval from administrators.
Mary Kay Downes, MJE, Chantilly High School, Chantilly, Va.
10 a.m. Saturday, Jefferson (40)

YEARBOOK, NEWSPAPER, ADVISING
The Writing Lab
Think of this presentation as a greatest hits of three writing presentations. Style Imitation will help you practice the craft of writing through imitation and repetition. The 12-Step Program is all about reporting. Rehabilitate your writing process by coming to the realization that yearbook and newspaper 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.
Fete LeBlanc, Antelope High School, Antelope, Calif.
10 a.m. Saturday, Lincoln 2 (250)

Meet the Author
John Rose
Meet with cartoonist John Rose who will speak with
convention delegates and autograph his
latest book of editorial cartoons, “Now This Is
Where I Draw The Line!” and books from his Kids’
Home Newspaper activity page.
“Fun With Pup!”, “More Fun With Pup!” and
“Christmas Fun With Pup!”
10 a.m., Lincoln 5-4 Pager

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
dediting 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.
Cristina Azocar, Center for Integration and Improvement of
Journalism, San Francisco, Calif.; Jacqueline Gazzette,
Georgetown Day School, Washington, D.C.; Chris
Hampton, National Public Radio, Washington, D.C.;
Diana Marreto, Milwaukee Journal Sentinel, Arlington, Va.; Charles
Robinson, Maryland Public Television, Baltimore, Md.;
Michael Triplett, BNA Inc., Arlington, Va., and Donis Truong,
The Washington Post, Washington, D.C.
10 a.m. Saturday, Marriott Balcony C (90)

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. The
speaker will discuss and demonstrate how to
get good recordings that will transport your
listeners, whether it’s to an office down the
street or a rainforest around the world.
10 a.m. Saturday, Marriott Balcony D (70)

NEWSPAPER, LAW AND ETHICS
Advisers, Administrators and
Students: Getting Everyone on
the Same Page
A high school newspaper adviser and
principal will provide practical strategies
to ensure that the student publication
is one in which all stakeholders can take
pride. Emphasis will be placed upon the
establishment of a trusting relationship.
Al Leonard and Cindy Koon, South Pointe High School,
Rock Hill, S.C.
10 a.m. Saturday, Marriott Balcony A (120)

GENERAL AUDIENCE
Microdetails: Getting from Brain
A to Brain B
Nearly every teacher whines about students
not having enough detail in their work. But
do they ever tell them why? In this workshop,
find out what teachers often can’t tell you
about why certain details are so important to
a powerful story — and what you have to do
to captivate your audience when you write.
Tom Sivertsen, CJE, Redwood High School, Larkspur, Calif.
10 a.m. Saturday, Marriott Balcony B (120)

MAGAZINE
The Crucial Role of Magazine Design
Why aren’t our magazines communicating:
Not enough verbal-visual connections. From
headline treatments to creative typography,
the crucial role that great design plays in
rewarding your readers.
C. Bruce Waterson, Rome, Ga.
10 a.m. Saturday, Lincoln 5 (350)

ADVISING, BROADCAST
Maintaining and Broadening
the Broadcast Journalism Class
This is time for teacher talk and YOU will
choose the topic from a “menu” that includes
curriculum design, grading techniques,
student control of content, classroom and
equipment management and more. Two
veteran teachers will make sure this session
addresses issues that concern THIS audience.
Phillip Harris, Springfield, Va., and Janet Kerby, Roane
County High School, Spencer, W.Va.
10 a.m. Saturday, Park Tower 8206 (50)

MIDDLE SCHOOL
Middle Schoolers Crazy for
Write-offs (2 hours)
Junior high and middle school students: Do
you want to find out what Write-offs at
the national convention are all about? Come
to this session to find out. Half the session
will be spent creating works of journalism
that are part of the national Write-offs. The
second half will be round-table discussions
and critiques of your work. For your effort
we’ll have awards and goodies. Carry-in work
is encouraged in the areas of photography,
design, layout and broadcast, just like in the
national Write-offs.
Jed Palmer, Sierra Middle School, Parker, Colo.; Mary
Patrick, CJE, Maize South Middle School, Wichita, Kan.;
Louis Pluny, Scott Johnson Middle School, McKinney,
Texas; Wendi Solinger, CJE, Alice Vail Middle School, Tucson,
Ariz.; and Anita Wertz, MJE, Cesar Chavez High School,
Stockton, Calif.
10 a.m. Saturday, Park Tower 8209 (50)

NEWSPAPER
Science/Medicine News Stories:
Fact or Fiction?
In a good science story, the facts ought to speak
for themselves. Do they? Are the facts distinct
from their interpretation(s)? This session will
explore how various stories measure up in their
treatment of the science or medicine in their
news reports, and will offer questions science
writers should ask themselves to help “diagnose”
their own and others’ writings.
Aliza Holtz, Tour College and Holtz Communications Inc.,
New York, N.Y.
10 a.m. Saturday, Maryland A (135)

ADVISING
Using The New York Times as
Your Daily Journalism Textbook
How virtually every aspect of journalism, from
reporting and writing to ethics and the First
Amendment, can be taught through the use
of the New York Times.
Nick Ferentinos, Saratoga, Calif., and Robert Greenman,
Brooklyn, N.Y.
10 a.m. Saturday, Park Tower 8212 (50)

FUTURE OF THE YEARBOOK
Yearbooks’ Future: The
Scholarly Media Association
Perspective
Directors of national scholastic journalism
organizations discuss their views about
the future of yearbooks, and how their
organizations will adapt their contests and
critique services as technology changes.
Individualized content, on-demand printing,
new media additions to yearbook coverage
are all issues staffs of the future may face.
Logan Amon, MJE, National Scholastic Press Association,
Minneapolis, Minn.; Linda Drake, CJE, Chase County
High School, Cottonwood Falls, Kan.; Linda Putney,
MJE, Journalism Education Association, Manhattan, Kan.;
Vanessa Shelton, MJE, Quill and Scroll, Iowa City, Iowa; and
Edmund Sullivan, Columbia Scholastic Press Association,
New York, N.Y.
10 a.m. Saturday, Maryland A (135)

ADVISMENT
Think Different Trends 2010
In journalism, just as in almost every other
aspect of life, we are given rules we are
told to follow. These guidelines help to
move us in the right directions. As writers,
photographers and designers, however, we
sometimes need to take creative liberties,
bending those rules to suit a certain project’s
mission or throwing a curve to help us tell
a better story. If you want to intentionally
break the rules, you first have to effectively
understand the fundamentals, and then, you
must know the consequences resulting from
your reasons for breaking the rules. Then,
you take the plunge into the cutting edge
and think differently.
Linda Ballew, Great Falls High School, Great Falls, Mont.
10 a.m. Saturday, Maryland C (135)
Saturday 10 - 11 a.m.

ADVISING
Speed Journalism: One Class, One Teacher, One Day
Some high school students do not have the opportunity to have a newspaper or journalism courses offered in their district. This basic session introduces participants to a series of 50-minute lesson plans designed for the non-journalism classroom. Participants will have an opportunity to critique the “speed journalism” approach with its developer and designer. George Daniels, MJE, The University of Alabama, Tuscaloosa, Ala., and Andrew Seaman, USA Today, Washington D.C.
10 a.m. Saturday, Park Tower 8216 (50)

ADVISING
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.
10 a.m. Saturday, Park Tower 8219 (50)

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., Amy DeVault, CJE, Wichita State University, Wichita, Kan.
10 a.m. Saturday, Truman (40)

ADVISING
What You Need to Know to be Certified: Legal & Ethical Issues
Are you wanting to be more familiar with the legal and ethical issues surrounding student media? This is the session for you. Whether it’s knowing the important cases or defining libel or understanding the importance of being a forum, here’s the place to find out what’s essential and how you can teach it.
Candace Bowen, MJE, Kent State University, Kent, Ohio
10 a.m. Saturday, Tyler (40)

PHOTOGRAPHY
Picture Speaks 1,000 Words
Wonder how professional photographers take those amazing photos for magazines and newspapers? Wonder how you can do the same for your school publication? Learn all the little things you can do that will make a big difference and how to prepare to take great pictures that will help tell your stories.
Edmond Kwong, Homestead High School, Cupertino, Calif.
10 a.m. Saturday, Virginia A (125)

PHOTOGRAPHY
CMYK vs. RGB. JPEG vs. TIFF. Which? Why?
The acronyms are daunting enough. But learning what they stand for and why to use various file formats make producing publications much more consistent and enjoyable. Come learn about everything from PPI to RGB to JPEG to PDF. And be prepared to debunk some commonly held myths.
Bradley Wilson, CJE, North Carolina State University, Raleigh, N.C.
10 a.m. Saturday, Virginia B (125)

NEWSPAPER, YEARBOOK
10 Quick Ways to an Award-winning Publication
Have you been coming to conventions or sending your publication for evaluation and you aren’t doing as well as you would like? This session offers 10 steps to quickly improving your publication so you, too, can be called out for an award.
Georgia Dunn, Well Dunn Images, South Lebanon, Ohio
10 a.m. Saturday, Washington 5 (290)

COMPUTER TECHNOLOGY
Beginning InDesign (2 hours)
Learn to create dynamic documents using InDesign. This is a hands-on lab that will cover the basic steps of using the program. Handouts. (Sign up and get ticket at convention registration desk. Limit 34.)
Susan Roberts, MJE, LaPorte High School, LaPorte, Texas
10 a.m. Saturday, Wilson A (34)

FEATURED SPEAKER, LAW AND ETHICS
Why Freedom Works
At a time when public schools urgently need to take democratic freedom seriously, many schools are moving in the opposite direction. Fortunately, a growing number of schools are giving students meaningful opportunities to exercise their rights and responsibilities as citizens by creating a school climate that encourages democracy and freedom. Through shared decision-making, conflict resolution, a free student press, class and school meetings and other means, these schools demonstrate that freedom works to create a safe learning environment for all students.
Charles Haynes, Freedom Forum First Amendment Center, Washington, D.C.
10 a.m. Saturday, Wilson B (110)
ONLINE MEDIA

The Death of Cute? Story Structure and Headline Writing on the Web
Packaging your articles for the Web requires significant changes in how you structure stories and write your headlines. Join Palo Alto High School students and their adviser for a discussion of the implications of eye-tracking research and search engine optimization for online news staffs.
Paul Kandell and The Paly Voice staff, Palo Alto Senior High School, Palo Alto, Calif.
10 a.m. Saturday, Wilson C (110)

11 a.m. Saturday, Marriott Balcony D (90)

LAW AND 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 the Scholastic Press Rights Commission
11 a.m. Saturday, Marriott Balcony C (90)

GENERAL AUDIENCE

Military Communicators Tell Their Stories
Advisers and students are invited to learn about communications (journalism, photography, videography and broadcasting) in the military, to learn of the important roles military journalists play in telling the stories of the American military forces. Military communicators from each service, many who have been deployed to Iraq and Afghanistan and who are now serving as instructors at the Defense Information School, will discuss their roles as journalists serving in the Armed Forces. Representatives of the Army, Navy, Air Force, Marine Corps and Coast Guard
11 a.m. Saturday, Marriott Balcony D (90)

NEWSPAPER, YEARBOOK

10 Easy Steps for Improving Editing
Learn how to improve copy editing (and coverage) on your school's publication. This hands-on session will highlight some different approaches to copy editing as well.
Lori Keesley, CJE, St. Louis Park High School, St. Louis Park, Minn.
11 a.m. Saturday, Maryland A (135)

MAGAZINE, NEWSPAPER, YEARBOOK

How Anecdotes Could Save Your Writing
Learning how to localize a story is a surefire way to gain reader interest. Using an effective anecdote is one effective way to help to localize a story. During this session students will see examples of stories that utilizes this concept and will gain ideas for how to implement this into their writing, taking their writing from drab to fab.
April Moss, CJE, Pike High School, Indianapolis, Ind.
11 a.m. Saturday, Maryland B (135)

MEETING

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

ONLINE MEDIA

Getting Readers to Your Web Site
You have a site online, now you need to get people to go to it. Interaction with your audience is key. Learn how Facebook and Twitter can increase your hit count, as well as numerous other things you can do around your school that will create a buzz and get more readers to your site.
Aaron Manfull, MJE, Francis Howell North High School, Saint Charles, Mo.
11 a.m. Saturday, Lincoln 2 (250)

MAGAZINE

Great Graphics and How to Generate Them
See what happens when the lights come on in the designers' world! Get a thrill out of illustrating great pieces of prose and poetry. Examples from nationally award-winning publications will be used as illustrations.
C. Bruce Watterson, Rome, Ga.
11 a.m. Saturday, Lincoln 5 (350)

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. Brian Wilson, Waterford Kettering High School, Waterford, Mich.
11 a.m. Saturday, Marriott balcony A (120)

MEETING

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

BROADCAST

The Reporter's Job
Sam Ford may be covering D.C. voting rights or parks, a police chase or new business, Councilmember Marion Barry or events at a local school. Have a conversation with Ford to learn how he prepares to cover the day’s news and works with the WJLA-TV cameraperson to get the story on air.
Sam Ford, WJLA-TV, Arlington, Va.
11 a.m. Saturday, Delaware B (175)

CARTOONING, NEWSPAPER

Cartooning and Newspapers: Total BFF’s!
The fates of journalism and cartooning are joined at the hip — even as both struggle to stay hip.
11 a.m. Saturday, Delaware A (175)

CAREERS

Landing a Job in Journalism — Life after High School
You're a great high school journalist, but what's next? Two former Virginia High School Journalists of the Year share their tips to landing an internship and a job. They both started at Annandale High School, and now they both work at POLITICO, the nation's leader in covering national politics.
Josh Kraushaar and Katherine Lehr, POLITICO, Arlington, Va.
11 a.m. Saturday, Jefferson (40)

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, Jackson (40)

Giddy about Google Docs
Using Google Docs in the newsroom saves 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, Century High School, Bismarck, N.D.
11 a.m. Saturday, Lincoln 6 (275)

THE DEATH OF CUTE?

This Edition Took 2 Years
We're not crazy. By beginning coverage of the election of the 44th president of the United States during stump speeches in 2007, we got once-in-a-lifetime photographs only accessible with press credentials and access to political figures when their guard was down (and even met a few celebrities), found story ideas in unlikely places and utilized new technology. We’ll show you how you can do it, too, and do some great journalism along the way.
Ina Herlihy and Jovel Queirolo, Convent of the Sacred Heart High School, San Francisco, Calif.
11 a.m. Saturday, Maryland C (135)
ADVISORS

Taking the Broadcast Journalism Class to Higher Levels
Are you looking for new student project ideas, fundraising methods and bigger audiences? Are you ready to increase quality and quantity of your equipment? Attendees can choose from a menu list of these and other topics to move your program to the next level. Phillip Harris, Springfield, Va., and Janet Kerby, Roane County High School, Spencer, W.Va.
11 a.m. Saturday, Park Tower 8206 (50)

ADVISORS, ADMINISTRATORS

Why Consider JEA Certification?
Advisers can demonstrate their professionalism by earning Certified Journalism Educator status and even become Master Journalism Educator. This session tells how the JEA certification works and how advisers can gain their CJE and MJE. Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.
11 a.m. Saturday, Park Tower 8216 (50)

ADVISORS

Using Critiques to Set Publication Goals
This session is designed for newer advisers or those advisers just getting their feet wet in the critique process. Two experienced judges, will discuss how to use critiques to improve your publication, what judges really look for, whether the expenditure is really worth it, and how to interpret and apply the results, and what to do if you disagree. Learn how to find the critique that is right for your publication, and how to use the critique advice in your classroom and with your students to set goals and objectives for the year. Time will be set aside for a Q&A.
Susan Benedict, MJE, Pacific High School, Pacific, Mo.; Michele Dunaway, MJE, Francis Howell High School, St. Charles, Mo.
11 a.m. Saturday, Park Tower 8222 (50)

ADVISORS

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, Park Tower 8226 (50)

GENERAL AUDIENCE, NEWSPAPER

Learning about Science Through Media Production
In July 2009, 16 journalism and science teachers and 16 science students worked with professional journalists and scientists to study viruses and produce videos, audio essays and other media to create connections between science and students’ lives. The group focused on eight virology research topics to combine their interest in science with the development of their skills in science journalism. The process and their products will be shared.
Janet Raddish, Omaha Bryan High School, Omaha, Neb.
11 a.m. Saturday, Truman (40)

GENERAL AUDIENCE

Creating a Staff Manual
Advisers and editors will learn the importance of having a staff manual and what should and should not be included.
Susan Everett, MJE, Jersey City, N.J.
11 a.m. Saturday, Tyler (40)

PHOTOGRAPHY

Advocacy and Intervention: Making a Difference with Your Photography
Learn how you can use photography-related skills to intercede and help change the lives of others for good.
Dave Lavelle, Oak View, Calif.
11 a.m. Saturday, Virginia A (125)

FUTURE OF THE YEARBOOK

If All Your Friends Jumped off a Bridge, Would You?
Your whole school is on Facebook, and your yearbook staff should be too. It’s not enough to just cover Twitter madness and the popularity of Facebook; you should be a part of it. Come learn tips for using social media to involve and communicate with readers, boost yearbook sales and create an online presence for your yearbook staff.
Chad Rummel, CJE, Oakton High School, Vienna, Va.
11 a.m. Saturday, Virginia B (125)

YEARBOOK

Font Savant
Do you have the yearn to kern? Yeah, me too. Come see some fresh faces for 2009 and beyond. Learn how type sets a visual tone for your verbal message, and where to find inspiration. Let’s discuss hot-of-the presses type treatments because good type makes us happy... and your book so much more contemporary.
Steve Kent, Herff Jones Yearbooks, Roanoke, Va.
11 a.m. Saturday, Virginia C (125)

YEARBOOK

Contemporary Coverage
What’s the hot trend that every staff should work toward? More coverage. See how yearbooks use modular design and topical coverage to effectively expand beyond the traditional copy block, giving their readers more information, more angles and more appeal.
11 a.m. Saturday, Washington 1 (290)

YEARBOOK

There’s More to the Story
We’ve come a long way since the days of formulaic coverage plans that dictated exactly how content would be divided and arranged in the yearbook. Once you know the rationale behind the traditional coverage guidelines, it’s easy to create a fresh new book that answers the needs of the readers. There are so many ways to tell the story of the year.
11 a.m. Saturday, Washington 2 (290)

FUTURE OF THE YEARBOOK

When Dinosaurs Walked the Earth and Newspapers Flourished
Yearbooks hoping to avoid a similar fate need to take a hard look at themselves rather than sticking their heads in the sand in avoidance. How can you avoid obsolescence? Let’s talk about some possibilities.
Sheri Taylor, Syracuse University, Syracuse, N.Y.
11 a.m. Saturday, Washington 3 (290)

FEATURED SPEAKER, BROADCAST

News IS a Community Service
Being involved and “connected” to one’s community can lead to invaluable reporting insights and contacts, but is also fraught with ethical considerations. Having cultivated respected civic involvement and reporting chops in D.C. and Baltimore, Foster will share anecdotes that have strengthened her reporting, observational skills and personal growth — and reassured her perspective that TV journalism is much more a public-service industry than a profit-making one.
Lea Foster, WUSA-TV9, Washington, D.C.
11 a.m. Saturday, Washington 4 (400)

LAW AND ETHICS, NEWSPAPER

Ethics: A Strategy for Press Freedom
When students perform the way ethical professional journalists do, this should be a persuasive argument for press freedom. Hear how the staff and advisers of The Spoke, award-winning newspaper edited by 2009 JEA Journalist of the Year Henry Rome, prepare themselves to tackle tough stories despite censorship threats. And learn whether ethics can be both a useful publications strategy and a viable legal defense.
11 a.m. Saturday, Washington 5 (290)

YEARBOOK

Got You Covered
Tired of the same old stories, same old topics? Find out new approaches to the old stuff and get loads of ideas for new topics. We will also cover handling issues that concern high school students and how to effectively cover them in your book.
11 a.m. Saturday, Washington 6 (290)
FEATURED SPEAKER, LAW AND ETHICS
Creating Laboratories of Democracy
Charles Haynes will share how the First Amendment can serve as a civic framework for renewing the civic mission of schools. Schools become laboratories for democratic freedom when students and all members of the school community are given a real voice in shaping the life of the school.
Charles Haynes, Freedom Forum First Amendment Center, Washington, D.C.
11 a.m. Saturday, Wilson B (110)

NEWSPAPER, ONLINE MEDIA
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.
11 a.m. Saturday, Wilson C (110)

Noon

BROADCAST
Secrets to an Award-winning Broadcast Program
In this session, student staff members and the adviser of the award-winning Central Intelligencer will share secrets to a successful broadcast media program. Included will be ways to organize a staff, establishing deadlines (and sticking to them), overcoming (and sometimes inviting) controversy and simple technical tips that can help your program stand out. Examples of stories and shows will be shown.
Lydia Berns and Nicole Lemmon, Central High School, Springfield, Mo.
Noon Saturday, Delaware A (175)

NEWSPAPER
Building a Better Newsroom
This is a workshop by teenagers for teenagers that will focus on fostering harmony within a high school publication. Key skills discussed will include interpersonal skills, organization, conflict management, layout-content synchronization and policy making. Relayed by two former high school newspaper editors-in-chief now involved with the nation’s oldest collegiate daily newspaper.
Alison Greenberg and Daniel Serna, Yale University, New Haven, Conn.
Noon Saturday, Delaware B (175)

YEARBOOK
Count Me In — Increasing Staff Size
Is your yearbook program in need of more students to help spread the workload? Explore ways to increase the enrollment numbers of your editors and staffers. Find out how to use schoolwide messages, editor incentives, Back to School Night fliers and word of mouth to help spread the news about your school’s yearbook program.
Dana Gorman, CJE, Herff Jones Yearbooks, Burke, Va.
Noon Saturday, Jefferson (40)

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.
Cailltin Burns, Kansas State University, Manhattan, Kan.
Noon Saturday, Lincoln S (350)

ONLINE MEDIA
Cheap and Easy Multimedia
With a laptop and a $99 video recorder you can have a fully functioning television studio or even live — yes, live — coverage of your school’s event. There’s no longer a reason to be scared of incorporating multimedia into your media’s curriculum and/or Web site.
Noon Saturday, Lincoln S (275)

NEWSPAPER
Creative Sports Designing
Learn the process of making creative sports pages. Speakers will focus on how to work as a sports staff to come up with topics and how to make appealing layouts. Students will learn in detail why the example pages shown are successful or not successful.
Harinand Tyagi, Brown University, Providence, R.I.
Noon Saturday, Marriott Balcony A (120)

BUSINESS/ADVERTISING
Learn the Advertising Attitude
Selling advertising is an attitude. Students will learn the art of selling and leave with the attitude and enthusiasm to raise a lot of money for their journalism program.
Nora Guiney, Walsworth Publishing Co., Riverview MI
Noon Saturday, Marriott Balcony B (90)

NEWSPAPER
Inventive Ledes to Indulge Readers
Learn how to use varying types of ledes while eliminating clichés and hooking your reader. Following the instructional period, attendees will participate in a brief lede-writing contest where prizes will be awarded.
Olivia Scott, Chapman University, Orange, Calif., and Jennifer Watson, Boston University, Boston, Mass.
Noon Saturday, Marriott Balcony C (90)

NEWSPAPER, LEADERSHIP
How to Survive (and Love) Editorship
If you’re currently an editor, hope to become one or think the job may be for you, learn to survive your year from an experienced editor-in-chief. We’ll discuss the practical — preparation, expectations, advisers and leadership traits — to the hilarious (and yes, there will be food!). We’ll focus on newspaper, but everyone is welcome.
Laura Nelson, University of Southern California, Los Angeles, Calif.
Noon Saturday, Marriott Balcony D (90)

NEWSPAPER, ONLINE MEDIA, ADVISING
Editing Can be a Word Game
Learn how exercises resembling parlor games and brainteasers can keep young journalists engaged.
Mike Grundmann, James Madison University, Harrisonburg, Va.
Noon Saturday, Maryland A (135)

NEWSPAPER, YEARBOOK, ADVISING
Managing by Color
One requirement for effective student publications: good communication skills. Join us to discover what we know about ourselves and how that will assist us in communicating more effectively with others.
Lynn Pickett, Northeastern Wayne Jr.-Sr. High School, Fountain City, Ind.
Noon Saturday, Maryland B (135)

JEA, NSPA and Dow Jones Newspaper Fund will present their annual awards at this special event. New and renewing Certified Journalism Educators and Master Journalism Educators also will be recognized. NSPA Pioneers, DJNF Journalism Teacher of the Year program winners and JEA Carl Towley, Lifetime Achievement, Administrator of the Year, Medal of Merit and Friend of Scholastic Journalism honorees will be recognized. Speakers will be John Hudnall, the Carl Towley Award winner, and Paul Vandell, Dow Jones National High School Journalism Teacher of the Year.
Preregistration was required. Please bring your ticket. Herff Jones has underwritten this event.
Noon - 2:20 p.m. Marriott Salon 1

YEARBOOK, BUSINESS/ADVERTISING
Marketing Your Book
Go over easy steps for marketing your book including ideas on how to get the word out about book sales, selling the books and selling to those who still haven’t purchased their book.
Ashley Duxheaseau, Taylor Publishing Co., Melbourne, Fla.
Noon Saturday, Maryland C (135)

MIDDLE SCHOOL, NEWSPAPER
Writing a Paper Middle-School Students Will Read
Are middle-school students not reading your newspaper? Try out some of these ideas for instant reader appeal.
Noon Saturday, Park Tower 8226 (50)

NEWSPAPER, YEARBOOK
Write, Rinse, Repeat
This is a basic look at the writing process beginning with interviewing and ending with true revision. Session will include tips on
interviewing and thinking on your feet. But the largest focus will be placed upon how to effectively revise the content of your writing. Anna Kears, Kansas State University, Manhattan, Kan. Noon Saturday, Truman (40)

GENERAL AUDIENCE
The Importance of Networking
Education is much more than just going to class. Internships, workshops, contests, peer interaction are vital parts of a student’s learning process. Six steps to maximizing your educational experience will assist students in their approach to college life and beyond. Greg Cooper, Brooks Institute, Ventura, Calif. Noon Saturday, Virginia A (125)

YEARBOOK, MIDDLE SCHOOL
Layering Your Theme
Your yearbook is more that just a great cover, an opening, and some division pages. See how you can create an attitude with your book through fonts, designs and some fun gimmicks. Door prizes and contests are included. Mary Patrick, CJIE, Maize South Middle School, Wichita, Kan. Noon Saturday, Virginia B (125)

ONLINE MEDIA
Reporting Sports Digitally
Let’s face it: Posting stories online before a printed publication goes to press is so early 21st century. In today’s sports journalism climate, if it’s not posted in minutes, it’s already history. Learn how to survive and thrive to make yourself an effective, marketable sports journalist in today’s 1,440-minute news cycle. David Schwartz, Iowa High School Press Association, Iowa City, Iowa Noon Saturday, Virginia C (125)

GENERAL AUDIENCE
Coaching Writing: A Better Way to Edit
Put the red pen aside. Move beyond making surface grammar corrections and learn how to coach your writers to improve. Tamara Salisbury, Kansas State University, Manhattan, Kan. Noon Saturday, Washington 1 (290)

YEARBOOK
Get Focused
This is not 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 Cooledge, Taylor Publishing Co., Avon Lake, Ohio, and Mike Taylor, Taylor Publishing Co., Dallas, Texas Noon Saturday, Washington 2 (290)

FUTURE OF THE YEARBOOK
Thinking Outside the Book
Technology is changing the way we communicate every day and yearbook staffs are taking notice. Come learn how your staff can utilize those new communications tools to enhance your yearbook and why it’s important to remember that the first priority is to tell the story of the year in a form that will last. Nancy Y. Smith, Lafayette High School, Ballwin, Mo. Noon Saturday, Washington 3 (290)

GENERAL AUDIENCE
Social Media and Sports Reporting
In the world of social media, Sara Walsh, the weekend sports anchor and Redskins reporter for CBS-station WUSA-TV9 is quite comfortably “on top of her game.” On a daily basis, she blogs, twitters and uses Facebook in her reporting/anchoring duties in D.C.’s busy pro- and high-school sports market. She’ll share how to use — but not overuse — these techie tools and how they’ve changed news, sports and broadcast coverage — not just in the recent years, in the recent months! Sara Walsh, WUSA-TV Sports, Washington, D.C. Noon Saturday, Washington 4 (400)

LAW AND ETHICS
Censor-Proofing Your Publication
Get tips and strategies from the SPLC about heading off a censorship issue before it starts. We’ll discuss getting your paper designated a “public forum,” building strategic alliances and crafting the message for that uncomfortable conversation with the principal. Frank LoMonte, Student Press Law Center, Arlington, Va. Noon Saturday, Washington 5 (290)

NEWSPAPER, MAGAZINE, ONLINE MEDIA
Making Your Stories Stand Out
Attention spans are shorter, media outlets are proliferating and there are a lot of stories out there. But there are some simple ways to make your work stand out — to your readers and your editors — and get your stories the attention they deserve. We’ll talk about interviewing, reporting, writing and rewriting, with some tips from the pros at the St. Petersburg Times and The New York Times. Libby Nelson, Chronicle of Higher Education, Washington, D.C. Noon Saturday, Wilson B (110)

ONLINE MEDIA
Web Site Design Using iWeb
Get your publication online quickly, easily and without having to learn HTML. This session covers the iWeb interface as well as design and layout basics, how to podcast audio and video content, hosting your site, and more. No prior experience with Web design required. Michael Hernandez, Mira Costa High School, Manhattan Beach, Calif. Noon Saturday, Wilson C (110)

1 p.m.

BROADCAST
It’s Not an Interview; It’s a Conversation
A good interview is a true conversation, much more than recording the answer to a question. In this session, attendees will learn how to preplan this conversation, to identify the optimal location for that conversation, research, and, ultimately, package together a fabulous story. Don Goble, Ladue Horton Watkins High School, St. Louis, Mo. 1 p.m. Saturday, Delaware A (175)

CARTOONING
Techniques and Critiques
A line, a hatch mark, and negative space. With editorial cartoonist Clay Jones learn to look at today’s political leaders and celebrities to draw the distinguishing characteristics that identify the person and make a visual statement. When do cartoonists exaggerate features and use stereotypes? Bring a sketchpad and your own cartoons to be critiqued and to discuss how certain techniques may strengthen your images. Clay Jones, Fredericksburg Free Lance-Star, Fredericksburg, Va. 1 p.m. Saturday, Delaware B (175)

MIDDLE SCHOOL YEARBOOK
You Can Quote Me On That
Is getting good quotes a problem for your staff? The advisers of an award-winning yearbook share some of their tricks for getting a lot of good quotes and material that can be used throughout the year and all through the book. Learn how to write the questions so you get the answers you want. Patricia Himman, Robinson Secondary School, Fairfax, Va. 1 p.m. Saturday, Jefferson (40)

YEARBOOK
Designing with Time and Space
Chronological yearbooks are the latest organizational craze, so now add modular design as the tool to make sure your theme is carried throughout your book. An arsenal of mods can mark your path through the chronological maze. Carolyn Henderson, Walsworth Publishing Co., Matthews, N.Y. 1 p.m. Saturday, Lincoln 2 (250)

YEARBOOK
Go With The Flow: Conducting Fabulous Interviews
Are you tired of the same old copy with the same old quotes year after year? It all stems from the interview. Learn how to gather meaningful and unique information from even the most unlikely sources. Gracie MacDonell, Walsworth Publishing Co., Maryland Heights, Mo. 1 p.m. Saturday, Lincoln 5 (350)

BROADCAST, ONLINE MEDIA
Planet Forward — A New Model for Content Distribution
High quality, cheap recording and editing gear allow just about anybody to “make a movie.” But as a young filmmaker, you want to stand out from that crowd. How are distribution models changing because of the Web? And
how can you use your talents to make your voice heard in a way that gets noticed by decision-makers? As a content-driven Web site with a national television show, Planet Forward offers a model to answer these questions. Come hear from a national PBS producer what it takes to craft a piece that is seen by millions and talked about by the people deciding our country’s future.

Chad Davis, Planet Forward Public Affairs Project, School of Media and Public Affairs, Washington, D.C.
1 p.m. Saturday, Lincoln 6 (275)

NEWSPAPER, YEARBOOK, MAGAZINE
Incorporating Alts Into Your Publications
This session will focus on incorporating alternative story design into student publications on an every-issue basis, making it part of the architecture of how you present information to your readers. Come learn how one award-winning staff incorporates alts into its paper.

Matthew Schott, Francis Howell Central H.S., Saint Charles, Mo.
1 p.m. Saturday, Marriott Balcony A (120)

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

Harinand Tyagi, Brown University, Providence, R.I.
1 p.m. Saturday, Marriott Balcony B (120)

NEWSPAPER
Managing Staff while Minimizing Drama
Teaching through personal experience, these former co-editors will explain how to eliminate cliques and power trips while working effectively with an adviser. They will also cover how to create a friendly environment for open ideas. This session include audience participation through discussion and a Q-and-A period.

Olivia Scott, Chapman University, Orange, Calif., and Jennifer Watson, Boston University, Boston, Mass.
1 p.m. Saturday, Marriott Balcony C (135)

YEARBOOK
Take It Out of the Box
Attend this session to get ideas for tip-ins, mini magazines, extraordinary covers and endsheets that will set your book apart from the rest.

1 p.m. Saturday, Marriott Balcony D (90)

GENERAL AUDIENCE
Women in Sports Media
Come and talk about what it’s really like being a woman in the locker room and how you can make a name for yourself in the sports world as a woman. Julie Turner from ESPN.com will share her experiences and answer your questions about being a woman in the sports world.

Julie Turner, ESPNRISE.com, Bristol, Conn.
1 p.m. Saturday, Maryland A (135)

PHOTOGRAPHY
Captions: How to Explain Those ‘Thousand Words’
Yes, pictures are worth thousands of words, but you still need to name the people in the photo and explain their relationship to what is happening. Yearbook and newspaper photos NEED specific details. Come and find out how to make this a painless experience.

Lynn Pickett, Northeastern Wayne Jr.-Sr. High School, Fountain City, Ind.
1 p.m. Saturday, Maryland B (135)

GENERAL AUDIENCE
The Interview Process: Before, During and After
This introductory session will provide students with insightful, practical, and informative suggestions for conducting successful interviews.

Paul Lazarovich, CJE, Wentworth Institute of Technology, Boston, Mass.
1 p.m. Saturday, Maryland C (135)

MIDDLE SCHOOL, GENERAL AUDIENCE
Portfolios for Junior High/ Middle School
It is never too early for students to compile a portfolio. Advisers and students are encouraged to attend this session that will highlight how to compile a top-notch portfolio for the JEA Aspiring Young Journalist Award. See examples of winning portfolios. Learn how to make this portfolio part of your class. Topics covered will include resumes, cover letters, self-evaluations of work and overall presentation. Handouts provided.

Anita Wertz, MJE, Cesar Chavez High School, Stockton, Calif.
1 p.m. Saturday, Park Tower 8226 (50)

MAGAZINE
Adding More Dimensions to the Literary Magazine
Tired of reading poem after poem, short story after short story in the pages of your magazine? Discover how to jazz up the contents by incorporating profiles, personal essays, point-counterpoint pieces, and other prose into the standard mix of creative writing. The session also will offer tips on feature writing.

1 p.m. Saturday, Truman (40)

PHOTOGRAPHY
Every Picture Should Tell a Story, Shouldn’t It?
Some pictures provoke, and others draw attention. Some provide information, and some convey emotion. But real photojournalists do all that and more. Learn how make your single and multiple pictures really tell a narrative with impact.

Jack Zibul, Arkansas State University, Jonesboro, Ark.
1 p.m. Saturday, Virginia A (125)

NEWSPAPER, YEARBOOK, MIDDLE SCHOOL
Make It Quick
Sometimes you don’t have the time, money or talent you wish to give to all pages of your yearbook or newspaper. Learn some quick strategies, handouts, design ideas and door prizes to make pages quickly and efficiently.

Mary Patrick, CJE, Maize South Middle School, Wichita, Kan.
1 p.m. Saturday, Virginia B (125)

ONLINE MEDIA
The Pros and Pros of Blogging
More than ever, rapid interaction with your readers is essential. A blog is the perfect way to meet that need. From politics to pop culture, sports to fashion, no topic is off limits. And here’s a bonus: Blogging even looks good on your college application. An introduction.

David Schwartz, Iowa High School Press Assn, Iowa City, Iowa
1 p.m. Saturday, Virginia C (125)

GENERAL AUDIENCE
How to Write a Great Profile
Do you find yourself writing the same old profile pieces over and over again? This presentation will highlight the differences between a mediocre profile and a great profile. Techniques for interviewing, finding a focus and taking writing risks will be discussed.

Tamara Salisbury, Kansas State University, Manhattan, Kan.
1 p.m. Saturday, Washington 1 (290)

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, Olympia High School, Orlando, Fla. Mike Taylor, Taylor Publishing Co., Dallas, Texas
1 p.m. Saturday, Washington 2 (290)

FUTURE OF THE YEARBOOK
Convergent Media is Here to Stay
Create a student media powerhouse using your online newspaper, print and electronic yearbook, podcasts, photography and a few new outlets. Learn how to set up a convergent program and ways to improve your readership in all publications with social media outlets.

Leland Mallett, Mansfield Legacy High School, Mansfield, Texas, and Marilyn Scoggins, Taylor Publishing Co., Dallas, Texas
1 p.m. Saturday, Washington 3 (290)

GENERAL AUDIENCE
How and Ombud Can Help Your Media
What the heck is an “ombudsman”? Learn how the growing need of this unique, insider-outsider media position can help your audience understand why you do what you do for them — warts and all.

Alicia Shepard, National Public Radio, Washington, D.C.,
Reginald Stuart, veteran journalist

knowing is Half the Battle

FEATURED SPEAKER, GENERAL AUDIENCE

Bobbi Templet, Oldham County High School, Buckner, Ky.

the beginning videographer and for teachers — we'll cover them all.
Jon Reese, Decatur High School, Decatur, Ga.
11 a.m. Saturday, Washington 6 (290)

COMPUTER TECHNOLOGY

Photoshop Tips and Tricks

If you have seen cool trends such as new ways to use cut out backgrounds and illustrations in yearbooks and magazines, this is the session to see how those effects are done in Photoshop. Kathryn Phillips, Walsworth Publishing Co., Burlington, Ariz.
1 p.m. Saturday, Wilson A (34)

FEATURED SPEAKER, BROADCAST

Barrier-Breaking Broadcasting

A passionate advocate of public service and the power of the media, Marencos, a former White House Fellow, will share her philosophies, strategies and business breakthroughs that helped her lead Telemundo as the premiere Spanish-language broadcast station in Washington, D.C., while remaining true and responsible to its viewers. Julissa Marencos, ZGS Communications, Arlington, Va.
1 p.m. Saturday, Wilson B (110)

ONLINE MEDIA

Promote School Publications with Social Media

Social networking sites like Facebook, Twitter, YouTube and MySpace can be powerful tools for student publications to gain readers and promote events, as well as to solicit story ideas, sources and reader feedback. This session will show students and advisers how to use these and other social media resources to generate enthusiasm for school media programs. Kristy Roscheski, CJE, Sunrise Mountain High School, Peoria, Ariz.
1 p.m. Saturday, Wilson C (110)

2:30 p.m.

BROADCAST

10 Fingers of Videography

Students will learn the basic rules of videography using the 10 fingers for the memory device. This workshop will be for the beginning videographer and for teachers wanting to learn a quick lesson for students.
Bobbi Templet, Oldham County High School, Buckner, Ky.
2:30 p.m. Saturday, Delaware A (175)

FEATURED SPEAKER, PUBLIC AUDIENCE

Knowing is Half the Battle

Reginald Stuart, veteran journalist and corporate recruiter for McClatchy

Newspapers, sorts through the maze of advice on the information highway traffic to offer clear-cut guidance on what young journalists need to learn and achieve to rise from high school news person to major league professional. Stuart has recruited and mentored hundreds of journalists who work in newsrooms across the nation and have had assignments in the Middle East and Africa. Reginald Stuart, The McClatchy Co, Washington Bureau, Washington, D.C.
2:30 p.m. Saturday, Delaware B (175)

ADVISING

Convention Wrap-up

Attend this session with JEA's officers and executive director 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, Jackson (40)

PHOTOGRAPHY

Photo Phabulous

Whether you are a photographer, photo editor or adviser, you’ll pick up some helpful tips for improving the photography in your publication. Bring along some page designers so they can learn about using photography more effectively in their designs. Be prepared to see some pretty phabulous photos too.
Kathy Habiger, MJE, Mill Valley High School, Shawnee, Kan., and Amy Morgan, CJE, Shawnee Mission West High School, Overland Park, Kan.
2:30 p.m. Saturday, Lincoln 2 (250)

YEARBOOK

Potluck

Not sure what you want to attend for your last session of the convention? Neither are we. But we promise to serve up ... something. It might be folded in a brown paper bag. Or wrapped in tin foil. Or tamped down in Tupperware. Who knows? We may even have something up our sleeves! Take your chances on a surprise session. We'll give you a hint: It's for yearbook people and you'll get to help us choose the menu.
Don't miss out on ... something! Crystal Kozmierski, Arrowhead Christian Academy, Redlands, Calif., and Susan Massy, Shawnee Mission Northwest HS, Shawnee, Kan.
2:30 p.m. Saturday, Lincoln S (350)

BROADCAST

Musical Newscasting and Research — the NPR Way

Be it morning school announcements, a three-minute video stream or a 20-minute production, put some attention-grabbing zip into your news and information using Internet search engines to research and develop the right mix for your reports. Learn professional search techniques and tricks from NPR senior librarian Laura Soto-Barra. Then take a musical journey with NPR music librarian Robert Goldstein and hear how NPR incorporates music into its programming.
Robert Goldstein and Laura Soto-Barra, National Public Radio, Washington, D.C.
2:30 p.m. Saturday, Lincoln 6 (275)

GENERAL AUDIENCE

Making the Most of an Interview

If you've written your story and realized that you didn't ask a question that would have provided a perfect quote, come to this session. We'll talk about how to prepare for interviews and how to be the best interviewer on your staff.
Julie Turner, ESPNRISE.com, Bristol, Conn.
2:30 p.m. Saturday, Maryland A (135)

ONLINE MEDIA

Help Me Figure This Out!

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 hear of a few sites that can make your newsroom more efficient and just maybe, more fun!
David Studinski, mju College Media Network, New York, N.Y.
2:30 p.m. Saturday, Maryland C (135)

MEETING

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
2:30 p.m. Saturday, Park Tower 8209 (50)

ADVISING

What You Need to Know to Be Certified: Photojournalism

Planning to take the CJE exam or just want to learn more about photojournalism, this session is for you. Learn about the elements of composition, camera techniques, file formats, photo management. We’ll also cover strategies for how to teach these concepts to your students so they can become more proficient at presenting the visual side of the story.
Nancy Freeman, MJE, and Christine Stricker, CJE, Clayton High School, Clayton, Mo.
2:30 p.m. Saturday, Park Tower 8216 (50)

ADVISING, LAW AND ETHICS

Teaching Accountability: Basic Media Ethics

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

2:30 p.m. Saturday, Park Tower 8226 (50)

GENERAL AUDIENCE

Census in Schools for the 2010 Census

The census is the one civic moment that involves each one of us in the United States. Through the Census in Schools program, educators in about 118,000 schools in the U.S., Washington, D.C., Puerto Rico and the island areas will have access to 2010 Census lessons. Student media may want to use this information as a starting point for stories about this topic.

Renée Jefferson-Copeland, Public Information Office, Washington, D.C.
2:30 p.m. Saturday, Truman (40)

CONVERGENCE

Tell Your Story Online and in Print

If a picture is worth a thousand words in one language, multiple pictures, audio and video tell can tell many stories in many languages. It can be confusing. Learn the language of multimedia journalism to help you keep your story straight and compelling.

Jack Zibulka, Arkansas State University, Jonesboro, Ark.
2:30 p.m. Saturday, Virginia A (125)

PHOTOGRAPHY

Crop It Like It’s Hot (2009)

“It doesn’t fit the template.” Take your hand off the mouse and step away from the keyboard. Slowly. Photo appreciation for designers is key. Learn what makes impact photography, how professionals use it and some tips to achieve the wow factor. For anyone who loves photography, and those who think they can butcher it any way. Learn why templates are not your friends. See why professionals use it and some tips to achieve the wow factor. For anyone who loves photography, and those who think they can butcher it any way. Learn why templates are not your friends.

Jake Palenske, NCompass Media LLC, McKinney, Texas
2:30 p.m. Saturday, Washington 2 (290)

ADVISING

Good Writers and Quitters

Feedback leads a student through the editing process to create a stronger piece, but the load of grading can interfere with the efficiency. These seven steps of revision keep feedback immediate and monitored. We’ll go through the process step by step.

Lori Oglesbee-Petter, CJE, McKinney High School, McKinney, Texas
2:30 p.m. Saturday, Washington 3 (290)

YEARBOOK

Find Your Voice

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

2:30 p.m. Saturday, Washington 1 (290)

THE FUTURE OF YEARBOOKS

Setting Up an Online Presence

Say it with me: Journalists are not computer programmers. Getting your publication online can be complex and frustrating, especially if the delivery of your story gets bogged down with “geek drama.” Broken links, non-functional streaming video and coding errors take your staff’s focus off the important things. Many solutions available that will help put you on the Web quickly, easily and inexpensively ... without knowing a lick of HTML or PHP. This session will help you avoid getting “tangled up in the Web.”

Jake Palenske, NCompass Media LLC, McKinney, Texas
2:30 p.m. Saturday, Washington 3 (290)

NSPA Awards Ceremony

NSPA will honor winners of Best of Show, Pacemakers and other individual awards at the Saturday award ceremony. JEA and NSPA encourage everyone to celebrate all winners.

8:30 a.m. Sunday

Closing Ceremony

JEA will announce winners of the Write-off competitions, Ryan White Excellence in Journalism Awards and Future Teacher Scholarships during the closing ceremony. JEA and NSPA hope you have enjoyed your convention experience and will share the knowledge you have gained with the staff at home. Have a safe trip home.

8:30 - 11:30 p.m. Lincoln Rooms
Jeanne Acton is the director of the Texas Scholastic Press Association. She has been the award-winning newspaper and yearbook adviser from Austin, Texas, for 20 years. During her tenure, she has co-taught classes with her colleague and served as a school administrator.

10 a.m. Friday, Virginia A, and noon Friday, Lincoln 5

Arvin Ahmadi is a senior at Thomas Jefferson H.S. for Science and Technology in Alexandria, Va. He is the editor-in-chief of his school newspaper, 6Today, and has previously served as a news editor. He has written and reported a number of articles, including an in-depth story on the 2007 MWRSA outbreak. Ahmadi has received accolades from the WHSL and the NSPA for his journalism. He served as the student representative to the Fairfax County School Board during his junior year, took part in a 6broad fellowship program with washingtonpost.com, and has interned for U.S. Congressman Gerry Connolly and Virginia Delegate Chuck Caputo.

10 a.m. Friday, Washington 2

Maryam Abranjani, Esq., is the academic coordinator of the Marshall-Brennan Fellowship Program, a program that trains law students to teach high school students in the D.C. area about their constitutional rights and responsibilities.

9 a.m. Saturday, Lincoln 3–4 Foyer

Logan Aimé, MJE, is executive director of the National Scholastic Press Association. He taught journalism at Wenatchee (Wash.) H.S. and advised The Apple Leaf newspaper and Wa Wa yearbook before going to NSPA in 2007. He is a past DJNF Distinguished Adviser and WJEA Adviser of the Year. He is co-author with H.L. Hall of the 2009 edition of the textbook “High School Journalism.”

9 a.m. Saturday, Lincoln 5, and 10 a.m. Saturday, Maryland A

Ann Aker, MJE, is Heff's Jones 'Yearbooks' educational specialist. Formerly NSPA associate director, Aker has done stints as journalism teacher/publications adviser and yearbook rep. She was the 2005 recipient of the Carl Tolley Award, JEA's highest honor, and has been awarded CSPA's Gold Key and NSPAs Pioneer Award.

9, 10 and 11 a.m. Saturday, Washington 2

Farhan Ali is a third-year law student at American University's Washington College of Law who serves as a Marshall-Brennan Fellow and teaches constitutional law to new teachers. He is JEA's liaison to the National Council of Teachers of English and is the summer workshop director for the Marshall-Brennan Fellowship.

11 a.m. Friday, Lincoln 1

Linda Ballou has represented advisers as the 2005 DJNF National High School Journalism Teacher of the Year and JEA's 2006 National Distinguished Yearbook Adviser. She is JEA's Montana director. Ballou coordinates Montana Journalism Education Association's yearbook competition as a member of MJEA's executive board. At Great Falls (Mont.) H.S., she advises staffs of the award-winning Inwia newspaper, Roundup yearbook, an interactive CD and Web site.

11 a.m. Friday, Washington 3, and 10 a.m. Saturday, Maryland C

Brian Baron, CJE, teaches AP English Language and Composition and advises The Lion's Roar at Newton South H.S. in Newton, Mass.

8 a.m. Saturday, Park Tower 8219

Karen Barrett, MJE, advises the student newspaper, Wheeling (III) H.S. She received JEA's Rising Star Award in 2006. She is a member of the National Journalism Professional Learning Community and the JEA Press Rights Commission.

9 a.m. Saturday, Park Tower 8212, and 11 a.m. Saturday, Marriott Balcony C

Linda Barrington, MJE, who was a newspaper adviser for 17 years, now focuses on teacher education and mentoring new teachers. She is JEA's liaison to the National Council of Teachers of English and is the summer workshop director for the Marshall-Brennan Fellowship.

11 a.m. Friday, Park Tower 8226; 11 a.m. Friday, Marriott Balcony B, and noon Friday, Delaware A

Charla Bear (see Featured Speakers)

10 a.m. Saturday, Delaware A

Chip Beck — soldier, sailor, artist, spy, peacekeeper. In the Navy and CIA, Beck experienced armed conflicts in 20 countries from Indochina to Iraq. In a turnabout, since 2005, he has been the director of ACOTA, a peacekeeper training program in Africa, working with 25 countries to transform conflict in Darfur, the Congo, southern Sudan, Somalia, Ivory Coast. Beck has used his artistic talents to depict the people, places, events, wisdom, and folly that he encountered around the world. Beck retired from the CIA in 1993 and from the Navy in 1996, but returned to government service after 9/11, serving in Iraq and Africa. He is still recording events in his ever-present sketch books. He recently completed his doctoral studies for a degree in organizational leadership and conflict resolution.

9 a.m. Friday, Delaware B

Cagle Cartoons and to nearly 300 college publications by MCT Campus. He earned a journalism degree at American University in 2002. While there, Beeler won the three major college cartooning awards: the Charles M. Schulz Award, the John Locher Award and first place in the SPI Mark of Excellence Awards. In 2007, he won the Golden Spike Award, as voted upon by members of the American Editorial Cartoonists at its 50th anniversary convention in Washington. The National Press Foundation awarded him the Clifford K. & James T. Berryman Award in 2008.

8:30 a.m. Saturday, Washington 6

Susan Benedict, MJE, has advised newspapers and yearbooks for 19 years. In addition to teaching American literature and serving as chairperson of the Communication Arts Department, she advises the Tomahawk Times newspaper and the Warrior yearbook at Pacific (Mo.) H.S. She is a member of JEA's National Journalism Professional Learning Community and the Development/Curriculum Commission.

11 a.m. Saturday, Park Tower 8222

Lydia Berns is a student news director for Central Intelligence broadcast program at Central H.S., Springfield, Mo.

Noon Saturday, Delaware A

Sanjana Bijlani is a 2009-2010 managing editor of The Spoke student newspaper at Conestoga H.S. in Bervyn, Pa., a suburb of Philadelphia.

11 a.m. Saturday, Washington 5

Bonnie Blackman is a 2006 recipient of the CSPA Gold Key Award. She is on the board of the Garden State Scholastic Press Association, and received that organization's 2002 Golden Quill for contributions to journalism in the State of New Jersey. She works with schools throughout New Jersey and the New York City area.

2:30 p.m. Friday, Jackson

Alex Blackwell is Walworth's director of yearbook marketing in Kansas City, Mo., overseeing all marketing and promotion, including the updated Web site. He began his career at Walworth as a yearbook sales representative in his native Virginia. Blackwell also has helped Walworth's Customer Technology Department.

2:30 p.m. Friday, Washington 2

Sean Blanda is an editor at Vital Business Media and a freelance Web designer based in Philadelphia. Named by UWIRE as one of the top 100 young journalists in 2008, he is an Associated Collegiate Press Online Pacemaker award winner. He has served as Web editor of several publications, including Philadelphia City Paper and The Temple News. He has also been published in the Philadelphia Daily News, Philadelphia Inquirer and the Wilmington News Journal.

9 a.m. Saturday, Virginia C

Jane Blystone, MJE, has advised student publications for 33 years. She is Region 7 director for JEA and serves on the JEA Scholastic Press Rights Commission. She served as local chair for the JEA/NSPA Philadelphia convention. A past president and current board member of Pennsylvania Scholastic Press Association, Blystone has received the JEA Medal of Merit and JEA Special Recognition Yearbook Adviser award.

7:15 a.m. Friday, Park Tower 8222, and 2:30 p.m. Friday, Park Tower 8210, 11 a.m. Saturday, Marriott Balcony C

Ron Bonadonna, CJE, is a retired educator living in Mays Landing, N.J. He advised a high school newspaper for 25 years. He is on the board of the Garden State Scholastic Press Association and is a JEA mentor. He has also judged and critiqued for the Columbia Scholastic Press Association and the National Scholastic Press Association.

2:30 p.m. Saturday, Maryland B

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

10 a.m. Friday, Marriott Balcony C

John Bowen, MJE, is chair of JEA’s Scholastic Press Rights Commission and has been a member of the SPFLE Board of Directors. He is an adviser at Lakeview (Ohio) H.S., Bowen teaches at Kent State University. He was a DJNF Journalism Teacher of the Year and a JEA Carl Towsley Award winner. He advised at one of the nation’s charter First Amendment Schools.

10 a.m. Friday, Marriott Balcony D; 2:30 p.m. Friday, Park Tower 8206; 11 a.m. Saturday, Marriott Balcony C, and 2:30 p.m. Saturday, Park Tower 8209

Cherry Briggs, CJE, is the adviser of The Mirror literary magazine and The Red & Blue newspaper at Reno (Nev.) H.S. She also has advised newspaper and yearbook at Reed H.S, in Sparks, Nev., and she teaches at yearbook camps in the summer. She has judged yearbook design entries in the Write-offs for many years.

2:30 p.m. Friday, Washington 5

Rick Brooks is the Northeast creative design manager for Josten’s. He has worked in the creative design and publishing fields since 1986. He works with and designs for numerous colleges and high schools, and teaches nationally. Brooks received the CSPA Gold Key and the PSPA Keystone Award for service to student journalism. He also sits on the Pennsylvania School Press Executive Board.

2:30 p.m. Friday, Washington 1

DeNeen Brown, The Washington Post Style section reporter, has covered the D.C. Metro area and has been The Post’s Canada bureau chief. Her subjects have ranged from the poor who pay more, to Mr. Wonderful’s bus, Michelle Obama, and guns and children. She is a writer who captures the ordinary person with sensitivity and an eye for detail.

11 a.m. Friday, Maryland AB (adviser luncheon speaker)

Rick Brown is an experienced adviser in both newspaper and yearbook. He also has served as a high school district curriculum director and staff development coordinator.

8 a.m. Saturday, Washington 1

Renée Burke, MJE, is a yearbook and newspaper adviser at William R. Boone H.S. in Orlando, Fla. This is her 11th and 12th year of advising, respectively. She also teaches national yearbook workshops. The 2006 yearbook earned a Gold Crown from CSPA and was a Pacemaker finalist for NSPA. This year the newspaper is a Pacemaker Finalist and it earned a Silver Crown in 2005.

9:10-30 a.m. Saturday, Park Tower 8226

Caitlin Burns is editor-in-chief of the Royal Purple yearbook and DVD at Kansas State University. She is a junior in hotel and restaurant management, with minors in leadership studies and business. She has had experience with yearbook, newspaper and literary magazine.

Noon Friday, Truman, noon Saturday, Lincoln 5


8:30-5 p.m. Thursday, Virginia C

Michael Cavna, a recovering syndicated cartoonist, writer and blogs about cartoons and comics culture for The Washington Post. His editorial cartoons, sports cartoons and comic strip Warped have been reprinted internationally. His blog, Comic Riffs, features interviews with such creators as Tim Burston, Aaron McGruder (The Boondocks), director-actor Jon Favreau (Iron Man), Joe Quesada (Marvel Comics) and political cartoonist Signe Wilkinson (Philadelphia Inquirer).

11 a.m. Saturday, Delaware B

Linda Chambers advises the Falcon yearbook at Fairview (Tenn.) Middle School. She has advised both high school and middle school books. Her staff’s books have won CSPS Gold and Silver Crowns.

Chambers also teaches English and history, is state director for Destination Imagination for Tennessee and is a yearbook workshop speaker.

2:30 p.m. Friday, Jackson

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

8:30 a.m.-5 p.m. Thursday, Maryland AB; 11 a.m. Friday, Washington 5, and 10 a.m. Saturday, Truman

David Clark, principal at Columbus (Ind.) North H.S., received the 2006 Courage in Student Journalism Award and the 2007 NSPA Louis Inglehart Friend of Scholastic Journalism Award.

9 a.m. Friday, Marriott Balcony C

Cathy Colglazier, a graduate of UCLA and University of Tennesse, is English chair and Humanities Division manager at Thomas Jefferson H.S. for Science and Technology (Alexandria, Va.). Her marriage to a theoretical physicist has given her several adventures into the world of science and technology, the most recent one a cruise in Polynesia to witness the latest total solar eclipse.

8 a.m. Saturday, Lincoln 6

Jolene Combs teaches journalism at El Camino College in Torrance, Calif., and has advised student publications for more than 30 years. Prior to working at ECC, she taught journalism at Rendondo Union H.S. She is an NSPA Pioneer Award winner; a member of the Community College Journalism Hall of Fame; was president of SCJEA and several community college journalism associations, and served on College Media Advisers executive board. Combs mentors high school advisers with JEA’s support.

8 a.m. Saturday, Marriott Balcony B

Timothy P. Condon, Ph.D., serves as the deputy director of the National Institute on Drug Abuse, where he provides leadership in developing, implementing and managing NIDA’s research programs and strategic priorities. Drawing on a lifetime of work in neuroscience, Condon guides the Institute in bringing science based findings to community treatment settings. He has written numerous scientific and science policy reports and he has received multiple awards for his leadership in setting science policy standards.

10 a.m. Friday, Washington 2

Judi Coolidge retired after 35 years at Bay H.S. in Ohio and is now an educational specialist at Taylor Publishing Co. She advises the yearbook, is starting to pack up her things and will be moving to Arizona. She is currently working as a freelance designer and teacher.

5:30 p.m. Saturday, Truman, 8216

Greg A. Cooper teaches full time in the visual journalism program at Brooks Institute, Ventura, Calif. After graduating from Western Kentucky University with degree in photography and anthropology, he worked his way up from intern to assistant picture editor at the Ventura County Star. Later, he went to The Columbus Dispatch to work as the Sunday picture editor. Cooper then returned to California to pursue his master’s degree in photography at Brooks Institute. Noon Saturday, Virginia A

Kathy Craighead, MJE and former adviser at Mexico (Mo.) H.S., is now Nation editor for the Mexico Ledger. She is a former member of the JEA Board of Directors, and a recipient of the NSPA Pioneer, JEA Medal of Merit and JEA Lifetime Achievement awards. She is the 2006 recipient of the Kansas Scholastic Journalism Teacher of the Year.

8:30 a.m.-5 p.m. Thursday, Lincoln 2, and 11 a.m. Friday, Delaware A

Marge J. Craig, CJE, has been teaching journalism and English and advising newspapers for 20 years in Virginia and Florida. She is a former Florida Journalism Teacher of the Year and a Gold Key recipient from CSPS.

10 a.m. Friday, Virginia C

Michael Crawford is director of online strategy for a national government watchdog group and co-chair of DC for Marriage, a grassroots building support for marriage equality in the District. He’s on the editorial team for www билерико.com and a blogger at The Huffington Post. Crawford is a former associate director for the Human Rights Campaign and communications director for Energy Action Coalition.

9 a.m. Friday, Lincoln 6

Denise Croker, CJE, serves as JEA state director of Tennessee. She is advisor to Logos, the award-winning newspaper of Harpeth Hall School in Nashville. She recently was named a DJNF Special Recognition Adviser. In 15 years of advising, she has worked with yearbook, literary magazine and newspaper.

11 a.m. Friday, Wilson C

William C. Cutler is a second-year adviser to The War Cry newspaper at West Iredell H.S. in Statesville, N.C. The publication is a member of NCSMA and SIPA, Cutler is entering his second year of the JEA Mentor Program with his mentor Martha Rothwell. He graduated from Appalachian State University in May 2007 with a bachelor’s degree in English in secondary education and spent one year on The Appalachian student newspaper as well.

9 a.m. Friday, Park Tower 8209

John Cutsinger is an NSPA Pioneer, CSPS Gold Key recipient, JEA Medal of Merit recipient and DJNF National Journalism Teacher of the Year. During the past 25 years he has advised state and national award-winning yearbooks, newspapers and magazines; has written yearbook curriculum and countless journal articles; and has spoken at conferences and conventions across the nation.

9 a.m. Friday, Marriott Salon 1, and 11 a.m. Friday, Washington 4

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

Noon Friday, Washington 2, and 9 a.m. and 10 a.m. Saturday, Washington 1

Michael Daly, NBCT, teaches AP Literature and Composition and Creative Writing at Bryant H.S. in Arkansas. He also collaborates with the journalism program. Daly is a frequent judge in state literary magazine contests.

11 a.m. Friday, Marriott Balcony A

George L. Daniels, MJE, is an associate professor of journalism at The University of Alabama in Tuscaloosa. A former war correspondent and journalism workshop speaker, Daniels has experience as a television news producer in three media markets. He serves on the Society of Professional Journalists Board of Directors.

10 a.m. Saturday, Park Tower 8216

Chad Davis is the director of production and program development for the Public Affairs Project, a project of George Washington University’s Center for Innovative Media. His portfolio includes executive production of Planet Forward as well as the Conversation Series at GW. Prior to GW, Davis spent 15 years working at a variety of PBS stations including WGBH in Boston and WETA in Washington, D.C. Most recently he was the director of content at KHNIme in Albuquerque, N.M.

1 p.m. Saturday, Lincoln 5

Kristina Deckert is a senior visual journalism student at Kent State University. Her journalism passions include newspaper design, photography and multimedia. She was the design director of the Daily Kent Stater for a year and is currently the multimedia editor for kentnewsnet.com.

8 a.m. Saturday, Tyler

Amy DeVault teaches editing and visual communication in the MSU School of Communication at Wichita State University. She joined the faculty after nearly five years as a visual journalist at The Wichita Eagle, where she designed the front page. DeVault earned a Society of News Design award of excellence and helped The Eagle win Kansas Press Association’s best front page award. She taught high school journalism for three years.

8:30 a.m.-5 p.m. Thursday, Maryland AB, and 10 a.m. Saturday, Truman 8216

J.D. DiMattio, Ph.D., is the broadcast media adviser at Ballou H.S., Washington, D.C., and has taught media in the District Public Schools for more than 20 years. He’s the 2006 Teacher
of the Year for the Maryland-D.C. Scholastic Press Association.

2:30 p.m. Friday, Lincoln 6

Kathleen Dion is the adviser for Annandale H.S.’s award-winning literary arts magazine, the Filament. She holds a master’s degree in secondary education and a bachelor’s degree in English, both from James Madison University. Dion teaches English and creative writing.

2:30 p.m. Saturday, Washington 2

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

9 a.m. Friday, Park Tower 8206, 11 a.m. Friday, Wilson A and 9 a.m. Saturday, Park Tower 8222

Mary Kay Downes, MJE, advises the national-award-winning Odyssey yearbook at Chantilly (Va.) H.S. During her 19-year tenure, Odyssey’s students have won CSPA Gold Crowns, NSPA Pacemaker awards, SIPA’s All Southern rating and VHSLS Trophy Class Award. The book was inducted to the NSPA Hall of Fame in 2004. A recipient of the CSPA Gold Key, the NSPA Pioneer Award, the VJTA Douglas Freeman and Thomas Jefferson Awards, she was the JEA 2007 National Yearbook Adviser of the Year.

10 a.m. Saturday, Jefferson

Michael Doyle, CJE, and NBCT, worked for 25 years as a professional journalist writing sports, news and features for the Rockford Register Star before he became a teacher. He teaches journalism and advises the North View newspaper and Equus yearbook at Northville (III). H.S. Doyle received KEMPAS’s award for the newspaper adviser of the year in 2008. He is a member of the JEAB board and is a freelance columnist. Doyle wrote his first book on the killer tornado that struck Belvidere in 1967.

10 a.m. Friday, Lincoln 6

Linda Drake, CJE, advises the award-winning yearbook and newspaper at eco Lehigh Valley H.S. in Schnecksville, Pa. She has been a member of the Kansas Scholastic Press Association. She serves on the NSPA and JEA boards of directors.

8 a.m. Saturday, Maryland A; 11 a.m. Saturday, JEA Suite, and 2:30 p.m. Saturday, Wilson A

Ashley Duchesneau is a full-time student majoring print journalism with a minor in TV production, and she serves as editor-in-chief of the Mast yearbook at Palm Beach Atlantic University. In addition, she works part time as a yearbook consultant in Florida. While attending high school and community college, she completed three yearbook internships and directed summer journalism seminars.

Noon Friday, Park Tower 8222, and noon Saturday, Maryland C

Michele Dunaway, MJE, is a 2009 JEA Medal of Merit recipient. She advised the award-winning Howelltonian yearbook, Spotlight newspaper and www.fhsstown.com at Francis Howell High School in St. Charles, Mo. A past JEA board member, she is a member of the Development/ Curriculum Commission, Aside from judging for CSPA, she writes for Harlequin Enterprises and has 21 published novels.

11 a.m. Saturday, Park Tower 8222

Georgia Dunn, CJE, serves as JEA’s director and mentor in Ohio. She is in her sixth year of retirement from teaching and advising. She and her husband (also a retired adviser) own Well Dunn images, a photography studio.

10 a.m. Saturday, Washington 5

Wayne Dunn, CJE, was the adviser to the award-winning Lakota West H.S. Voice for seven years. He was named a Dow Jones Distinguished Adviser and received the Gold Key Award from CSPA. Last year, JEA honored him with a Lifetime Achievement Award in Atlanta. He is a JEA mentor in Ohio.

9 a.m. Saturday, Washington 5

Christopher Dyer is the director for the Mayor’s Office of Gay, Lesbian, Bisexual and Transgender Affairs in Washington, D.C. Dyer is the primary liaison to the GLBT community for the mayor and the administration and is the lead adviser on GLBT policy for the city. He is the vice chair of the commission focusing primarily on crime prevention, development of public housing, and community. Dyer also serves the city as a human rights commissioner. He received the Gene Frey Award for Excellence in Volunteering from Whitman-Walker Clinic, and he was named a Capital Pride Hero for his outstanding contributions to the GLBT community. The Gay and Lesbian Activist Alliance recognized him with its Outstanding Service Award.

9 a.m. Friday, Lincoln 6

Amy Eisman (see featured Speakers)

10 a.m. Friday, Wilson C

Alyne Ellis is the host and producer of “Prime Time Focus,” a radio show that airs on more than 500 stations nationally and runs on AARP.org/radio. A longtime editor at National Public Radio, she has edited many reporter pieces that have appeared on the PBS show “All Things Considered,” worked in radio promotions and produced several award-winning documentaries and a cell phone audio walking tour of D.C. As a former program director at two public radio stations, she has watched the medium change over the years as electronic journalism has revolutionized the broadcast industry.

2:30 p.m. Friday, Wilson B

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

9, 10 and 11 a.m. Saturday, Washington 2

Tom Engleman is former executive director of the Dow Jones Newspaper Fund and former writer for the Dow Jones online news services.

2:30 p.m. Friday, Wilson C

Barbara Erickson taught journalism for 33 years, mostly at Jefferson H.S. in Rockford, Ill. Her newspaper and yearbook student team won the Illinois High School Association State Championship two years ago. Erickson received KEMPAS’s award for yearbook adviser of the year and JEA’s Lifetime Achievement Award in 2007. She is now a JEA mentor.

2:30 p.m. Friday, Park Tower 8216

Brooke Ericson is a second-year law student at American University’s Washington College of Law who serves as a Marshall-Brennan Fellow and teaches constitutional law to high school students in the District of Columbia.

8 a.m. Saturday, Wilson B

Susan V. Everett, MJE, retired in 2008 after a 35-year teaching career. She advised The Dickinsonian newspaper at Dickinson H.S., for 28 years. She is JEA’s New Jersey state director, a Lifetime Achievement Award winner in 2008, and an officer in the Garden State Scholastic Press Association.

11 a.m. Saturday, Tyler

Thomas Eveslage, MJE, is a Temple University journalism law professor, a member of JEA’s Student Press Rights Commission and a former board member of the Student Press Law Center and the Pennsylvania School Press Association.

11 a.m. Saturday, Washington 5

Helen Fallon has served as the chair of Point Park University’s Journalism and Mass Communication Department since 1999 and is starting her 23rd year as a college professor. Last year she served as acting dean of Point Park’s new School of Communication. She worked for 11 years as a reporter, copy editor and editor for two western Pennsylvania newspapers and a brief stint in health-care public relations. Fallon has worked as a part-time copy editor for the Pittsburgh Post-Gazette since 1987.

10 a.m. Saturday, Virginia C

Bryan Farley is a former teacher working for a leading photography and visual journalism college for several years. He has completed a master’s of educational technology degree. Farley is a professional photographer who is working to develop a non-profit for high school photography educators and their students.

9 a.m. Friday, Wilson C, and noon Friday, Park Tower 8212

Carrie Faust, CJE, advises the Summit yearbook and Express newspaper at Smoky Hill H.S. in Aurora, Colo. The publications have earned local awards, All-American and Gold-Medal critiques, and a yearbook Pacemaker. The book has a Crown Finalist this year. Faust was an ASNE fellow, serves on the JEA Press Rights Commission and is the president of the Colorado High School Press Association.

10 a.m. Friday, Marriott Balcony D, and 11 a.m. Saturday, Marriott Balcony C

Sam Feist (see featured Speakers)

11 a.m. Friday, Lincoln 6

Nick Ferentinos, the 1994 DJNF National High School Journalism Teacher of the Year, works as mentor in the California Scholastic Journalism Initiative. From 1976-94, he advised The Telegraph newspaper at Holmdel High School in Holmdel, Calif. He holds the Gold Key and the Murphy Award from CSPA, the JEA Medal of Merit and the NSPA Pioneer Award. In 1993 he was selected for a Fulbright grant to teach scholastic journalism in New Zealand. He was president of NSPA from 1990-94.

8:30 a.m.-5 p.m. Thursday, Wilson C, 9 a.m. Friday, Virginia C, and 10 a.m. Saturday, Park Tower 8212

Beth Fitts, CJE, is a recent NSPA Pioneer recipient and served as the 2003 DJNF National High School Journalism Teacher of the Year. She is director of the Mississippi Scholastic Press Association and the JEA Mississippi state director. Fitts has received the NSPA Pioneer Award and SIPA Distinguished Service Award and serves on the SIPA Executive Board. She taught journalism for 27 years and advised 12 publications including The Charger newspaper, which won top national awards.

8:30 a.m.-5 p.m. Thursday, Maryland C, and 9 a.m. Friday, Maryland AB

Brian Flamm is the central Virginia yearbook representative for Walsworth Publishing Co. Having experience both as a high school yearbook adviser and as a representative, Flamm has been involved with the publication process for 10 years.

11 a.m. Friday, Marriott Balcony D

Bill Flechtner, MJE, is a JEA mentor, an Oregon Journalism Teacher of the Year, a Lifetime Achievement recipient, a Medal of Merit recipient and a Dow Jones Distinguished Adviser. The newspaper he advised for 22 years is in the NSPA Hall of Fame. He is currently a teacher educator at Warner Pacific College in Portland, Ore.

8:30 a.m. Thursday, Wilson C, and 9 a.m. Friday, Park Tower 8210

Karen Flowers, CJE, is director of the South Carolina Scholastic Press Association and the Southern Interscholastic Press Association. She also directs the Carolina Journalism Institute. Previously, she advised for 28 years, the last 20 at Irmo H.S. in Columbia, S.C. Honors include South Carolina Adviser of the Year, CSPAs Gold Key, NSPA’s Pioneer Award, distinguished service awards from SCSPA and SIPA, and DJNF Special Recognition and Distinguished Adviser.

10 a.m. Friday, Taylor, and 11 a.m. Saturday, Marriott Balcony C

Sam Ford, Washington, D.C., bureau chief and general assignment reporter for ABC affiliate WJLA-TV, covers D.C. from the schoolhouse to the courthouse. Engaging and respected, Ford has worked with Prime Movers of George Washington University, working with broadcast journalism students at Ballou Senior H.S. Before ABC, Sam was a correspondent for CBS in Minneapolis, New York, Atlanta and Washington, D.C. 2:30 p.m. Friday, Lincoln 6, and 11 a.m. Saturday, Delaware A

Donald Ford, Ph.D., has been superintendent of schools for Harrisonburg City Public Schools in Virginia for the past 12 years. Ford has taught and had administrative experience at the elementary, middle and secondary levels. He serves on the governing boards of the American Association of School Administrators and the Regional Education Laboratory Appalachian. Ford is a member of the Superintendent’s Leadership Advisory Council for Virginia’s Superintendent of Public Instruction and is past-president of the Virginia Association of School Superintendents. In 2008, Ford was selected as the state’s Region 5 Superintendent of the Year and the Virginia State Superintendent of the Year.

9 a.m. Friday, Jefferson, and 2:30 p.m. Friday, Washington 6
Nora Guiney has worked in sales for more than 30 years. Together with her daughter, Deanne, and husband, Bob, they work with more than 100 schools in Michigan to help them create a successful publication.

Noon Saturday, Marriott Balcony C

Ryan Gunterman, CJE, leads journalism, TV production, and student publications at Bloomingston (Ind.) H.S. North. He is a former editor-in-chief of the Indiana University student newspaper. He recently received his master's in journalism from IU. His journalistic works have been published by Yahoo! Sports, NYTimes.com, and the Bloomingston Herald. He maintained a sports blog for the Louisville Courier-Journal. Gunterman is a JEA Rising Star, DJNF Distinguished Adviser and past president of the Indiana High School Press Association.

8 a.m. Saturday, Marriott Balcony A

Kathy Habiger, MJE, teaches journalism and digital photography and advises the JAG yearbook and JAGwire newspaper at Highland High School in Shavano, Kan. The publications have earned many honors, including KSFA All-Kansas and NSPA Pacemaker awards. Habiger is vice president of the JEMKC and serves on the KSFA executive board. She was named a Distinguished Yearbook Adviser and a Special Recognition Yearbook Adviser.

9 a.m. Friday, Washington 4, and 2:30 p.m. Saturday, Lincoln 2

Diana Hadley taught journalism and advised publications for 33 years. She has been executive director of the Indiana High School Press Association for the past five years. Hadley has worked with several ISPA members to develop First Amendment programs.

2:30 p.m. Friday, Park Tower 8226

Jo Ann Hagood advised award-winning newspapers for 30 years. Active in the Alabama Scholastic Press Advisers Association, she served as president and won the Adviser of the Year Award. In 2000, Hagood became a JEA Certified Journalism Educator. Since retiring in 2006, she has worked with the new adviser and yearbook staff at her former high school. Hagood teaches English at a private academy, where she is helping students to create an online newspaper. She received a PDE to Mentor in training in 2009.

10 a.m. Friday, Park Tower 8212

H.L. Hall, MJE, retired as executive director of the Tennessee High School Press Association this year. Prior to serving in that position, he advised high school publications for more than 30 years in Missouri and Kansas. He is the co-author of two textbooks, "Junior High Journalism" and "High School Journalism." He was JEA’s first Yearbook Adviser of the Year and its first Teacher Inspiration Award recipient. He has received JEA/Carl Towley Award and NSPA/Pioneer Award.

He is also a former JDNF Adviser of the Year and a CSPA Gold Key recipient.

8:30 a.m. - 5 p.m. Thursday, Lincoln 2; 11 a.m. Friday, Delaware A, and 11 a.m. Saturday, Marriott Balcony C

Sandy Hall-Chiles is the adviser of The Bulldog Print newspaper at Yavneh Academy of Dallas. She has been advising newspapers for more than three decades. Her newspaper staffs have won CSPA Gold Crowns, NSPA Pacemakers, ILPC Gold Stars and a host of individual awards. Personally, she is the recipient of ILPC's Edith Fox Award and holds a Gold Key from CSPA.

9 a.m. Friday, Park Tower 8222

Jane Hall has an extensive journalism background. She is one of four regular pundits on the Fox News Channel program. "Red Eye with Greg Gutfeld." She appears on The O’Reilly Factor. She is a Fox News Channel contributor. Hall is also an associate professor in the School of Communication at American University. She was editor-in-chief of the business magazine View, a staff writer at TV Guide and an associate editor at People magazine. She has published articles for Freedom Forum Media Studies, George magazine, and American Film. She has moderated panels for the Association for Education in Journalism and Mass Communication. She was editor of publications for the University of California and the Center for Communications in New York City.

2:30 p.m. Friday, Lincoln 2

Cheryl L. Hampton is NPR's director of journalism recruiting and a past president of the Journalism & Women Symposium. While editor-in-chief of her high school's Norcom Gazette, she argued that school board meetings should be open to the public. She has also served as an advisor for the school board. Together with her daughter, Deanne, and husband, Bob, they work with more than 100 schools in Michigan to help them create a successful publication.

9 a.m. Saturday, Marriott Balcony C

Robert Hanes has co-advised the Big Spring H.S. Charisma literary magazine for 17 years. He is the president of the Pennsylvania School Press Association.

9 a.m. Saturday, Tyler

Jennifer Hanson is the adviser of the Chieftain yearbook at Satanta (Kan.) H.S. She serves as executive secretary of teh Kansas Scholastic Press Association and teaches at noon conferences and summer workshops.

Noon Friday, Virginia B

Carla Harris, MJE, was the founding director of Northwest Scholastic Press, and is now involved in JEA’s new adviser mentoring program. She advised high school publications and taught journalism for 13 years before teaching journalism at University of Oregon. She chaired JEAs Certification Commission for four years.

11 a.m. Friday, Taylor

Phillip L. Harris, author of “Television Production,” a high school textbook, taught television production for 34 years in Fairfax County, Va., before retiring in 2006. As a consultant, he has helped to design curricula and build production facilities in the original 50 states. His students produced a 30-minute weekly magazine for Cox cable as well as operated Digital Wave Productions, a school-based enterprise earning about $50,000 yearly to purchase new equipment and improve facilities.

9 a.m. Friday, Delaware A; 2:30 p.m. Friday, Park Tower 8209; 9, 10 and 11 a.m. Saturday, Park Tower 8206

Richard Harris reports on science issues for NPR's newsmagazines “Morning Edition,” “All Things Considered” and “Weekend Edition.” Harris, who joined NPR in 1986, has traveled throughout the world for NPR, reporting from Timbuktu, the South Pole, the Galapagos Islands, Beijing during the SARS epidemic, Greenland, the Amazon rain forest and the foot of Mt. Kilimanjaro (for a story about tuberculosis) and the Atmospheric Turbulence and G Limnology (ATL) scientific research society. He has received numerous honors for his reporting: the Sagan Award from Council of Scientific Society Presidents; the American Medical Writers Association (AMWA) Walter C. Alvarez Memorial Award; the American Association for the Advancement of Science/Whitaker Science Journalism Award; a Peabody Award; the Aviation/Space Writers Association Gold Award, and the Cindy Award from the Association of Visual Communicators. Harris is co-founder of the Washington, DC, Area Science Writers Association and past president of the National Association of Science Writers.

10 a.m. Friday, Washington 2

Anastasia Harrison has been a yearbook adviser for five years and a newspaper adviser for two years at Ponderosa H.S. in Parker, Colo. Harrison, a former JEA/Carl Towley Award recipient, served as the yearbook adviser at Desert Vista H.S. in Phoenix, Ariz., for five years. She won first place in the CHSPA Sweepstakes in Colorado. Her newspaper and magazine staffs have won numerous CSPA Gold and Silver Crowns and state awards.

Noon Friday, Park Tower 8226

Kate Harrison, acting director of the Montgomery County Public Schools Public Information Office, has been a public information officer at MCPS in Maryland for 14 years. Her previous positions include Public Information Officer for the Montgomery County Board of Education, and public relations positions with PBS and public television stations. She holds a master's degree from the Annenberg School of Communications at the University of Pennsylvania.

10 a.m. Friday, Washington 2

Nancy Hastings, MJE, advises the award-winning Paragon yearbook and Crier newspaper at Munster (Ind.) H.S. A former freelance journalist, Hastings is a frequent speaker at state and national conventions and summer workshops. She serves as JEA’s Indiana state director.

10 a.m. Saturday, Delaware B

Brian Hayes, MJE, is director of Secondary Education Services in the Department of Journalism at Ball State University. He has 13 years experience working as a professional journalist, high school publications adviser and college instructor. In 2000, he received the first Future Journalism Teacher Scholarship from JEA. At Ball State, Hayes is the sequence coordinator for journalism education, the News Scholars program director and the director of the Ball State Summer Journalism Workshops.

9 a.m. Friday, Park Tower 8226

Charles C. Haynes (see Featured Speakers)

10 and 11 a.m. Saturday, Wilson B

Carolyn Henderson's yearbook journalism experience began in high school and she went on to receive an award-winning yearbook adviser in Florida and then as a representative for Walsworth Publishing in North Carolina. Utilizing her communications and journalism degrees, she inspires staffs to strive for creativity while meeting deadlines and making budget.

11 a.m. Friday, Park Tower 8206, and 1 p.m. Saturday, Lincoln 2

Marina Hendricks is manager of the Newspaper Association of America Foundation in Arlington, Va. Her job involves oversight and support of Newspaper In Education, youth education, the News Scholars program and the original tabloid model.

8:30 a.m. - 5 p.m. Thursday, Virginia B

Casey Combs Henry is a former Associated Press writer whose teaching experience includes advising four award-winning yearbooks at Headland (Ala.) H.S. He is a former JEA/Carl Towley Award recipient.

9 a.m. Friday, Virginia D, and noon Saturday, Wilson C

Scott Higham (see Featured Speakers)

11 a.m. Friday, Lincoln 2

Allyson Hill is assistant dean of admissions at the USC Annenberg School for Communication which offers undergraduate majors in communication, print journalism, broadcast journalism and public relations.

11 a.m. Friday, Jackson

Patricia Hinman is a journalism teacher at Robinson Middle School in Fairfax, Va. As teacher and adviser for 18 years, she has developed an extensive middle school yearbook curriculum. The Sentry yearbook has won numerous CSPA Gold and Silver Crowns and NSPA Pacemakers. She also teaches broadcast journalism and coordinates a weekly television newsmagazine.

9 a.m. Saturday, Truman, and 1 p.m. Saturday, Jefferson

Aliza Holtz, Ph.D., is an assistant professor of biology at Touro College, teaching biology, nutrition, reproductive endocrinology and research courses which include scientific/medical writing and information techniques. She is also a faculty editor of her school's Science Journal. Holtz heads Holtz Communications Inc., a biomedical consulting firm in New York catering to the biomedical, pharmaceutical and medical device industries, and, for 35 years, she has been developing educational programs and biomedical writing workshops for professional and lay audiences.

10 a.m. Saturday, Maryland B
Kathi Hopkins has been working with yearbook staffs in South Texas and the Coastal Bend for more than 19 years. She has helped staffs to balance their budgets and put out the best possible yearbooks.
9 a.m. Saturday, Maryland C

Sari Horwitz (see Featured Speakers) 11 a.m. Friday, Lincoln 2

Susan Houseman, CJE and co-adviser of The Spoke at Conestoga H.S. in Pennsylvania has been an adviser for seven years. The 2009 JEA Journalist of the Year, Henry Rome, was editor of The Spoke in 2008-2009.
11 a.m. Saturday, Washington 5

Steven M. Howard is executive vice president for education with Screen, a digital publishing and converged media interactive venture. With experience and ties to advertising, marketing communications and yearbook publishing businesses, Howard and his partners are qualified to survey the publishing and interactive landscape. He is a 1974 NCTE award winner and noted speaker.
Noon Friday, Park Tower 8206

Rod Howe is a 27-year veteran of teaching newspaper and yearbook journalism. He was also a newspaper sports editor, writer and photographer for four years.
11 a.m. and noon, Friday, Park Tower 8210

Dean Hume, a former sportswriter, teaches journalism and advises The Spoke newspaper at Lakota East H.S. in suburban Philadelphia. One of her editors last year, Henry Rome, was editor of The Spoke for 30 years and still thinks he has something left to say about high school publications. He and his students have won lots of awards, but he’d rather talk about the past. What’s cool about high school journalism is what’s next?
8:30 a.m. Thursday, Delaware Suite; 8 a.m. Friday, Delaware A; 10 a.m. and 2:30 p.m. Friday, Washington 4, and 2:30 p.m. Saturday, Jackson

Steve Kent helps staffs modernize their books. As a Heff Jones consultant in southwest Virginia, his schools have earned Pacemaker Finalist designations, Crown awards and more than a dozen state championships from VHSL. He won Crowns and Pacemaker awards himself while editor of The Orange County (Va.) H.S. He put his foundation for her current work in teacher training. Kerby presents sessions for teachers and students in conjunction with the Radio and Television News Directors Foundation and as a private consultant/trainer. Janet has developed and is teaching an online graduate credit course, Teaching Broadcast Journalism, for Kent State University.
10 a.m. Friday, Delaware A; 11 a.m. Friday, Virginia A; 2:30 p.m. Friday, Park Tower 8209; 9, 10 and 11 a.m. Saturday, Park Tower 8206

Janet Kerby is a National Board Certified Teacher in career and technical education specializing in broadcast journalism. Her extensive teaching experience at Roane County (Tenn.) H.S. is the foundation for her current work in teacher training. Kerby presents sessions for teachers and in conjunction with the Radio and Television News Directors Foundation and as a private consultant/trainer. Janet has developed and is teaching an online graduate credit course, Teaching Broadcast Journalism, for Kent State University.
10 a.m. Friday, Delaware A; 11 a.m. Friday, Virginia A; 2:30 p.m. Friday, Park Tower 8209; 9, 10 and 11 a.m. Saturday, Park Tower 8206

Ellen Kersay, CJE, retired from Cameron H.S. after teaching and advising newspaper and yearbook for more than 30 years. She served for six years as president of Southern California Journalism Education Association, was JEA Southwest Regional Director and Awards Committee co-chair. Now living in Salem, Ore., she is an adjunct English teacher and advises the yearbook at Corban College.
10 and 11 a.m. Friday, Tyler

Valerie J. Kibler teaches at Harrisonburg (Va.) H.S., where she advises the print and online newspaper. She is the local chair for the 2009 Washington, D.C., convention.
7:30 a.m. Saturday, Local Committee Suite

Brian James Kirk is a freelance technology journalist living in Falmouth, Pa. He is an editor at MobileBurn.com, a Web resource covering the mobile phone industry and an adjunct journalism professor at Temple University. He co-founded Technically Philly, a news site covering technology business in Philadelphia.
9 a.m. Saturday, Virginia C

Norma Kneese, MJE, is adviser to the Print yearbook, the Prowl newspaper at Roane State University. She replaced the JEA National Yearbook Adviser of the Year, the 2009 JEA National Journalism Teacher of the Year.
8 a.m. Saturday, Wilson C

Crystal Kazmierski teaches graphic design, yearbook and drama at Arrowhead Christian Academy in Redlands, Calif. Her students have earned CSPA Crowns and NSPA Pacemaker awards for 15 years. She was the 2000 JEA National Yearbook Adviser of the Year. She received CSPA’s Gold Key award in 2002 and NSPA’s Pioneer award in 2007.
9 a.m. Saturday, Lincoln 2, and 2:30 p.m. Saturday, Lincoln 5

Anna Kears is a graduate student in the College of Education at Kansas State University. She received a bachelor’s degree in secondary education in May 2009. She has taught at two previous national conventions. Kears plans to begin teaching English and journalism at the high school level in fall of 2010.
Noon Saturday, Truman, and noon Saturday, Truman

Lori Keekley, CJE, advises at St. Louis Park (Minn.) H.S. Previously, she worked as the director of contests and critiques at NSPA. The Echo has been a Gold Crown and Pacemaker Finalist recipient, and students have won state and national awards for their work.
10 a.m. Friday, Marriott Balcony C, and 11 a.m. Saturday, Maryland A

Jack Kennedy, MJE and JEA’s president, has been advising for 30 years and still thinks he has something left to say about high school publications. He and his students have won lots of awards, but he’d rather talk about the past. What’s cool about high school journalism is what’s next?
8:30 a.m. Thursday, Delaware Suite; 8 a.m. Friday, Delaware A; 10 a.m. and 2:30 p.m. Friday, Washington 4, and 2:30 p.m. Saturday, Jackson

Carol Knopes has led RTNDT’s High School Broadcast Journalism (HSBJ) Project for 10 years. She was the first team of editors at USA TODAY. Knopes also worked at the Philadelphia Inquirer, Detroit Free Press and the Newsroom. She has led seminars at the Poynter Institute and also edited Death By Cheeseburgers, an overview of the state of high school journalism in the 1990s.
11 a.m. Friday, Virginia A
Cindy Koon was a 2006 American Society of Newspaper Editors fellow and participated in the Summer Institute at Kent State. She helped students start a school newspaper as a public forum at South Pointe H.S. in Rock Hill, SC, when it was being closed as a result of school closures. She is the publisher and editor-in-chief of The Source for York County School District and for York County Online in addition to her role as a commentator and journalist in South Carolina and in Alaska, including starting a school newspaper in the remote Yupik village of Newtok in the Lower Kuskokwim School District. 10 a.m. Saturday, Marriott Ballon C

Josh Kraushaar is the congressional campaign correspondent for POLITICO, where he’s been covering the Senate and House races since February 2007. He also covered the John Edwards and Mitt Romney campaigns during the 2008 presidential primaries, and reported from both parties’ national conventions. He also writes POLITICO’s second blog, which reports on breaking news and provides up-to-date analysis on the congressional campaign landscape. 11 a.m. Saturday, Jefferson

Konnie Krislock is a guest teacher and publications adviser to yearbook and newspaper at Orange County H.S. of the Arts. She previously spent 26 years as a salesperson and area manager with Herff Jones Yearbooks. For two years she was the coordinator for the JACC spring conference and wrote in Fresno. She has been past SCJEA president and vice president, California Journalism High School Teacher of the Year and NSPA Pioneer. Krislock was on the planning board for JEA/NSPA’s Anaheim Convention. She is now mentoring four new high school advisers in Orange County schools. 11 a.m. Saturday, Jackson

Edmond Kwong, after years in hi-tech marketing, decided to work with young artists and future business leaders. His first Pegasus yearbook was Homestead H.S. in Cupertino, Calif, earned a National Pacemaker and a Silver Crown. His passion for photography and design result in pieces published in newspapers, magazines, brochures and Web sites. 2:30 p.m. Friday, Park Tower 8212 and 10 a.m. Saturday, Virginia A

Dave LaBelle is the former assistant managing editor for photography at the Pittsburgh Post-Gazette and most recently, adviser for the award-winning University of Kentucky Kernel. Previously, he worked for various newspapers and taught at Western Kentucky University. Seven of his former students have been on Pulitzer Prize-winning photo teams. LaBelle has written four books, including “The Great Picture Hunt” and “I don’t want to know all that technical stuff, I just want to shoot pictures.” 9 a.m. Friday, Virginia A; 10 a.m. Friday, Lincoln 3-4 Foyer; 11 a.m. Saturday, Virginia A

Jim Lang is the newspaper and yearbook adviser at Floyd Central H.S. in Indiana. He is also an adviser of the year recipient. He has worked with other NSPA members to develop First Amendment programs. 2:30 p.m. Friday, Park Tower 8226

Carol Lange, CJE, co-wrote a four-course radio curriculum for RTNDF, D.C. Public Schools and Prime Movers at George Washington University. Lange has done freelance work for The Washington Post, the Freedom Forum First Amendment Center and the Newsweek. A former high school teacher and adviser, Lange has participated in or directed Intensive Journalism Writing Institutes since 1988. 8 a.m. Saturday, Park Tower 8219

Tim Larsen is a former high school yearbook editor and today is vice president and CEO of Jostens. Jostens is a pioneer in the use of technology in yearbooks and student yearbooks have been created using desktop publishing and digital imaging. His staffs received several Gold Crown and Pacemaker Awards, and he received the CSPS Gold Key, NSPA Pioneer Award, JEA Medal of Merit and was inducted into the Scholastic Journalism Hall of Fame. 9 a.m. Friday, Marriott Salon 1

Gracie MacDonell, a former teacher, is a yearbook representative forWalworth Publishing Co. in the greater St. Louis area. Her passion for helping students and teachers drives her to make a difference every day. 11 a.m. Saturday, Lincoln 5

Adam Maks, CJE, is a doctoral student at the University of Missouri School of Journalism, where he studies new media, political communication and youth journalism. Previously, he was assistant director of workshops in the Department of Journalism at Ball State University, where he helped coordinate various scholastic journalism outreach programs and taught undergraduate courses as an adjunct instructor. He also briefly worked as a high school journalism teacher. 9 and 10 a.m. Friday, Trumain, and 8 a.m. Saturday, Lincoln 5

Leland Mallett works with students at Legacy H.S. in Mansfield, Texas, as the publications adviser. He speaks at workshops, judges contests and wins awards. After 10 years advising student publications, Mallett’s new passion is building both creative and innovative student media programs. 1 p.m. Saturday, Washington 3

Yvette Manuclich has been a yearbook adviser for six years at Powell Middle School in Littleton, Colo. Her 2008 middle school book, The Prowl, won a Pacemaker and Best of Show at the 2009 Phoenix Spring Convention. Noon Friday, Park Tower 8226

Aaron Manfull, MJE, is the JEJ Digital Media Committee chair and media adviser at Francis Howell North H.S. in St. Charles, Mo. There he oversees the Excelsibur yearbook, North Star newsmagazine, North Star Podcast and www.FHNtoday.com. He is in his 12th year of advising and is a National Board Certified Teacher. 10 a.m. Friday, Trumain; 2:30 p.m. Friday, Park Tower 8209; 8:30 a.m.-9 a.m. Saturday, Lincoln 1; 11 a.m. Saturday, Lincoln 2

Julissa Marenco (see Featured Speakers) 1 p.m. Saturday, Wilson B

Diana Marrero is a Washington correspondent for the Milwaukee Journal Sentinel. She also serves as president of the Washington, D.C., chapter of the National Association of Hispanic Journalists. She is a member of the National Press Club and Investigative Reporters and Editors and a volunteer mentor to college journalists at Georgetown University. Previously, she has worked at Gannett News Service in Washington, the South Florida Sun-Sentinel, The Florida Times Union, the Arizona Republic and the Miami Herald. She was editor of her college newspaper, a member of her high school newspaper and yearbook staffs. 10 a.m. Saturday, Marriott Balcony C

Kelsey Martin, CJE, has been teaching at McCallen Memorial H.S. for 17 years, and during this time she has advised newspaper and yearbook. The Spur yearbook has received numerous national and state awards. Recently, the yearbook was awarded a Bronze Star from ILPC in Texas. Martin also teaches desktop publishing and independent studies in journalism. 8 a.m. Saturday, Maryland A

Susan Massey advises the Lariat yearbook and the Northwest Passage newspaper at Shawnee Mission Northwest H.S. in Kansas, where she teaches newspaper, yearbook and photojournalism. Both publications have earned several CSPS Crowns and NSPA Pacemakers. Massey was honored as the 1999 JEA National Yearbook Adviser of the Year. 9 a.m. Saturday, Lincoln 2, and 2:30 p.m. Saturday, Lincoln 5

Steve Matson, MJE, teaches journalism at Charles Wright Academy in Tacoma, Wash., where he advises The Academy Times newspaper and has advised the yearbook. He has received JEA’s Medal of Merit, NSPA’s Pioneer Award, WJEJ’s Adviser of the Year, and his journalism staff manual received a JEA award for Innovative Instruction. Matson is JEJ’s Northwest/Region 1 director. 7:15 a.m. Friday, Park Tower 8206

Randy Mays, an illustrator, was a pioneer in the use of 88
Maire McAdie has 25 years of consumer magazine design and publication redesign to her credit. She is the founding art director of Bethesda Magazine, now in its fifth year. In addition to magazines, McAdie designs media packaging, brochures, posters, Hall of Fame and Web sites. She is an adjacent faculty member at the Corcoran College of Art + Design where she teaches Intro to Magazine Design and is a guest speaker and design consultant.

2:30 p.m., Friday, Virginia A

Rachel McCarver, CJE, advises the public relations and literary/arts magazine staffs at Columbus North H.S. A Ball State University graduate, McCarver worked on Ball Bearings, the online multimedia publication. She received the 2007 JEA Future Teacher Scholarship.

9 a.m. Friday, Marriott Balcony C, and noon Friday, Wilson B

Molly Mccloskey (see Featured Speakers)

11 a.m. Friday, Wilson B

Mary Anne McCloud, former journalism and photography instructor at Newton (Kan.) H.S. for 22 years, retired from teaching in 2005. McCloud received the Jackie Engel Award in 1994 and was inducted into the Kansas Scholastic Press Association Hall of Fame in 2006. She has taught summer journalism workshops and has served KSPA as an area representative, committee chair, vice president and president. McCloud has been a mentor for USD 373 for two years, which includes Mentoring Matters training.

9 a.m. Friday, Tyler

Alex McIvy is a second-year law student at American University’s Washington College of Law who serves as a Marshall-Brennan Fellow and teaches constitutional law to high school students in the District of Columbia.

8 a.m. Saturday, Wilson B

Jesse McLean is a student teacher at Waterford (Mich.) Kettering H.S. and is also a graduate student at Michigan State University. McLean received an undergraduate degree in journalism from MSU in the spring of 2009. During her college years, she worked for a semester as a sports intern at Fox 2 Sports and almost two years at NPR-affiliate WKRX as a student reporter. This year, McLean is co-advising the Kismet yearbook and The Murmur newspaper at Kettering.

8 a.m. Saturday, Truman

Tracey McNulty teaches journalism and advises the Legacy yearbook at Potomac Falls H.S. in Sterling, Va. Prior to working there, McNulty managed several J.C. Penney stores while working in sales, marketing and customer service.

Noon Friday, Maryland C

Mike McVitty has co-advised the Charisma literary magazine for three years at Big Spring H.S. in Newville, Pa. He is vice president of the Pennsylvania School Press Association.

9 a.m. Saturday, Tyler

Linda M. Mercer, a CSPS Gold Key adviser and DJNF Fellow, advised Desert Sands and Silver Crown newspapers and yearbooks for 35 years in Halifax County, Va. She is a CSPS Fellow, advised Medalist and Silver Crown newspapers and DJNF Lila M. Mercer, a CSPS Gold Key adviser and DJNF Silver Crown finalist, and both publications have consistently placed in the best of newspaper competitions.

10 a.m. Friday, Maryland C, and 11 a.m. Saturday, Marriott Balcony B

Kevin Merida (see Featured Speakers)

2:30 p.m., Saturday, Washington S

Marcia Meskien-Macy works with staffs on the east coast of Florida and runs programs that meet the needs of the schools and challenge the students involved. A speaker at most major journalism conventions since 1982, she combines her journalism expertise (University of Iowa) with her communication savvy in a fun environment that involves the total person.

11 a.m. and noon Friday, Virginia C

David Meyer is a 2008 graduate of Montgomery Blair H.S. in Silver Spring, Md., and was ombudsman for its award-winning newspaper, Silver Chips. He now attends the University of Maryland, College Park.

1 p.m. Saturday, Washington 4

E. Ethelbert Miller (see Featured Speakers)

10 a.m. Friday, Lincoln 2, and 11 a.m. Friday, Lincoln 3-4

Heidi Miller is a senior at Virginia Tech majoring in international studies and geography with a minor in French. She grew up in Harrisonburg, Va., and was on the staff of the Harrisonburg H.S. Newspaper. While at Virginia Tech she has worked extensively with an after-school French program for elementary students and other community service projects in the Blacksburg area. She was one of the students who was shot in the April 16, 2007, shootings at Virginia Tech.

2:30 p.m. Friday, Washington 6

Joe Mirando, MJE and Ph.D., is a professor of journalism at University of Texas at Austin. He is currently a tenured professor in journalism from The University of Texas at Austin.

1 p.m. Saturday, Washington 2

Rhonda Moore is the newspaper and yearbook adviser at McCallum H.S. in Austin, Texas. She is a CSPS Gold Key recipient and has been awarded Texas’ Edith Fox King Award and Max R. Haddix Teacher of the Year Award. Her students have won CSPS, CSPS Silver Crown and ILPC’s Silver and Bronze Stars.

9 and 10 a.m. Friday, Washington 1

Anthony Moretti, Ph.D., is an assistant professor in the School of Communication at Point Park University. He spent almost 13 years in the broadcast industry before entering higher education. He has a B.A. from the University of Southern California, an M.A. from Ohio State University and a Ph.D. from Ohio University.

9 a.m. and 2:30 p.m., Friday, Virginia B

Amy Morgan, MJE, teaches journalism and advises the newspaper and yearbook at Shawnee Mission West H.S. in Overland Park, Kan. The Epic has been a Pacemaker and CSPS Crown finalist, and both publications have consistently placed in Best of Show contests. Morgan is the vice-president of the Kazakhstan Educators of Metropolitan Kansas City.

8:30 a.m. - 5 p.m., Thursday, Virginia C

Carole Lee Morgan had a 40-year career as a writer with the federal government and now devotes herself to creative writing, watercolor, sculpture and performance in plays and readings. As a federal employee, she excelled in writing profiles of EPA and other officials to put a human face on government. Her freelance articles have been published in Reader’s Digest and Parade.

8:30 a.m. Thursday, Virginia C

Tim Morley, CJE, advises the Nexus yearbook at Inland Lakes (Mich.) H.S. He is a trustee on the board of directors for the Michigan Interscholastic Press Association. In nine years of advising at this small, rural school, his staffs have taken the publication from a scrapbook to a Pacemaker, Gold Crown and multiple Spartan award winner.

9 and 10 a.m. Friday, Washington 5

Jim Morrison is a founding member of SchoolTube and was involved in the design and development of the SchoolTube media-sharing service. He is now a conventions and programs manager, working with partner organizations and managing the convention activities for SchoolTube. Prior to his work with SchoolTube, Morrison was a contributing research manager with LightSpeed Technologies, an online learning company active in the manufacturing industries.

9 a.m. Saturday, Lincoln 6

April Moss, CJE, has been teaching journalism, photojournalism, yearbook and newspaper for 10 years at Pike H.S., Indianapolis, the most racially diverse high school in Indiana. She has served on the Indiana High School Press Association board and has presented sessions on diversity and writing at area and national workshops. She is also involved with curriculum development in Indiana.

11 a.m. Saturday, Maryland B

Mary Murray serves as executive director of the Association of Texas Photography Instructors and is coordinator of Technology Systems for Arlington ISD. He also is an Adobe Education Leader. Murray is the recipient of NSPA's Pioneer Award, CSPS’s Gold Key Award, TAJ's Trailblazer Award, JEA's Medal of Merit and ATPSA's Spirit of Texas.

8:30 a.m. - 5 p.m. Thursday, Wilson A; 11 a.m. and noon Friday, Park Tower 8212, and 8 a.m. Saturday, Wilson A

Kurt Mutchler (see Featured Speakers)

9 a.m. Saturday, Washington 4

Mary Lou Nagy, MJE, has been teaching journalism and advising publications for 25 years. She advises the P-CPE perspective newspaper at Plymouth-Canton Educational Park. She has presented sessions for new advisers at the Michigan Interscholastic Press Association's conferences.

9 a.m. Friday, Park Tower 8216

Terry Nelson has been a high school journalism teacher and publications adviser for 33 years. She has been an Indiana adviser of the year and a Dow Jones adviser of the year. She has worked with other IHLSA members to develop First Amendment programs.

2:30 p.m. Friday, Park Tower 8226

Laura J. Nelson is a metro intern at The Los Angeles Daily News and an editor at the University of Southern California's newspaper, the Daily Trojan. Under her editorship, the Shawnee Mission West High School newspaper, was editor of The Daily Northwestern and held internships at several metro newspapers.

Noon Saturday, Balcony D

Libby Nelson is a government and politics reporter for the Chronicle of Higher Education. This summer, she worked as a reporting intern for The New York Times. The 2005 National High School Journalism Teacher of the Year, she graduated from Northwestern University, where she majored in journalism, was editor of The Daily Northwestern and held internships at several metro newspapers.

Noon Saturday, Wilson B

Jerald Newberry is executive director of the National Education Association’s Health Information Network, the health division of the 3.2 million-member National Education Association. He has raised more than $30 million used to develop materials and training addressing a wide spectrum of school-related health issues. Newberry co-authored NEA’s “Can We Talk? Conversations” program that promotes in-depth conversations between parents and their children about healthy decision making. He also created NEA’s “Safe Schools Now” video series. The “Mind over Media” video was co-produced with Court TV and was designed to teach students to analyze violent messages in the media.

10 a.m. Friday, Washington 2

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

8 a.m. Saturday, Washington 5

Mark Newton, MJE, the journalism teacher at Mountain Vista H.S. in Highlands Ranch, Colo., is the adviser of The Vista Vine newspaper and yearbook. The 2005 JEA Certification Commission chairman. While at Grand Junction H.S., The Orange & Black was consistently named the best large-school newspaper in Colorado by the Colorado Broadcast Media Association. The Orange & Black was inducted into the NSPA Hall of Fame in 2003.

9 a.m. Friday, Park Tower 8205; 2:30 p.m. Friday, Lincoln 1; 3:30 p.m. Friday, Wilson A; 7:30 a.m. Saturday, JEA Suite 200; 9 a.m. Saturday, Park Tower 8219 and 11 a.m. Saturday, Park Tower 8216

Bill Nichols has been managing editor of POLITICO since January 2007. He came to that post after eight years as an associate editor at The New York Times. He was a White House correspondent, State Department correspondent and senior Washington correspondent. He was a 2009 Pulitzer Prize juror and serves on the steering committee of the Reporters Committee for Freedom of the Press.

10 a.m. Friday, Virginia B

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Casey Nichols, CJE, advises Tonitrus yearbook and The Flash newspaper at Rocklin (Calif.) H.S. During his 25 years teaching, Nichols has advised award-winning publications and has served as a frequent speaker at conventions and workshops. He is a recipient of the NSPA Pioneer Award as well as JEA's National Yearbook Adviser of the Year.
9 a.m. and 10 a.m. Friday, Washington 3

Sarah Nichols, MJE, advises Details yearbook and The Roar newspaper at Whitney H.S. in Rocklin, Calif., where her students have won recognition such as NSPA Pacemakers and CSPA Crown awards. Nichols is president of JEA's Northern California, a delegate for the California Journalism Education Coalition and a member of JEA's Certification and Scholastic Press Rights commissions and Awards Committee. She was named an NSPA Pioneer in 2008 and a JEA Distinguished Yearbook Adviser in 2006.
8:30 a.m.-5 p.m. Thursday, Lincoln 6, and 9 a.m. and 10 a.m. Friday, Washington 3, and 9 a.m. Saturday, Park Tower 8216

Mark Novom is the yearbook and newspaper adviser at Brentwood School in Los Angeles, and is particularly passionate about organization. His students use an organization notebook as the yearbook bible. In his first year, the Aerie yearbook won a Pacemaker from NSPA. He previously taught English and theater for eight years.
9 a.m. Friday, Marriott Balcony B

Steve O'Donoghue, director of the California Scholastic Journalism Initiative, taught journalism for 27 years in Oakland, Calif., where he founded The Media Academy. He was the 1099 DJN National High School Journalism Teacher of the Year and California High School Journalism Teacher of the Year. He has received the JEA Medal of Merit, the NSPA Pioneer Award and the CSPA James F. Pachsal Award and Gold Key. He began his work to get the California Adviser Protection Bill passed.
8:30 a.m.-4:30 p.m. Thursday, Virginia A, and 9 a.m. Saturday, Jefferson

Rhonda O'Dea is the Northeast area sales manager for Walsworth Publishing Co. A frequent speaker at local, state and national conventions, she has been doing yearbook work for more than 20 years.
9 a.m. Friday, Marriott Marriott Balcony A

Lori Oglesee-Petter, CJE, and yearbook adviser at McKinney (Texas) H.S., was named a distinguished adviser in the 2004 National Yearbook Adviser of the Year competition and the Texas journalism teacher of the year in 2005. She is the curriculum and development chair for JEA. Her yearbook staffs have won Gold and Silver Crowns, Pacemakers, NSPA Best of Shows and Gold Stars. Her students have also won five UIL state championships in journalism events. Noon Friday, Washington 6; 8 a.m. and 9 a.m. Saturday, Lincoln 1, and 2:30 p.m. Saturday, Washington 4

Kevin Olivas (see Featured Speakers) 2:30 p.m. Friday, Delaware A

Leslie Orman advises the yearbook and newspaper at Kickapoo H.S. in Springfield, Mo.
8 a.m. Saturday, Virginia C

Emily Orser has advised Threshold, Thomas Jefferson H.S.'s magazine for the arts and sciences, for the past eight years. She has a bachelor's degree in English and a master's degree in education from Marymount University. She teaches honors English and AP English Language and Composition.
2:30 p.m. Saturday, Park Tower 8206

Mimi Orther has represented Herff Jones Yearbooks in the Southern California area for about 20 years, and her schools regularly win national yearbook awards. She also directs Yearbooks@theBeach, a summer workshop held at Cal State Fullerton/Long Beach. She is a former newspaper and yearbook adviser.
9 a.m. Friday, Lincoln 6

James B. Packard-Gomez and Erwin Gomez formed the non-profit Foundation for the Advancement of Civil Rights after their much-televisioned wedding in San Francisco. Packard-Gomez is the CEO of GoPac Industries Inc., the parent company of Erwin Gomez Salon and Spa in the heart of Greenville, S.C. She is a recipient of the JEA Medal of Merit, CSPA Crown, NSPA Pacemakers, and it is a member of the Journalism Hall of Fame. Packard-Gomez is a past chair of the JEA Middle School Commission and is the Middle School liaison for the Kansas Scholastic Press Association.
8:30 p.m. Thursday, Virginia A; 11 a.m. Friday, Washington 5; 10 a.m. Saturday, Park Tower 8209; noon and 1 p.m. Saturday, Virginia B

Cheryl Pegg has been the director of Michigan Interscholastic Press Association and a faculty member at the Michigan State University School of Journalism since 1987. She received the JEA Medal of Merit, CSPA James F. Pachsal award, NSPA Pioneer award and AEMC Scholastic Journalism Division Educator of the Year award. In 2007 she was inducted into the Michigan Journalism Hall of Fame. A former school newspaper adviser, she now teaches design at MSU and is a faculty adviser for the Society for News Design student affiliate.
9 a.m. Friday, Washington 2, and 9 a.m. Saturday, Park Tower 8222

Fred Perrin, a former Kodak professional photography consultant and professional photographer, Perrin's credentials include being an instructor of Photographic Arts (CPA). His photographs have appeared in a variety of media, and his lithographs have been presented to 60 world leaders by the U.S. government. Perrin currently is the general manager at Fries Yearbooks. Formerly a director of marketing and director of new product development for two Fortune 500 companies, Perrín has consulted with corporations, book publishers, professional photographers and universities/high schools to keep products relevant. He also is a published author of young adult/teen novels.
9 and 10 a.m. Saturday, Washington 3

Ann Peters, Pulitzer Center development and outreach director, reported for United Press International in the U.S., Middle East and Africa from the legendary Hunt-Hulme Seminary, where she raced to the Mandalay Bay, graduation of the University of North Carolina-Chapel Hill and Georgetown University Law Center, she also has worked for Human Rights Watch and the Open Society Institute. The Pulitzer Center winner.
10 a.m. Friday, Marriott Balcony B

Kara Petersen began her yearbook career as a high-school editor and, later, as editor of the Corks & Curls yearbook at the University of Virginia. She then taught English and advised the Legend at Atlee H.S. in Mechanicsville, Va. In those five years, the Legend earned a host of state and national awards. Petersen is a Herff Jones yearbook representative in northern Virginia.
Noon and 2:30 p.m. Friday, Maryland C

Joe Pfeiff, CJE, retired after 34 years of teaching and advising yearbooks and newspapers in Iowa, Illinois and Arizona. He is the recipient of the Forest Martin Award from the Arizona Interscholastic Press Association and the Lifetime Achievement Award from JEA.
10 a.m. Friday, Park Tower 8210

Kay Phillips, Ph.D. and MJE, is a 2008-09 JEA mentor. Retired director of North Carolina Scholastic Media Association, she won JEA's Teacher Inspiration Award, Carl Towley Award and Medal of Merit, and NSPA Pioneer Award. She has been working with high school students for years, giving her more than 10 years of experience. Her degree in graphic design helps her encourage and teach students to develop their own ideas.
10 a.m. Friday, Wilson A, and 1 p.m. Saturday, Wilson A

Lynn Pickett teaches journalism and English at Northeastern Wayne Jr.-Sr. H.S. in east central Indiana. She advises the yearbook and newspaper. Prior to becoming a teacher, she spent more than 20 years in the business world and strives to bring the lessons that she learned into the classroom.
Noon and 1 p.m. Saturday, Maryland B

Christopher Picou is a senior speech education major at Southern University in Hammond, La. He works with the drama program in Longfellow (La.) H.S.
2:30 p.m. Friday, Park Tower 8219

Wanda Fletcher, CJE, is a junior high newspaper adviser in Altoona, Pa. She serves as JEA state director and sits on the board of the Pennsylvania School Press Association.
10 a.m. Friday, Park Tower 8209

Louis Plamley is the newspaper, broadcast and yearbook adviser at Scott Johnson Middle School in McKinney, Texas. He was a 2008 recipient of the Rising Star Award, and his students have received NSPA Best of Show rankings, ILPC Bronze Star Yearbook and numerous individual honors from ILPC, TAJE and ATPI.
10 a.m. Saturday, Park Tower 8209

Wayna Polk, CJE, advises the Flashlight at Abilene (Texas) H.S. Her yearbook staffs have won Silver Crowns and Pacemakers, SIPA All Southern and ILPC Gold and Silver Star awards. An NSPA Pioneer recipient, Polk has received JEA's Medal of Merit and been a Distinguished Adviser and Special Recognition Adviser in the YAOY competition. She is JEA South Central region director, the Scholarship Committee chair, and a member of the JEA Awards Committee.
7:15 a.m.-11:15 a.m. Friday, Park Tower 8212, and 11 a.m. Friday Park Tower 8222

Carol Porter, a former staff art director/graphic designer at The Washington Post, is a freelance designer and artist/painter. Porter gained experience in commercial television as a staff designer and art director in D.C., Chicago and Hartford. She then worked three years as an art director in advertising agency design. At The Washington Post she was a designer, art director for Sunday Show (local/national arts and entertainment), Sunday Business, Outlook (the opinion and commentary section), University, Society, Akron Beacon Journal, Women's section and Food sections.
8:30 a.m.-5 p.m. Thursday, Virginia C

Elizabeth Preza is a senior at Rockville H.S. in Rockville, Md. Next year she plans to attend a four-year university and major in communications and journalism. Since 2008, Preza has covered politics for the Rampage. She is the opinion managing editor and has written a column titled “Poli-Ticks” for the newspaper, broadcast and yearbook publication. She covers local news, state and national politics, the inauguration of President Barack Obama, and worked on the commemorative magazine, What We Saw.
10 a.m. Friday, Washington 2 and 2:30 p.m. Friday, Park Tower 8209

Glenn Proctor (see Featured Speakers) 11 a.m. Friday, Lincoln 5

Linda Punteny, MJE, is JEA executive director, assistant professor of journalism, director of Student Publications and adviser of the award-winning Royal Purple yearbook at Kansas State University. Punteny directs the summer Flint Hills Publications Workshop, JEA Advisers Institute and Yearbook Workshop and Idea Forum. Among her...
honors are the NSPA Pioneer Award, CSPA Gold Key and the JEA Carl Towley Award.
10 a.m. Saturday, Maryland A and 2:30 p.m. Saturday, Jackson

Jovel Queirolo is the managing editor and a third-year staff member of The Broadway newspaper at Convent of the Sacred Heart H.S. in San Francisco. Queirolo focuses much of her work on in-depth storytelling such as a first-hand account of a Salvation Army holiday kettle-bell-ringer, but her willingness to chat up people anytime and anywhere landed her unexpected interviews, including a celebrity traveling incognito in the back of a plane during a red-eye flight.
11 a.m. Saturday, Maryland C

Elaine Quijano (see Featured Speakers)
9 a.m. Saturday, Delaware A

Janet Raddish worked as an education reporter for the Bellevue (Neb.) Leader newspaper before accepting a teaching position at Elkhorn (Neb.) Public Schools. Currently at Omaha Bryan H.S., she has taught journalism and advised newspaper and yearbook production classes since 1990. Raddish earned her master’s degree in educational administration and supervision in 2001.
11 a.m. Saturday, Truman

Jamie Raskin (see Featured Speakers)
9 and 10 a.m. Friday, Wilson B and 11 a.m. Friday, Lincoln 3-4 Foyer

Kristi Rathburn is the adviser of the Black & Gold yearbook at Rock Canyon H.S. in Highlands Ranch, Colo., and JEA state director for Colorado. She is a frequent workshop and convention speaker, and has worked with student journalists for almost 15 years. Her staffs around the country achieve national and state recognition.
9 a.m. Friday, Washington 2

Jon Reese has taught journalism for 18 years at Decatur (Ga.) H.S. He advises the Carpe Diem newsmagazine and The DEC monthly broadcast. His staffs have won Pacemakers, Gold Crowns and Gallup Awards.
11 a.m. Friday, Washington 1 and 1 p.m. Saturday, Washington 6

Paul Regnier, Ph.D., is coordinator of Media and Crisis Communications for Fairfax County Public Schools, where he has worked since 1986. He has coordinated programs for internal and external communication, especially media relations and crisis communications. He worked in the New York State Education Department between 1977 and 1986 and taught high school English and history before that. He directed the Intellectual Life of Schools project with George Mason University from 1991 to 1999 and is a founding member of the National Council for History Education. He has published widely in educational and literary topics, including The Superintendent of the Future with Robert R. Spanhel.
2:30 p.m. Friday, Washington 6

Maria Richardson has represented Herff Jones Yearbooks in Central Maryland for 11 years. A former high school journalist and adviser, for the past seven years Richardson has been co-director of Gettysburg Yearbook Experience, where more than 600 years train and plan for success each summer.
Noon Friday, Virginia 1

Carol Richtsmeier, CJE, is publications adviser at Midlothian (Texas) H.S. She recently published her first book, “How to Lose Your Self of Steam & Other Lessons.” Richtsmeier has also been a DJNF Special Recognition Adviser and ILPC’s Max Haddick Journalism Teacher of the Year, and she received ILPC’s Edith Fox King award. Her staffs have won numerous awards. She also publishes a humorous education blog.
9 a.m. Friday, Park Tower 8222, and 10 a.m. Friday, Lincoln 3-4 Foyer

Susan Roberts, MJE, has taught journalism and advised publications for 30 years. Her students’ publications have won many awards. Roberts has received the ILPC Edith Fox King Award and was the 1998 Max Haddick Journalism Teacher of the Year. She has been a Harris County Journalism Steering Committee member, is former president of the Texas Association of Journalism Educators and served JEA as Region 4 director.
9 a.m. and noon Friday, Wilson A and 10 a.m. Saturday, Wilson A

Roxanne Roberts has been a reporter and feature writer with The Washington Post since 1988 and currently co-authors the Post’s “The Reliable Source” column. She is also a regular panelist on NPR’s award-winning quiz show “Wait Wait ... Don’t Tell Me.”
2:30 p.m. Friday, Washington 6

Judy Robinson, CJE, is executive director of the Florida Scholastic Press Association and assistant professor of journalism at the University of Florida. She has a high school English and media teacher and newspaper and yearbook adviser in Canada, a faculty member at the University of Central Florida, and senior instructional designer in UF’s Academic Technology division.
9 a.m. Friday, Park Tower 8206, and 11 a.m. Friday, Wilson A

Charles F. Robinson III, is an award winning journalist who works in television, radio, print and new media. He began his journalism career by delivering the Baltimore Afro-American Newspaper while still in junior high school. Since 2001 Robinson has served as an ABC Public Television editorial policy reporter for State Circle and business correspondent for Business Connection now called Your Money, and Business. He is Region II director for the National Association of Black Journalists and is the former president of the Baltimore Association of Black Media Workers.
10 a.m. Saturday, Marriott Balcony C

Deborah Roffman’s work in the classroom and with parents has been featured in the New York Times, Baltimore Sun, Washington Post, Chicago Tribune, Boston Globe, Los Angeles Times, Education Week, Teacher Magazine, USA Today, Parents Magazine, an inpact social on parenting, and NPR. In December 2002, she appeared in a highly acclaimed segment on teenage sexuality on ABC’s “20/20” with John Stossel. Roffman teaches human sexuality education (grades 4-12) at The Park School of Baltimore and several other independent schools in the Baltimore/Washington, D.C., area.
2:30 p.m. Friday, Lincoln 2

Kristy Roschke is newspaper and yearbook adviser at Sunrise Mountain H.S. in Peoria, Ariz. She is finishing her graduate studies in digital media at the Walter Cronkite School of Journalism and Mass Communication at Arizona State. A member of the JEA Digital Media Committee, she serves as contest coordinator for the Arizona State Press Association.
1 p.m. Saturday, Wilson C

John Rose is the cartoonist for King Features’ popular Barney Google and Snuffy Smith comic strip. This long-running strip appears in 500 newspapers worldwide. Rose was an inking assistant to cartoonist Fred Lasswell for Byrd Newspapers of Virginia, based at the Daily News-Record in Harrisonburg, Va. Rose has written many books including three children’s activity books, “Fun With Pup!” “More Fun With Pup!” and “Christmas Fun With Pup!” which are collections from his Kids’ Home Newspaper children’s cartoons. Rose is an inductee to the Byrd Cartoonists Syndicate. His latest book is a collection of his editorial cartoons titled “Now This Is Where I Draw The Line”
9 a.m. Saturday, Delaware B, and 10 a.m. Saturday, Lincoln 3-4 Foyer

Martha Rothwell advised the award-winning newspaper at North Iredell H.S., Statesville, N.C. A past president of the North Carolina Scholastic Media Advisers Association, Rothwell teaches in the Association’s summer Institute. She serves on the Executive and Finance committees of the Southern Interscholastic Press Association.
9 a.m. Friday, Park Tower 8209, and 2:30 p.m. Friday, Park Tower 8216

Chad Rummell, CJE, is the student media adviser at Oakton H.S. in Vienna, Va. The Oakton Media Group (OMG) includes a news magazine, yearbook, online newspaper, DVD yearbook, literary magazine and broadcast program. OMG publications and productions have won Pacemakers and Crown awards, in addition to top ratings from NSPA, CSPAs and WSHL.
11 a.m. Saturday, Virginia B

Robert “Bro” Russell, Ph.D., went into international development work after a tour in the U.S. Peace Corps in India. He is a career specialist in developing new and innovative organizations that serve critical human needs. With his firsthand experience he started Cartoonists Rights Network in 1992. CRN is the world’s only free speech and human rights organization dedicated exclusively to the monitoring and well being of political and editorial cartoonists who find themselves in danger because of the powerful impact of their work.
10 a.m. Saturday, Washington 6, and 11 a.m. Saturday, Lincoln 3-4 Foyer

Buck Ryan, director of the Citizen Kentucky Project of the University of Kentucky’s First Amendment Center, is the creator of the Maestro Concept, an innovative approach to story telling through cartoons. Ryan has been a daily newspaper and yearbook adviser in more than a dozen countries. He co-wrote “The Editor’s Toolbox: A Reference Guide for Beginners and Professionals,” with former Chicago Tribune colleague Michael O’Donnell. Ryan also served as director of the School of Journalism and Telecommunications and executive director of the First Amendment Center at UK.
8:30 a.m.-5 p.m. Thursday, Maryland C

Tamara Salisbury is in her third year as copy editor for the Royal Purple yearbook at Kansas State University. She graduated in May 2009 with a bachelor’s degree in secondary education and is now a graduate student in that curriculum and instruction. She plans to teach high school English and journalism.
Noon Friday, Truman, noon and 1 p.m. Saturday, Washington 1

Laura Schaub is a national creative accounts manager for Jostens. She was director of the Oklahoma Interscholastic Press Association at Oklahoma University where she taught design and photography. CSPA Gold Key recipient, past Oklahoma Journalism Teacher of the Year and former DJNF Distinguished Adviser, she was inducted into the National Scholastic Journalism Hall of Fame in 1991 and served as CSPA president for two terms.
11 a.m. and noon Friday, Washington 5

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

Matthew Schott is the publications adviser at Francis Howell Central H.S. in St. Charles, Mo. His publications have won top honors from the Missouri Scholastic Press Association, and he has had students win Sweepstakes awards in the Quill and Scroll international competition the past two years. Previously, Schott was a graphic designer for four newspapers around the country.
11 a.m. Saturday, Marriott Balcony C, and 1 p.m. Saturday, Marriott Balcony A

Kathy Schrier, MJE, coordinates educational programs for the Washington News Council. Prior to this, Schrier taught journalism, newspaper and yearbook at Chief Sealth H.S. in Seattle. Shrier has earned the Medal of Merit from JEA, the Pioneers Award from NSPA, and the Fern Valentine Freedom of Expression Award from WJEA.
2:30 p.m. Saturday, Park Tower 8226

David Schwartz is executive director of the Iowa High School Press Association, the Iowa Summer Journalism Workshops and a member of the adjunct faculty for the University of Iowa School of Journalism and Mass Communication. He previously worked professionally in print and online media for more than a decade.
Noon and 1 p.m. Saturday, Virginia C

Marilyn Scooggins advised the Hooker (Okla.) High School yearbook for 17 years. During that time her students earned top state honors from OIPA as well as CSPA Gold and Silver Crowns and NSPAC Pacemakers. She was twice her district’s Teacher of the Year and is a CSPA’s Gold Key recipient. Scooggins works for Taylor Publishing Co. as education/workshop project coordinator and editor of
Taylor Talk and Yearbook Yearbook, 9 a.m. Friday, Marriott Balcony D; 8 a.m. Saturday, Virginia B, and 1 p.m. Saturday, Washington 3

Olivia Scott was the co-editor-in-chief of Green Valley H.S.’s six-year-running best newspaper as awarded by the Las Vegas Review Journal. She was an intern for both CLASS! Magazine and the Las Vegas Review Journal’s R-Generation. She has won awards for her feature, sports and news-feature writing. She attends Chapman University where she writes for the school newspaper.

 Noon and 1 p.m. Saturday, Marriott Balcony C

Andrew Seaman, news intern at USA Today, is a senior at Wilkes University. Seaman developed speed journalism lesson plans and is on the SFO Board of Directors.

10 a.m. Saturday, Park Tower 8216

Daniel Serna was the editor-in-chief of Puyallup (Wash.) H.S.’s student newspaper, The Viking Vanguard, during the 2008-09 school year. In addition to his tenure on The Viking Vanguard, Serna has been a guest columnist for and has written features for The News Tribune of Tacoma, Wash. He is a freshman at Yale University and is on the staff of The Yale Daily News.

Noon Saturday, Delaware B

Vanessa Shelton, executive director of Quill and Scroll Society, works with two high schools to conduct summer journalism academies for elementary and junior high school students. Shelton previously was director of Iowa High School Press Association.

10 a.m. Saturday, Maryland A

Alfred Shepard is the ombudsman for National Public Radio in Washington, D.C., the first U.S. broadcast news organization to create the ombudsman position. She is a former reporter and university professor.

1 p.m. Saturday, Washington 4

Linda Shokey is deputy director of the Dow Jones Newspaper Fund.

8:30 a.m.-5 p.m. Thursday, Virginia A

Tom Shroder, an award-winning writer for more than 30 years, began his career as a journalist while attending the University of Florida from 1971-1974. After writing for the local paper, he went on to become the executive editor for The Miami Herald’s Pulitzer Prize-winning Tropic Magazine where he edited humorist Dave Barry. Shroder then moved to the D.C. area and edited the Sunday Style section of The Washington Post and then The Washington Post Magazine.

In addition to reporting and editing, he has also written several books including most recently “Old Souls: Compelling Evidence from Children Who Remember Past Lives.”

9 a.m. Friday, Lincoln 5

Beth Shult teaches newspaper, yearbook and photography at Pulaski Academy in Little Rock, Ark. She got her start in journalism as a staff writer for her high school newspaper and was the yearbook editor.

10 a.m. Friday, Marriott Balcony A

Mike Simons, yearbook co-adviser at West H.S. in Painted Post, N.Y., shares passions for digital photography, digital post-processing, yearbooks and working with high school students. He teaches at CSPA and other conventions, workshops and camps including the Boston Yearbook Academy and Gettysburg Yearbook Experience. He also serves as assistant marching band director and teaches an honors information technology course and special education at West.

8 a.m. Saturday, Washington 3

Lakshmi Singh (see Featured Speakers)

10 a.m. Saturday, Delaware A

Becky Sipos, MJE, just retired from 32 years of teaching, most recently as the adviser of The Highlander newspaper at McLean High School. Sipos’ newspaper won Pacemaker recognition and was inducted into the NSPA Hall of Fame for 10 years of All American ratings. Sipos has been recognized as a Dow Jones Distinguished Adviser and received the NSPA Pacemaker Award. She is now the director of communications at the Character Education Partnership in Washington, D.C.

8 a.m. Saturday, Park Tower 8219, and 11 a.m. Saturday, Marriott Balcony C

Tom Sivertsen, CJE, has been teaching and advising high-school journalists for 16 years. Along with his background in photography, Sivertsen has been named a Distinguished Yearbook Adviser in 2003 and received NSPA’s Gold Key in 2008.

2:30 p.m. Saturday, Washington 6

Lynn Strause retired in 2007 after advising 30 years, the last 13 at East Lansing (Mich.) H.S. While she advised there, Cenid earned 13 consecutive Spartan Awards from MIPA, NSPA Gold and Silver NSPA Pacemakers. She was named Michigan’s Adviser of the Year and JEA’s National Yearbook Adviser of the Year. Other honors include CSPA Gold Key, NSPA Pioneer Award and JEA Lifetime Achievement Award. She was named JEA’s Alumnae of the Year and is first vice president and yearbook chair on the MIPA board.

11 a.m. and 2:30 p.m. Saturday, Washington 1


9 a.m. Saturday, Virginia A; 10 a.m. Saturday, Park Tower 8219, and 11 a.m. Saturday, Wilson C

Christine Stricker, CJE, is in her ninth year advising school publications and teaching journalism at Clayton H.S. in St. Louis, Mo., and formerly at Hill H.S. in Kansas City, Mo. She advises the Clamyo yearbook, Greyhound News Network school news show, and teaches photography and photojournalism.

8 a.m. Saturday, Maryland C, and 2:30 p.m. Saturday, Park Tower 8216

Reginald Stuart (see Featured Speakers)

2:30 p.m. Saturday, Delaware B

David Studinski is community manager for mtnUS College Media Network, which serves 600+ college newspapers. A former two-term editor-in-chief at Ball State University, he also served three years as president of the Indiana Collegiate Press Association. Studinski has won many awards, including an online news story Pacemaker and honors in the inaugural UWIRE Top 100 College Journalists list.

2:30 p.m. Saturday, Maryland C

Edmund Sullivan is the executive director of professional prizes for the Columbia University Graduate School of Journalism and the executive director of the Columbia Scholastic Press Association. His awards include the Laurence B. Johnson Award for Best Editorial Writing from the Education Press Association of America, Distinguished Service Award from Community College Journalism Association, the Reid Montgomery Service Award from College Media Advisers, the Pioneer Award from the NSPA and the Gold Key from CSPS. He was inducted into the National Scholastic Journalism Hall of Fame in 1998. He also served on the Student Press Law Center Board of Directors from 1983 to 2000.

10 a.m. Saturday, Maryland A

Randy G. Swikle, CJE, is Illinois director and a mentor teacher for JEA. He retired from Johnsburg H.S. in 2003 after 36 years of teaching and advising publications. He serves on the Illinois Press Foundation and the Northern Illinois Newspaper Association boards and on JEA’s Scholastic Press Rights Commission. Swikle travels the country speaking on First Amendment issues. He has won many personal awards including 1999 DJNF Distinguished Journalist of the Year, NSPA’s Pioneer and All-American Adviser of JEA’s Lifetime Achievement Award and Medal of Merit.

10 a.m. Friday, Jefferson; 2:30 p.m. Friday, Park Tower 8216, and 11 a.m. Saturday, Marriott Balcony C

John Tagliareni serves on the JEA Student Press Rights Commission and a past president of the Garden State Scholastic Press Association. He teaches English and journalism at Bergenfield H.S., where he advises the award-winning Bear Facts newspaper. He was named a DJNF Distinguished Adviser, given the CSPS Gold Key, the Charles R. O’Malley Award, the OIPA Lifetime Achievement Award and the Deadline Club Teacher Recognition Award from SPJ of New York City.

9 a.m. Saturday, Wilson B, and 11 a.m. Saturday, Marriott Balcony C

Tom Tantos’s path to his current position as senior vice president of Herff Jones Inc. and general manager of the
Yearbook Division demonstrates his ability to speak yearbook and his passion for the permanent record that preserves the events. A former UVA editor, Tanton served as a high school yearbook adviser and a Herb Jones yearbook representative for a decade before moving into his first management position. After an array of leadership successes, he returned to the helm of Herb’s Yearbook Division in 2007.

11 a.m. Friday, Washington 6

Mike Taylor, yearbook marketing/education manager for Taylor Publishing Co., previously taught yearbook, newspaper and television production at LeCanto H.S. His students earned numerous national and regional awards. He is a past president of Florida Scholastic Press Association. He received the FSPA Gold Medallion and JEA Medal of Merit.

8 a.m. Saturday, Virginia B, and noon and 1 p.m. Saturday, Washington 3

Sherri Taylor directs the Empire State School News Press Association and its summer School Press Institute at the S.I. Newhouse School of Public Communications at Syracuse University. She also teaches graphic design classes in the Visual and Interactive Communications Department. Taylor is a co-author of “Scholastic Journalism,” a high school textbook, and of “Get the Picture,” a Jostens photography curriculum. She holds the CSPA Gold Key and the NSPA Pioneer Award, and she received the Max Haddick Journalism Teacher of the Year award when she taught high school journalism in Texas. She was a contributing author to the “21st Century Report on Scholastic Journalism” published by CSPA.

8 a.m. Saturday, Washington 4, and 11 a.m. Saturday, Washington 3

Michelle Teese is a senior at Kent State University. She is the general manager of TV2, Kent State’s student-run television station. She has produced and directed newscasts and live sports broadcasts.

8 a.m. Saturday, Tyler

Ann Telnas (see Featured Speakers) 10 a.m. Friday, Delaware B

Bobbi Temple has been teaching broadcast journalism for five years at Oldham County H.S. She, along with several enthusiastic students, started the program with one small camera and computer, and it has bloomed into full program. She has earned National Board certification in language arts and is working on a second certification in new media.

2:30 p.m. Saturday, Delaware A

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

9 a.m. Friday, Jackson

Jennifer Trettner is the chairperson for art and technology at Ward Melville H.S. in Setauket, NY. She teaches AP Studio Art and Advanced Advertising Art and is the business manager for the award-winning yearbook, Invictus. Prior to her teaching career she was an art director and graphic designer in corporate communications.

Noon Friday, Washington 1

Michael Tripplett is the assistant chief of correspondents at BNA Inc., a Washington legal research company. He spent eight years as a reporter covering the Supreme Court, Congress, and the federal courts and won a 2006 National Press Club Award for a story on employment issues in the video game industry.

9 a.m. Friday, Lincoln 6, and 10 a.m. Saturday, Marriott Balcony C

Doris Truong edits the Style Section at The Washington Post. She formerly supervised the editing of its 13 weekly suburban sections and worked on the paper’s National desk, where she helped with the Abramoff investigative reporting package that won the 2006 Pulitzer Prize. Truong is a 2006 Maynard Media Academy participant, a former AASFE fellow and a graduate of AAJA’s Executive Leadership Program. Truong has been a guest faculty member at the Poynter Institute for Media Studies.

10 a.m. Saturday, Marriott Balcony C

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

11 a.m. Friday, Taylor

Julie Turner is an associate editor for ESPN.com. A graduate from the University of Missouri, Turner has been with ESPN.com for three years, most recently working on high-school sports coverage.

9 a.m. Saturday, Marriott Balcony C, and 1:20 p.m. Saturday, Maryland A

Sally Turner teaches journalism and advises the yearbook at Eastern Illinois University. She is also the director of the Illinois Broadcasters Association, a non-profit dedicated to teaching journalism to underrepresented high school students in Chicago and Providence. R.L. Tyagi is a former co-editor of the Voyager, Homewood-Flossmoor H.S.’s student newspaper.

5 p.m. Saturday, Marriott Balcony C

Harinand Tyagi is a senior at Brown University where he is majoring in chemistry and economics. Tyagi co-founded High Education Journalism Organization, a non-profit dedicated to teaching journalism to underrepresented high school students in Chicago and Providence. R.L. Tyagi is a former co-editor of the Voyager, Homewood-Flossmoor H.S.’s student newspaper.

5 p.m. Saturday, Marriott Balcony C

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

11 a.m. Friday, Park Tower 8222

Dan Vergano is the senior science reporter at USA TODAY today, where he has worked since 1999. Previous reporting stints include Medical Tribune, HealthWeek (PBS) and Science News, as well as freelance reporting for Science, New Scientist, Men’s Health, The Washington Post and others. In 2006, Vergano won the David Perlman Award for Excellence in Science Journalism. He was a 2007-2008 Nieman Fellow for Journalism at Harvard, where he studied the intersection of science, politics and society.

10 a.m. Friday, Washington 2

Ann Visser MJE, has been advising yearbook and newspaper at Pella (Iowa) Community H.S. for the past 26 years. She is JEA’s past president/convention consultant. She is also a past president of the Iowa High School Press Association.

6:45 p.m. Thursday, Marriott Ballroom, and 2:30 p.m. Saturday, Jackson

Matt Wallace has had experience in the yearbook industry for more than 10 years as a teacher and coach in Virginia. His education background has given him the knowledge and resources to help motivate yearbook advisers to set goals and create plans to meet them in the school setting.

11 a.m. Friday, Park Tower 8206

Wendy Wallace is director of the High School Journalism Program at The Poynter Institute, a school for journalists in St. Petersburg, Fla. Wallace came to Poynter from the St. Petersburg Times, where in turns she reported the news, wrote headlines, sold ads, ran the creative marketing department and even delivered the paper in the middle of the night.

8:30 a.m. to 5 p.m. Thursday, Virginia B, and 11 a.m. Friday, Marriott Balcony C

Kevin Walling, development and communications director for the Maryland, raises funds working with donors and grant makers, along with crafting the organization’s communications efforts. Walling also worked in development and finance for the New Organizing Institute, a progressive non-profit dedicated to expanding the base of trained staff focused on online organizing, new media and voter technology for the greater progressive community. Walling also worked in the office of U.S. Sen. Tom Carper of Delaware.

9 a.m. Friday, Lincoln 6

Lizabeth Walsh, MJE, advises the Re-Wa-Ne yearbook at Reno (Nev.) H.S. Her staffs have earned All-Columbia Honors and Gold Medals in CSPS evaluations as well as Marks of Distinction, First Place and All-American ratings in NSPA evaluations. She is a member of the JEA Certification and Curriculum commissions, a teacher at yearbook camps and a publication judge.

11 a.m. Friday, Park Tower 8226, and 2:30 p.m. Friday, Washington 5

Sara Walsh (see Featured Speakers) Noon Saturday, Washington 4

Jennifer Watson was the co-editor-in-chief of Green Valley H.S.’s five-year-running best newspaper as awarded by the Las Vegas Review Journal. She was an intern for both CLASS! Magazine and the Las Vegas Review Journal’s R-Jeneration. She has won first-place awards for feature article and for copy editing. Watson is attending Boston University where she writes for the school newspaper.

Noon and 1 p.m. Saturday, Balcony C

C. Bruce Watterson, a nationally-known lecturer, chairs the Crown judging panel for CSPAA and has traveled to 46 states and multiple foreign countries training student journalists and publication designers. He teaches college-level design and writing courses in Georgia and works for a non-profit center for abused children. His passion for design has earned him awards from scholastic, collegiate and professional organizations.

10 and 11 a.m. Saturday, Lincoln 5

Alan Weintraut teaches journalism, film and AP English at Annandale (Va.) H.S. He advises The A-Blast and The A-Blast Online. Weintraut mentors advisers and students through The Washington Post’s Young Journalists Development Program. He was a Carnegie-Knight panelist at Harvard University to study youth consumption of the news. He was 2006 DJNF National High School Journalism Teacher of the Year.

8 a.m. Saturday, Park Tower 8219

Cortney Weisman, CJE, is an art teacher and the yearbook adviser at Ward Melville H.S. in Setauket, NY. The award-winning yearbook, Invictus, has received high honors at both the national and state levels.

Noon Friday, Washington 1

Carmen Wendt, CJE, has been a teacher and adviser more than 30 years, advising both yearbook and newspaper staffs. She is a member of the Phoenix local committee, JEA Arizona state director and is in the Arizona Adviser Hall of Fame.

10 a.m. Friday, Park Tower 8210

Anita Marie Wertz, MJE and JEA’s Junior High/Middle School Committee chair, advises The Myth yearbook and The Oracle newspaper at Cesar Chavez H.S. in Stockton, Calif. Wertz has advised publications for 18 years.

6:30 p.m. Thursday, Virginia A; 8 a.m. and 10 a.m. Saturday, Park Tower 8209, and 1 p.m. Saturday, Park Tower 8226

Jon Wilde is a 2002 graduate of Kent State University and lede A1 designer for The Washington Post. He is developing a design course for the online journalism educator master’s degree at Kent State University.

8:30 a.m.-5 p.m. Thursday, Virginia B

Flawn Williams, an award-winning sound recordist, producer and teacher, has done studio and concert music and documentary work for NPR. He teaches at Georgetown University’s Department of Performing Arts, and produces audio and video projects.

10 a.m. Saturday, Lincoln 6

Bradley Wilson, CJE, advises two newspapers, television, radio, magazine and yearbook. He is a frequent speaker at workshops worldwide on topics ranging from the ethics of digital photography to publications design. He is the editor of the publications for JEA. He has received highest awards from JEA, NSPA and other journalism associations.

9 and 10 a.m. Saturday, Virginia B
Brian Wilson is the adviser of Kismet and The Murmur, the yearbook and newspaper at Kettering H.S. in Waterford, Mich. Both publications have placed in Best of Show. Wilson is Michigan’s JEA state director, and treasurer and past-president of the Michigan Interscholastic Press Association. He teaches at workshops at Michigan State and Ball State.  

Christopher Wink is a multimedia freelance journalist, blogger and online-news entrepreneur. The founder of Technically Philly, a technology news site in Philadelphia, Wink has reported for the Philadelphia Business Journal, the Philadelphia Inquirer and has written for publications including Sports Illustrated, Columbia Journalism Review and Pittsburgh Post-Gazette. In 2008, Wink was named one of the country’s 100 most promising young journalists by college news service UWire. 

Esther Wojcicki has taught journalism at Palo Alto (Calif.) H.S. for 24 years. The program produces the Campanile newspaper, Verde news magazine, Viking sports magazine, InFocus television and Voice online. The publications have won Pacemaker Awards, the Hall of Fame Award, and Gold and Silver Crowns. Wojcicki previously worked as a reporter for the Los Angeles Times, the Glendale News Press and Time magazine. 

Vicky Wolfe, a yearbook enthusiast since middle school, is the director of marketing for the yearbook division of Herff Jones. She worked for 14 years as a yearbook representative in northern Virginia, assisting advisers and staffs as they achieved numerous Pacemaker and Crown honors. Wolfe co-directed the Gettysburg Yearbook Experience summer workshop for seven years. She has received CSPA’s Gold Key. 

Sandy Woodcock is director of the Newspaper Association of America Foundation and oversees Foundation youth readership programs and the Youth Editorial Alliance, a group of professional media that oversee youth products in the press. Prior to joining NAAF, she worked as a newspaper journalist and a high school journalism teacher. 

Riley Worth teaches journalism in Albert Lea, Minn., and is adviser to the Ahlahasa, a high school newsmagazine in its 95th year. Prior to teaching, Riley worked at collegiate, weekly and daily newspapers across Minnesota, Wisconsin and Texas. He scribbled in his first reporter’s notebook at age 16 and has been hooked since. 

Seth Zweifler is 2009-2010 editor-in-chief of The Spoke student newspaper at Conestoga H.S. in Berwyn, Pa., a suburb of Philadelphia. 

John B. (Jack) Zibluk, Ph.D., is associate professor of journalism at Arkansas State University is the primary instructor for its photojournalism degree program. Zibluk, a writer, editor, photographer and designer for newspapers, including the Memphis Commercial Appeal, worked for National Geographic magazine as its faculty fellow. He has served as national vice president of the National Press Photographers Association, and has won teacher-of-the-year honors from NPPA and the ASPA. 

Bretton Zinger is the adviser of The Purple Tide newspaper and the Andromeda literary magazine at Chantilly (Va.) H.S., where he also teaches journalism and film. Zinger, edited University of Kansas yearbook and taught photography in suburban Kansas City, Mo., before studying film production in London and freelancing in film and video production for several years. 

Jeff Zinn is an account representative at Graphtech Printing in Harrisburg, Pa., who has worked closely with Big Spring H.S. co-advisers Robert Hankes and Mike McVitty on the last three literary magazine issues. 

Seth Zweifler is 2009-2010 editor-in-chief of The Spoke student newspaper at Conestoga H.S. in Berwyn, Pa., a suburb of Philadelphia. 

John B. (Jack) Zibluk, Ph.D. is associate professor of journalism at Arkansas State University is the primary instructor for its photojournalism degree program. Zibluk, a writer, editor, photographer and designer for newspapers, including the Memphis Commercial Appeal, worked for National Geographic magazine as its faculty fellow. He has served as national vice president of the National Press Photographers Association, and has won teacher-of-the-year honors from NPPA and the ASPA. 

Bretton Zinger is the adviser of The Purple Tide newspaper and the Andromeda literary magazine at Chantilly (Va.) H.S., where he also teaches journalism and film. Zinger, edited University of Kansas yearbook and taught photography in suburban Kansas City, Mo., before studying film production in London and freelancing in film and video production for several years. 

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