



2017  
**ADVISERS  
INSTITUTE**

July 10-13 | Las Vegas | [www.jea.org](http://www.jea.org)

**INNOVATION  
& INSPIRATION**

# Welcome to the JEA Advisers Institute

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## GET SOCIAL

Post your lessons learned, snapshots taken and work created for the world to see. Use the hashtag #JEAai.



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## WE WANT YOUR FEEDBACK

You can evaluate individual sessions by visiting [jea.org/eval](http://jea.org/eval) and typing in the evaluation code listed at the end of each session in this program.

## THANKS TO OUR SPONSOR

*Opening Reception Sponsor*



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## MONDAY, JULY 10 6-9 p.m.

ICON C

### Reception & Registration

Pick up your convention materials, including your name badge and program. On-site payments also can be made at this time. Take this opportunity to meet the instructors and fellow attendees in an informal setting. Hors d'oeuvres will be served. This event is sponsored by Jostens.

## TUESDAY, JULY 11 8 a.m.-5:50 p.m.

ICON C

### Hospitality/Bookstore/

#### 2 > 1 sessions

Come browse through dozens of items related to teaching and advising journalism. Visit the lounge for refreshments and to network and receive personal help from fellow advisers. (2 > 1 sessions require advance sign-ups.)



8 a.m.-5 p.m.

ICON A

### Mentor training

This workshop is only for members of JEA's mentoring program. New mentors will be trained and the group will meet to exchange ideas on how to provide better assistance to new or nearly new advisers.

EVALUATION CODE: 5771

Linda Barrington, MJE, Mount Mary University, Milwaukee, Wis.; Bill Flechtner, MJE, Milwaukie, Ore.; Sheila Jones, CJE, Littleton, Colo.

9-9:50 a.m.

ICON B

### Onward and upward

Is your goal each year to survive the school year? Or make it to the publish or air date? It is easy to get lost in survival mode, but you can do more with less. Devise an action plan where everyone buys in, feels they have a place to belong and their voice is heard. Hop off the struggle bus and create direction with your team.

EVALUATION CODE: 5768

Rebecca Pollard, MJE, Heritage High School, Frisco, Texas

ICON D

### Tools of the trade

This session will explore trusty digital tools and gadgets all journalists should try.

EVALUATION CODE: 5770

Margie Raper, MJE, Highland Park High School, Dallas

ICON E

### Making the grade

With hundreds of things on the adviser's To Do list and little time to master it all, grading students on publication staffs can become overwhelming. Learn tips to tame the grading monster and make assessments more meaningful.

EVALUATION CODE: 5772

Nancy Hastings, MJE, Highland, Ind.

ICON G

### Help students bring emotion to writing

We all want our students to incorporate more emotion when writing features. World War II journalist Ernie Pyle knew how emotion worked in his features. Learn how to use his writing to help your students master this skill.

EVALUATION CODE: 5785

Erin Coggins, MJE, Sparkman High School, Harvest, Ala.

10-10:50 a.m.

ICON B

### Multimedia tools

Are you looking for ways to teach your students to integrate more multimedia on their website? This session will demonstrate how your students can use video, audio, interactive graphics, infographics, live-blogging, maps, slideshows, timelines and more to tell compelling, multimedia stories.

EVALUATION CODE: 5773

Julia Satterthwaite, CJE, Monta Vista High School, Cupertino, Calif.

ICON D

### Podcasting basics

Teachers who attend this session will leave with easy ways to introduce audio production into their classroom. For those who are looking for ways to include a "real-world" audience appeal, while giving students purpose and motivation, welcome to the world of podcasting. Podcasts can be published and archived so students learn from one another by both creating and hearing original audio. You will leave with the tools and resources needed for creating podcasts, lesson ideas for multiple subject areas and where to find examples.

EVALUATION CODE: 5775

Jane Bannester, Ritenour High School, St. Louis, Mo.

ICON E

### Marketing makeover

Whether you are new to marketing, or you've tried different strategies before, this session will help you maximize your yearbook sales potential.

EVALUATION CODE: 5776

Brent McCasland, Jostens, Chandler, Ariz.

ICON G

### What's in your foundation?

At the core of every journalism program should be a mission statement, editorial policies and ethical guidelines all converging in a staff manual. Join the discussion of what works and what is problematic and come away with a fresh look at these basic important legal and ethical aspects for your program.

EVALUATION CODE: 5767

John Bowen, MJE, and Candace Perkins Bowen, MJE, Kent (Ohio) State University; Lori Keekley, MJE, St. Louis Park (Minn.) High School

11 a.m.-12:50 p.m.

ICON F

### Luncheon

This luncheon features Nancy Hastings, MJE, JEA's 2017 Linda S. Puntney Teacher Inspiration Award winner. It's a time of celebration and inspiration. Preregistration is required.



1-1:50 p.m.

ICON B

### Use alternative story forms, not alternative facts

Alternative story forms help connect readers to important content they might otherwise pass up. They fill a void traditional stories cannot provide and improve the visual appeal of printed publications and websites. In this session, we'll discuss how to brainstorm and create alternative story forms your

TUESDAY

MONDAY/TUESDAY

audience will read.

EVALUATION CODE: 5780

Brian Hayes, MJE, Ball State University, Muncie, Ind.

ICON D

### Simple tips to make your news website amazing

Come to this session to receive a handful of free, simple tools that can be used to enhance websites.

EVALUATION CODE: 5782

Justin Raisner, Carlmont High School, Belmont, Calif.

ICON E

### Teaching news and media literacy

Learn the basic tenets of news and media literacy and how to integrate this content into your journalism classroom. We'll explore the JEA news literacy curriculum, and you'll participate in tested lessons for important skills such as fact-checking and identifying bias.

EVALUATION CODE: 5783

Megan Fromm, MJE, Colorado Mesa University, Grand Junction, Colo.

ICON G

### Method to the madness

The ball is rolling on next year's goals and plans. With all the brainstorming and creativity flowing, focus your planning with a formula approach to concept development and staff management. Use formulas and workflows to break away from templated designs, canned coverage and staff chaos.

EVALUATION CODE: 5784

Margie Raper, MJE, Highland Park High School, Dallas

## 2-2:50 p.m.

ICON B

### Digital pause

We are in the business of making a print product, but so many of the processes and tools that we use in our workflow are digital, in the cloud and out of sight. Let's revisit "old school" methods for planning, pre-press editing and workflow that will blend seamlessly with our digital processes to improve staff collaboration and communication as well as to give more careful consideration to the verbal and visual quality of our print publications.

EVALUATION CODE: 5788

Shari Adwers, MJE, Grosse Pointe North High School, Grosse Pointe Woods, Mich.

ICON D

### What it feels like to burn the box

This session is all about getting out of the box and developing specialized stories that will pull on heartstrings. Learn about what it feels like to \_\_\_\_, finding out what you wish you knew about \_\_\_\_, and just trying out \_\_\_\_. Come burn the box.

EVALUATION CODE: 5789

Patrick Johnson, MJE, Antioch (Ill.) Community High School

ICON E

### Practical approaches to publication design (Part 1)

This two-part session will address teaching and advising strategies for contemporary print media. First we'll look at content-driven design and verbal-visual relationships with emphasis on readability and attention to design principles and elements. Then we'll get into strategies related to exploring

professional inspiration, creating templates or libraries, developing a consistent look and coaching both beginning and advanced designers.

EVALUATION CODE: 5790

Sarah Nichols, MJE, Whitney High School, Rocklin, Calif.

ICON G

### Dive right in

Need assistance and/or support to strengthen programs of study? Ever wonder how to receive those elusive Carl D. Perkins dollars? This workshop will provide tools, resources and ideas as well as solutions for building a program of study. Learn the ins and outs of the language used when consideration is made under the Perkins grant and walk away with tools and resources from a collaborative workshop.

EVALUATION CODE: 5793

Nina Quintana, CJE, Bernalillo (N.M.) High School

## 3-3:50 p.m.

ICON B

### Make a new plan, Stan

A business plan, that is. This session will offer specific plan for selling ads to raise money for your publication. Learn the skills you'll need to teach your students for whatever career they choose: the ability to sell something and to provide customer service.

EVALUATION CODE: 5794

Linda Barrington, MJE, Mount Mary University, Milwaukee, Wis.

ICON D

### Shooting sports like the pros

Shooting sports photos is a highly specialized job, but by using these tips, your visual sports coverage will stand out. Follow this adviser's journey to join

the Sportshooter online community, from initial rejection to a revised portfolio and acceptance to what he teaches his student photographers today.

EVALUATION CODE: 5815

Tim Morley, CJE, Inland Lakes High School, Indian River, Mich.

ICON E

### Practical approaches to publication design (Part 2)

This two-part session will address teaching and advising strategies for contemporary print media. First, we'll look at content-driven design and verbal-visual relationships with emphasis on readability and attention to design principles and elements. Then we'll get into strategies related to exploring professional inspiration, creating templates or libraries, developing a consistent look and coaching both beginning and advanced designers.

EVALUATION CODE: 5796

Sarah Nichols, MJE, Whitney High School, Rocklin, Calif.

ICON G

### Grammar can be (almost) painless

It's true — students don't learn to write better by underlining the subject once and the verb twice. Still, a good foundation in grammar, punctuation and usage can make any journalist better. We'll work on some approaches to help you teach students why a pronoun should match its antecedent — and we'll learn to have fun doing it. These skills can make a difference — especially in competition and college.

EVALUATION CODE: 5792

Candace Perkins Bowen, MJE, Kent (Ohio) State University

**3-5:50 p.m.**

ICON F

### Certification testing

Advisers who have applied to take the Certified Journalism Educator or Master Journalism Educator test will do so at this time. Session includes a 20-minute study session and a 2-½-hour test. Please bring your laptop.  
Brian Hayes, MJE, Ball State University, Muncie, Ind.

**4-4:50 p.m.**

ICON B

### Learning from our dirty laundry

Learn how one staff uses failure as a learning tool. We will show how a staff improved during the year by learning from every painful, yet useful, mistake.  
EVALUATION CODE: 5798

Lori Keekley, MJE, St. Louis Park (Minn.) High School

ICON D

### We're all in this together

It takes a village to raise a publication. We will cover many things you can do to get parents, administrators and fellow faculty members on your side.  
Evaluation code: 5802

Valerie Kibler, CJE, Harrisonburg (Va.) High School

ICON E

### Twitter: What you can do in way more than 140 characters

Twitter is 11 years old. That means our sixth graders haven't known a world without Twitter. On election eve last fall, more than 40 million tweets were sent. Twitter is more than a passing

fad. It has become a primary source for breaking news. And more than 80 percent of website consumers are driven to a particular site through social media, including Twitter. Twitter should be integrated into the workflow of the student media and into our classrooms. It should be a part of our students' digital shadow. Come discuss some successful strategies for integrating Twitter into media coverage and public relations, how to integrate Twitter into the classroom and, quite simply, what makes a good tweet.

EVALUATION CODE: 5803

Bradley Wilson, MJE, Midwestern State University, Wichita Falls, Texas

**5-5:50 p.m.**

ICON B

### What makes a good photo?

It seems everyone has an opinion on what makes a great photo. This session boils it down to three broad concepts, with examples and anecdotes that will help your staff take their imagery from blah to bravo.

EVALUATION CODE: 5804

Tim Morley, CJE, Inland Lakes High School, Indian River, Mich.

ICON D

### Help for new advisers

JEA-trained mentors are prepared to help new journalism advisers who may feel they are likely to 1) live through the experience; 2) die from the experience; or 3) thrive, given appropriate help. Find out how to get your own JEA mentor.

EVALUATION CODE: 5799

Bill Flechtner, MJE, Milwaukie, Ore.

ICON E

### AP analysis: Improve your students' writing

Need to show student growth and justify your program? Attend this session where an adviser will share how a unit of instruction that used the Advanced Placement Language test improved students' opinion and feature writing skills.

EVALUATION CODE: 5805

Elizabeth Levin, MJE, Downers Grove (Ill.) North High School

**WEDNESDAY, JULY 12**  
**8 a.m.-5 p.m.**

ICON C

### Hospitality/Bookstore/ 2 > 1 sessions

Come browse through dozens of items related to teaching and advising journalism. Visit the lounge for refreshments and to network and receive personal help from fellow advisers. (*2>1 sessions require advance sign-ups.*)



ICON A

### Mentor training

This workshop is only for members of JEA's mentoring program. New mentors will be trained and the group will meet to exchange ideas on how to provide better assistance to new or nearly new advisers.

EVALUATION CODE: 5771

Linda Barrington, MJE, Mount Mary University, Milwaukee, Wis.; Bill Flechtner, MJE, Milwaukie, Ore.; Sheila Jones, CJE, Littleton, Colo.

**8-8:50 a.m.**

ICON F

### Team storytelling workshop (introduction)

All participants should plan to attend this overview of the day's hands-on reporting workshop. Facilitators will outline the objectives, food-tour schedule and key concepts before leading a story-planning session. Participants with all levels of experience will have guidance planning an angle to pursue and the tools and skills to make it happen.

EVALUATION CODE: 5801

Kelly Glasscock, Collegian Media Group, Manhattan, Kan.; Valerie Kibler, CJE, Harrisonburg (Va.) High School; Sarah Nichols, MJE, Whitney High School, Rocklin, Calif.; Linda S. Puntney, MJE, Journalism Education Association, Manhattan, Kan.

**9-9:50 a.m.**

ICON B

### Video tips

Get specific tips on how to shoot great video. If you are focusing on videography for the storytelling project, this is a perfect session to help you brush up on tips and learn tips you can share with your students.

EVALUATION CODE: 5807

Justin Raisner, Carlmont High School, Belmont, Calif.

ICON D

### Alternative storytelling forms

There's more than one way to tell the story. This session will show how fast-fact boxes, Q&A, maps, lists and more alternative techniques can add life and readability to print coverage.

EVALUATION CODE: 5809

Brian Hayes, MJE, Ball State University, Muncie, Ind.; Linda S. Puntney, MJE, Journalism Education Association, Manhattan, Kan.

ICON E

## Developing multimedia packages

This session will walk you through the brainstorming process, work flow and creation of multimedia packages that combine words, images and other interactive storytelling tools to present a comprehensive, engaging product for your audience to explore and enjoy.

EVALUATION CODE: 5813

Julia Satterthwaite, CJE, Monta Vista High School, Cupertino, Calif.

## THURSDAY, JULY 13

8 a.m.-noon

ICON A

## Mentor training

This workshop is only for members of JEA's mentoring program, who will meet to exchange ideas on how to provide better assistance to new or nearly new advisers.

Linda Barrington, MJE, Mount Mary University, Milwaukee, Wis.; Bill Flechtner, MJE, Milwaukie, Ore.; Sheila Jones, CJE, Littleton, Colo.

9-10:30 a.m.

ICON F

## Innovation & inspiration

These short, to-the-point talks will have you leaving Advisers Institute reinvigorated and reinvested in scholastic journalism.

EVALUATION CODE: 5179

Jane Bannester, Ritenour High School, St. Louis, Mo.; Candace Bowen, MJE, Kent (Ohio) State University; Kelly Glasscock, Collegian Media Group, Manhattan, Kan.; Patrick Johnson, CJE, Antioch (Illinois) Community High School; Valerie Kibler, MJE, Harrisonburg (Va.) High School; Sarah Nichols, MJE, Whitney High School, Rocklin, Calif.; Bradley Wilson, MJE, Midwestern State University, Wichita Falls, Texas

10:30 a.m.-noon

ICON C

## National professional learning communities

Sit across from other professionals to talk about how you teach the 10 content areas critical to journalism education — design, editing, entrepreneurship, law/ethics, leadership/team building, multimedia broadcast, news gathering, photojournalism, web and writing. Feel free to sample multiple content areas during the event. JEA members can learn more about each content area and download lesson plans from curriculum.jea.org.

**Shari Adwers**, MJE, teaches at Grosse Pointe North H.S. in Michigan. She advises the North Pointe newspaper and Valhalla yearbook. Her students have won top state and national awards. Adwers is president of the Michigan Interscholastic Press Association and a JEA curriculum coordinator. With a focus on mentoring young journalists, she embraces challenges, emphasizes student leadership and maximizes talent.  
2 p.m. Tuesday, Icon B

**Jane Bannester** is celebrating her 20th year at Ritenour H.S. in St. Louis, Missouri. Bannester leads the national award-winning media program, KRHS Media. She was recognized as the Missouri 2017 Journalism Teacher of the Year. She presents locally and nationally on using audio and video in the classroom.  
10 a.m. Tuesday, Icon D; 10:30 a.m. Thursday

**Linda Barrington**, MJE, is the graphics adviser for the student magazine at Mount Mary University. Her professional focus is on mentoring new teachers. She is the executive director of the Kettle Moraine Press Association, vice president of the Wisconsin College Media Association, a JEA mentor and the past chair of the Mentor Program. Barrington has been a DJNF special recognition adviser and has been awarded CSPA's Gold Key, NSPA's Pioneer Award and JEA's Towley Award.  
8 a.m. Tuesday through Thursday, Icon A; 3 p.m. Tuesday, Icon B

**Candace Perkins Bowen**, MJE, is associate professor at Kent (Ohio) State University and directs its Center for Scholastic Journalism. Previously, she was a high school journalism teacher/media adviser in Illinois and Virginia. She is a former DJNF High School Journalism Teacher of the Year. Bowen started JEAHELP while JEA president, is now the curriculum leader for editing and serves on Certification and Scholastic Press Rights

committees.

10 a.m. Tuesday, Icon G; 3 p.m. Tuesday, Icon G; 10:30 a.m. Thursday

**John Bowen**, MJE, is former director of JEA's Scholastic Press Rights Committee. He is assistant director of the Center for Scholastic Journalism and teaches law and ethics at Kent (Ohio) State University. His personal honors include DJNF Journalism Teacher of the Year, JEA Carl Towley Award, NSPA Pioneer and CSPA Gold Key.  
10 a.m. Tuesday, Icon G

**Erin Coggins**, MJE, has advised the award-winning journalism programs at Sparkman H.S. for 16 years. She worked in public relations at NASA prior to advising. She has served as the Alabama Scholastic Press Association's Board of Advisers president and currently serves on SIPA's board and endowment committee. She is JEA's social media editor.  
9 a.m. Tuesday, Icon G

**Bill Flechtner**, MJE, advised publications for more than 25 years. He is a DJNF Distinguished Adviser and a JEA Medal of Merit recipient. He has received the NSPA Pioneer Award and the JEA Lifetime Achievement Award. Flechtner is an Oregon Journalism Teacher of the Year. He is a JEA mentor and is chair of the JEA Mentoring Program Committee.  
8 a.m. Tuesday through Thursday, Icon A; 5 p.m. Tuesday, Icon D

**Megan Fromm**, MJE, Ph.D., is an assistant professor at Colorado Mesa University and JEA's Educational Initiatives director. She is also JEA's news gathering curriculum leader. Fromm has worked as a high school journalism teacher and as a professional journalist.  
1 p.m. Tuesday, Icon E

**Kelly Glasscock** is associate director of Collegian Media Group at Kansas State University, Manhattan, Kansas, where he advises the Royal Purple yearbook and

Manhappenin' magazine. Glasscock also directs a summer high school journalism workshop, the Flint Hills Publications Workshop, at K-State each July. As of **Aug. 1, he will be JEA's executive director.**

8 a.m. Wednesday, Icon F; 10:30 a.m. Thursday

**Nancy Hastings**, MJE, retired after advising the yearbook and newspaper at Munster (Indiana) H.S. for 38 years. Both publications earned Pacemaker, Crown, Hoosier Star and Best of Show awards. Personal honors include NSPA's Pioneer, CSPAs Gold Key, JEA's Yearbook Adviser of the Year, and JEA's Lifetime Achievement Award. She serves as JEA's Indiana state director.

9 a.m. Tuesday, Icon E; 11 a.m. Tuesday, Icon F

**Brian Hayes**, MJE, instructor and program coordinator in the Department of Journalism at Ball State University, directs the journalism education major and oversees the department's internship program. Prior to joining Ball State's faculty, Hayes was a high school journalism teacher and professional newspaper designer in three cities. Hayes is JEA's design curriculum coordinator and is a member of the Certification Committee.

1 p.m. Tuesday, Icon B; 3 p.m. Tuesday, Icon F; 9 a.m. Wednesday, Icon D

**Patrick R. Johnson**, MJE, advises the award-winning Tom Tom media program at Antioch (Illinois) Community H.S. He is also an adjunct instructor in the Diederich College of Communication at Marquette University, where he teaches digital journalism, visual communication, and media writing. Johnson is the director of the KEMPA's Summer Journalism Workshop. He is a DJNF Distinguished Adviser and a JEA Rising Star.

2 p.m. Tuesday, Icon D; 10:30 a.m. Thursday

**Sheila Jones**, CJE, taught English for 23 years at Englewood (Colorado) H.S. and advised the Pirateer newspaper program that became Colorado's first state-approved CTE Convergent Media program in 2011. A former president of the Colorado High School Press Association, Jones in retirement is a JEA mentor. She received the JEA Lifetime Achievement Award, CHSPA Medal of Merit, CHSPA Adviser of the Year award, Ridgway Freedom of Speech Award and the National Federation of Press Women Fellowship.

8 a.m. Tuesday through Thursday, Icon A

**Lori Keekley**, MJE, advises at St. Louis Park (Minnesota) H.S. Previously she worked as the director of contests and critiques at NSPA. The Echo has been a Gold Crown and Pacemaker recipient, and her students have won state and national awards. Keekley is the DJNF 2016 National High School Journalism Teacher of the Year and a chair of JEA's Scholastic Press Rights Committee.

10 a.m. Tuesday, Icon G; 4 p.m. Tuesday, Icon B

**Valerie J. Kibler**, CJE, teaches at Harrisonburg (Virginia) H.S., where she advises the print and online newspaper. She was the local chair for the 2009 and 2014 JEA/NSPA Washington, D.C., conventions. She is vice president of JEA and a former member of the NSPA Board of Directors.

4 p.m. Tuesday, Icon D; 8 a.m. Wednesday, Icon F; 10:30 a.m. Thursday

**Elizabeth Levin**, MJE, advises The Omega newspaper, Downers Grove (Illinois) North H.S. The Omega has earned Pacemakers, Best in Show recognition, and state and national awards. Levin serves as the JEA curriculum module leader for writing and is on the advisory council for IHSA, Illinois' state journalism competitions.

5 p.m. Tuesday, Icon E

**Brent McCasland** is a regional sales manager for Jostens. Previously, he was a scholastic and yearbook sales representative. During his 13 years with Jostens, he has worked with numerous schools planning their graduation regalia and their yearbook creation. McCasland has organized and taught at yearbook workshops and training sessions for middle school and high school students. He works with representatives and advisers to produce yearbooks the students, staff and the community admire.

10 a.m. Tuesday, Icon E

**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 and the photojournalism chair of the JEA curriculum committee. In 13 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.

3 p.m. Tuesday, Icon D; 5 p.m. Tuesday, Icon B

**Sarah Nichols**, MJE, advises student media at Whitney H.S. in Rocklin, California, where her students have been recognized with top national and state honors. Nichols is JEA's president and a member of the Scholastic Press Rights and Digital Media committees. A former National Yearbook Adviser of the Year, she has been honored with JEA's Carl Towley Award and Medal of Merit and NSPA's Pioneer Award.

2 p.m. Tuesday, Icon E; 3 p.m. Tuesday, Icon E; 8 a.m. Wednesday, Icon F; 10:30 a.m. Thursday

**Rebecca Pollard**, MJE, advises high school student media at Heritage H.S. in Frisco, Texas. During her 17-year career in scholastic journalism, she has advised yearbook, broadcast, newspaper, online and literary magazine. Her programs have won state and national awards, and she teaches at workshops around the

country. Pollard serves JEA as Journalist of the Year Committee chair and as the Leadership and Team Building curriculum leader.

9 a.m. Tuesday, Icon B

**Linda S. Puntney**, MJE, is JEA's interim executive director, and former director of Student Publications Inc. and adviser to the Royal Purple yearbook at Kansas State University. She received JEA's Carl Towley, Teacher Inspiration, Lifetime Achievement and Medal of Merit awards, CSPAs Gold Key and Charles O'Malley awards and NSPA's Pioneer Award. Named Distinguished Yearbook adviser, she is in the CMA Hall of Fame.

8 a.m. Wednesday, Icon F; 9 a.m. Wednesday, Icon D

**Nina Quintana**, CJE, advises yearbook and broadcast journalism at Bernalillo (New Mexico) H.S. She is a National Board Certified Teacher in Career and Technical Education. Quintana is JEA's New Mexico state director and chair of the Career and Technical Education Committee.

2 p.m. Tuesday, Icon G

**Justin Raisner** is in his eighth year of advising student media at Carlmont H.S. in Belmont, California, and he is the JEA web curriculum leader. His scotscoop.com staff won Online Pacemakers in 2014 and 2016, and his students have won several awards for writing, design, photography and videography. Raisner also has worked as a writer and managing editor for several local publications.

1 p.m. Tuesday, Icon D; 9 a.m. Wednesday, Icon B

**Margie Raper**, MJE, advises the Highlander yearbook at Highland Park H.S. in Dallas. She is proud to share her passion for scholastic journalism with her students, see them grow as storytellers and celebrate their achievements. She serves as the president-elect of the Texas Association of Journalism Educators and

the Gloria Shields workshop committee.  
 9 a.m. Tuesday, Icon D; 1 p.m. Tuesday,  
 Icon G

**Julia Satterthwaite**, CJE, advises El  
 Estoque and elestoque.org at Monta  
 Vista H.S. in Cupertino, California. Prior  
 to this year, she advised The Talon and  
 rochestertalon.com in Rochester Hills,  
 Michigan, and served as Michigan's  
 JEA state director. She was awarded  
 Michigan's Adviser of the Year in 2014.  
 She is a director at large for JEA.

10 a.m. Tuesday, Icon B; 9 a.m.  
 Wednesday, Icon E

**Bradley Wilson**, MJE, Ph.D., advises  
 the weekly newspaper at Midwestern  
 State University in Wichita Falls, Texas.  
 He is the editor of JEA's magazine —  
 Communication: Journalism Education  
 Today. He is a recipient of the NSPA  
 Pioneer Award and the JEA Carl Towley  
 Award.  
 4 p.m. Tuesday, Icon E; 10:30 a.m.  
 Thursday

**SPEAKERS**

APRIL 12-15, 2018 MARRIOTT MARQUIS



2018

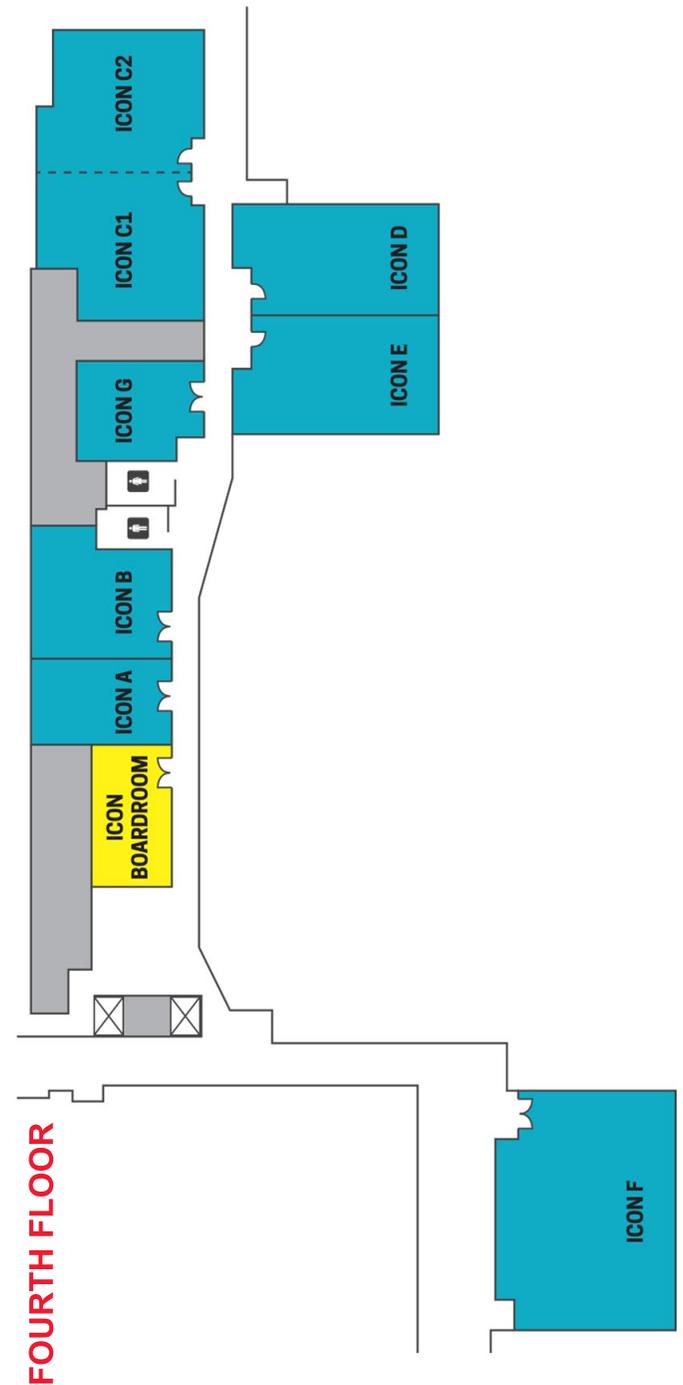
SAN FRANCISCO

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 SPRING NATIONAL  
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 JOURNALISM  
 CONVENTION



PRESS ON!

**The Linq Hotel, Las Vegas**



# JEA/NSPA Fall National High School Journalism Convention

Nov. 16-19, 2017 | Dallas | [dallas.journalismconvention.org](http://dallas.journalismconvention.org)



Well, there are the clichés: cattle and Stesons and pointy-toe cowboy boots. Oil wells and Willie and barbecue for breakfast. But that's enough of that because Texas — and Dallas, in particular — is no longer a dusty, tumbleweed theme park. It's vibrant, complicated, cutting edge, ultra-modern, multicultural, multi-everything.

The 2017 JEA/NSPA fall convention in Dallas will showcase big names, big ideas, big stories and big events, all aimed at helping you take a big step forward in producing the best publications, broadcasts and student journalism possible. So in November, go BIG. In Big D.

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More than 300 learning sessions in newspaper, yearbook, magazine, broadcast, online, advising, media law and more.

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Pre-convention workshops in leadership, writing, photography, team storytelling and more.

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Media and sightseeing tours to top attractions and media outlets.

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On-site critiques plus NSPA Best of Show and JEA Write-off competition.

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Swap Shop and Break with a Pro events for sharing experience and gaining career information.

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Products, services and educational opportunities at the trade show.

## REGISTRATION FEES

### JEA and/or NSPA members

Early-bird: \$90 per person  
Standard: \$100 per person

### Nonmembers

Early-bird: \$110 per person  
Standard: \$120 per person

### Nonmember professionals

(not students or advisers)  
\$150 per person

### Early-bird deadline:

# Oct. 25, 2017

Save money by registering early and by joining JEA and NSPA. All registration fees are subject to change.