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SCHOOL OF JOURNALISM
AND NEW MEDIA
THE UNIVERSITY OF MISSISSIPPI
MONDAY, JULY 8
6-6:30 p.m.

BARNETT RECEPTION
Registration
Pick up your convention materials, including your name badge and program.

6:30-9 p.m.
Session One

BARNETT HALL
Opening
Meet the instructors and fellow attendees in your new work groups and start planning for Team Storytelling. Hors d’oeuvres will be served. This event is sponsored by Jostens.

TUESDAY, JULY 9
8 a.m.-5:50 p.m.

BARNETT DINING ROOM
Bookstore
Come browse dozens of items related to teaching and advising journalism.

8-8:50 a.m.
Session Two

BARNETT HALL AB
First things first
First, we start with the First Amendment. The backbone of journalism is in the ability to report independently – free from censorship or influence. School administrators must learn the value of a free scholastic press, but so must advisers. This is a lesson for us all, even if you think you already operate accordingly.
Lori Keekley, MJE, St. Louis Park (Minn.) High School

BARNETT HALL A
Advise, teach, learn, do
As advisers, we are constantly pushing our students to find great stories and share them with the world. But are we pushing ourselves the same way? Discover how to find time to pursue your own passions and in turn spark those passions in your students!
Brian Wilson, MJE, Palo Alto (Calif.) High School

BARNETT MUSIC ROOM A
Welcome To Podcast Nation
Every online staff needs to be podcasting … and it’s more than just a trend. This session will go in depth into the prep, the tech, and the journalistic skills needed to be successful with creating your own podcast segments. Not only will your audio storytelling improve, but every interview your journalists embark upon will see a marked difference in its level of success.
Chris Waugaman, MJE, Prince George (Va.) High School
Barnett Music Room B

Design foundations (Part I)
In this session, we will study important staples of basic design such as inspiration, photography, typography, dominance, design hierarchy, negative space and marriage of elements. Please stay for Part II of this session, Smart and Pretty Design.

Pete LeBlanc, CJE, Antelope (Calif.) High School

10-10:50 a.m.
Session Four

Barnett Green Room AB

“f/8 and be there!”: Coaching student photographers
Although words are part of the core of strong publications, so are great photos. Finding ways to transform “snapshot photographers” and reluctant staff members into strong photojournalists takes time and a focused plan to develop their skills.

Ellen Austin, MJE, The Harker School, San Jose, Calif.

Barnett Hall A

Practical advice from MKD who has seen it ALL!
Thirty-five years is great prep for just about any mishap, blip or natural disaster. Come to this session with your questions and you will get answers, or a follow-up email. We will talk about recruiting, building a program, dealing with vendors, dealing with staffs, dealing with peers, putting pubs out for bid, enticing administrators to be part of the media team and not adversaries, and MUCH MORE.

Mary Kay Downes, MJE, Chantilly (Va.) High School

Barnett Music Room B

Video storytelling
This session will be delivered as a story, with lessons, models, and video examples embedded. Follow a former high school sports writer, who now specializes in producing professional video stories. Come for his story, for the stories he produced, and for lessons in story construction.

Jim McCarthy, Joseph Gregori High School, Modesto, Calif.

Barnett Music Room B

Smart and pretty design (Part II)
This is Part II in conjunction with Design Basics. Using knowledge from Design Basics, this session will give advisers a tangible process to help students design pages that not only look good, but feature smart, witty headlines and other design elements as well.

Pete LeBlanc, CJE, Antelope (Calif.) High School

11-11:50 a.m.
Session Five

Barnett Green Room AB

Humans of [Your School]: an expansive profile project
Profiles remain a favorite of readers to connect with members of their community. Learn how to take on a multi-platform approach to telling the stories of 200 or more students in a single year, with tips on the organizational strategies for success.

Ellen Austin, MJE, The Harker School, San Jose, Calif.
**BARNETT HALL A**

**Tips for better, faster, stronger storytelling**

Help your students learn how to become more efficient and creative storytellers by examining every step of story development — from pitching and planning to sourcing and writing. This session will cover how your students can captivate their broadcast, online and print audiences.

Kelly Furnas, MJE, Elon University, Elon, N.C.

**BARNETT MUSIC ROOM A**

**Exploring visual patterns for video stories**

We know that nonfiction storytelling is largely built on the power of the spoken script. Effective visual pattern design can enhance your foundation for video story construction. This session will identify and explore the main ways to sequence visual patterns that link to your audio.

Jim McCarthy, Joseph Gregori High School, Modesto, Calif.

**BARNETT MUSIC ROOM B**

**This is supposed to be fun, right?**

Even if you start with a bang, your group will inevitably hit a wall. We’ll go over numerous ways to get them through to the end of the year and keep those fuzzy feelings: toward the publication, each other and you!

Brian Wilson, MJE, Palo Alto (Calif.) High School

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**BARNETT HALL B**

**Award Luncheon**

This luncheon features Mary Kay Downes, MJE, JEA's 2019 Linda S. Puntney Teacher Inspiration Award winner. It’s a time of celebration and inspiration. Preregistration is required.

Mary Kay Downes, MJE, Chantilly (Va.) High School

2- 2:50 p.m.

Session Six

**BARNETT GREEN ROOM AB**

**Staying power: Entrepreneurial skills in student media**

Whether you want to boost readership, increase sales or expand your staff, visibility is key. Publicity and branding should be ongoing efforts rather than isolated attempts. This session will showcase best practices in marketing and staff culture to make sure every student on campus knows who you are, what you do and why you’re an essential part of the school. As we look at some sales concepts required of all media advisers, we’ll address strategies for staying relevant, staying within budget and staying sane along the way.

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

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**BARNETT HALL A**

**Words on words**

In this ode to John Bremner, perhaps the greatest editor of all time, we will reinforce often-forgotten concepts of consistency, word choice and syntax that make up our "beautiful, bastard language." Attendees will receive a bank of hundreds of questions for style and grammar quizzes.

Kelly Furnas, MJE, Elon University, Elon, N.C.
BARNETT MUSIC ROOM A

Next level online storytelling
This session will build on your current knowledge of basic WordPress posts and daily social media storytelling to illustrate how to build a consistent stream of online content that truly delivers. Audio, video and interactive content will be the focus.
Chris Waugaman, MJE, Prince George (Va.) High School

BARNETT MUSIC ROOM B

Essential photo packaging skills
Updated with new examples, we will introduce you to several tangible design tools and techniques you can use to improve and teach photo-packaging skills. The process — which will give your publication a fresh, contemporary look — starts with photographers and ends with page designers.
Pete LeBlanc, CJE, Antelope (Calif.) High School

3-3:50 p.m.
Session Seven

BARNETT GREEN ROOM AB

Grab them by the eyes
Headline packaging in print media can be the difference between engaging readers and lulling them to sleep. In this session, we will take a look at headline packaging styles, write our own headlines, and play with typefaces and weights as well, creating both verbal and visual difference-makers. (To make the most of this session, a laptop and access to a designing program may help.)
Lizabeth Walsh, MJE, Jostens, Las Vegas, Nev.

BARNETT HALL A

But what about ...
This interactive session will address how to implement some of the concepts discussed during the morning’s general session. Emphasis will include how to help students use resources — including a staff manual — to navigate sticky situations that might arise.
Lori Keekley, MJE, St. Louis Park (Minn.) High School

BARNETT MUSIC ROOM B

Sports 365: A year of coverage
Are you having a difficult time covering the teams at your school? This session will showcase how one media group covers a team for close to 365 days. In the process, they find a way to tell better stories and capture better images.
Chris Waugaman, MJE, Prince George (Va.) High School

BARNETT MUSIC ROOM B

What’s cookin’? The art of the review
Writing reviews can be a deliciously fun exercise for your journalism students and will help give them the chops they need to tackle other forms of writing.
Brian Wilson, MJE, Palo Alto (Calif.) High School

3-5:50 p.m.

BARNETT HALL B

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 2.5 hour test. Please bring your laptop.
Joe Humphrey, MJE, Hillsborough High School, Tampa, Fla.

4-4:50 p.m.
Session Eight

BARNETT GREEN ROOM AB

Going long: crafting longform features

The < 500-word feature provides good staple options for newspapers and yearbooks. But if your writers build stories of 2000+ words, your readers will be there to read them. Suggestions for assigning and coaching headline news topics, big sports features and expanded personal profiles.
Ellen Austin, MJE, The Harker School, San Jose, Calif.

BARNETT HALL B

Avengers, assemble!

"There was an idea … to bring together a group of remarkable people to see if they could become something more. … " Starting with the incoming class of 2020, the School of Journalism and New Media at Ole Miss is putting together a special cohort of talented students within its already-distinguished program. The Talbert Scholars will receive additional scholarships, additional opportunities for instruction and publication, and will be chosen not by GPA or test scores, but on the strength of their high school portfolio. This informative session will be the official launch point for the program, giving attendees and their students a head start on the competition.
R.J. Morgan, CJE, University of Mississippi, University, Miss.

BARNETT MUSIC ROOM A

Listening to video stories

Powerful video stories are based on powerful audio. The goal of this session is to identify and encourage techniques for producing effective audio for video stories. Models will be analyzed to demonstrate multiple combinations for mixing formal interviews, soundbites, natural sound and the reporter voiceovers.
Jim McCarthy, Joseph Gregori High School, Modesto, Calif.

4-5:50 p.m.

BARNETT HALL A

Introduction to web coding (2 hours)

You don’t have to be a computer whiz to expose your students to coding. This session will teach anyone how to introduce HTML and CSS concepts without needing a computer science degree. For the best experience, download Brackets (brackets.io) prior to coming to this session.
Kelly Furnas, MJE, Elon University, Elon, N.C.

5-5:50 p.m.
Session Nine

BARNETT GREEN ROOM AB

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

On election eve in 2016, more than 40 million tweets were sent. Twitter has become a primary source for breaking news. 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.
Bradley Wilson, MJE, Midwestern State University, Wichita Falls, Texas

BARNETT MUSIC ROOM A

Election 2020 and beyond
Over the last 10 years and three presidential elections Chris Waugaman’s staffs have secured press credentials for rallies from Virginia Beach to Richmond to Washington, D.C., where his media students bring the world of political coverage to their community. Be prepared for 2020.
Chris Waugaman, MJE, Prince George (Va.) High School

WEDNESDAY, JULY 10
8:30 a.m.-5:50 p.m.
Session 10

BARNETT HALL AB
Team Storytelling: Coordinate
Meet up with your team and finalize plans while coordinating coverage with team leaders.
Sarah Nichols, MJE, Whitney High School, Rocklin, Calif.
Valerie Kibler, MJE, Harrisonburg High School, Harrisonburg, Va.

9:30 a.m.
Session 11

NEW ORLEANS
Team Storytelling: Capture
Descend on New Orleans to tell stories. Challenge yourself to try new content-gathering techniques. Stay with your group and use your team leader to help answer questions.
Sponsored by School of Journalism and New Media, University of Mississippi.

1 p.m.
Session 12

BARNETT HALL AB
Team Storytelling: Create
Return to the hotel and start creating content. Cut and edit video, select and edit photos, write captions, build infographics, write stories, and so on.

4:30 p.m.
Session 13

BARNETT HALL AB
Team Storytelling: Conclude
Each group will share their experience. What worked? What didn’t work? What will you take back to your classrooms?

THURSDAY, JULY 11
9 a.m.-noon
Session 14

BARNETT HALL AB
Closing
Keynote Address
Hear from an industry-leading journalist and journalism educator as we conclude the Advisers Institute with a keynote address from Al Tompkins, a senior faculty member at The Poynter Institute.

Certificates
It’s time to recognize your hard work.
You earned it.

Professional learning communities
Sit across from other teaching professionals to talk about teaching media — yearbook, print news, online news and broadcast. Also learn more about content available at curriculum.jea.org.
Keynote Speaker
Al Tompkins

Al Tompkins is a senior faculty member for broadcast and online at The Poynter Institute, the world’s premiere school for journalists.

For nearly 30 years, he worked as a photojournalist, reporter, producer, anchor, assistant news director, special projects/investigations director, documentary producer and news director. He is an FAA licensed Part 107 drone pilot.

Tompkins has trained thousands of television news producers, reporters, photojournalists and managers in his One-Day Storytelling Workshops in 49 states, Canada, Denmark, Iceland, Egypt, Ecuador, Cayman and South Africa. He has taught and coached print newsrooms in the U.S. and abroad on how to investigate and report, build interactive news websites, how to use video more effectively online and how to manage ethical issues.

In 2018, The National Press Photographers Association awarded Tompkins the Sprague Award, the highest honor that NPPA bestows on industry leaders.

Tompkins was inducted into the Kentucky Journalism Hall of Fame and in 2008 was awarded The Governor’s Award, the highest honor given by the National Academy of Television Arts and Sciences. During his two and a half decades as a journalist, Tompkins has won the National Emmy, the Peabody Award (group award), the Japan Prize, the American Bar Association’s Silver Gavel for Court Reporting, seven National Headliner Awards, two Iris Awards and the Robert F. Kennedy Award.


He holds an MA in Digital Journalism and Design from the University of South Florida.

Tompkins is the author of the January 2017 Third Edition of Aim For The Heart: A Guide for TV Producers and Reporters, which was adopted by more than 150 universities as their main broadcast writing textbook. He co-authored four editions of the Radio and Television News Directors Foundation’s Newsroom Ethics workbook.
Ellen Austin, MJE, is the director of journalism at The Harker School in San Jose, California. She advises the award-winning news publications there, including newspaper, online, yearbook and long-form magazine. Austin holds a CSPA Gold Key and was the 2012 DJNF High School Journalism Teacher of the Year.

10 a.m. Tuesday, Barnett Green Room AB; 11 a.m. Tuesday, Barnett Green Room AB; 4 p.m. Tuesday, Barnett Green Room AB

Mary Kay Downes, MJE, advises Odyssey at Chantilly (Virginia) H.S. Her students won CSPA Crowns and NSPA Pacemakers. Downes is 2007 National Yearbook Adviser of the Year and is in the Virginia High School Hall of Fame. She holds a CSPA Gold Key, JEA Medal of Merit and NSPA Pioneer. A longtime yard, Downes is most proud of Chantilly winning multiple First Amendment Press Freedom Awards.

10 a.m. Tuesday, Barnett Hall A; 12 p.m. Tuesday, Barnett Hall B

Kelly Furnas, MJE, teaches multimedia journalism at Elon (North Carolina) University and advises the converged student news organization, Elon News Network. He is the former executive director of the national Journalism Education Association. He has worked as an editor at newspapers in Las Vegas and Tallahassee, Florida.

11 a.m. Tuesday, Barnett Hall A; 2 p.m. Tuesday, Barnett Hall A; 4 p.m. Tuesday, Barnett Hall A

Kelly Glasscock, CJE, is executive director of the Journalism Education Association and assistant professor in the A.Q. Miller School of Journalism and Mass Communications at Kansas State University. Previously, he was associate director of Collegian Media Group at K-State, where he advised the Royal Purple yearbook and Manhappenin’ magazine. Glasscock also directed the Flint Hills Publications Workshop. In addition, he is a freelance photographer.

8 a.m. Tuesday, Barnett Dining Room; 8:30 a.m. Wednesday, Barnett Hall AB

Lori Keekley, MJE, advises the Echo at St. Louis Park (Minnesota) H.S. where her students have won state and national awards. Keekley is a former DJNF Adviser of Year, and a recipient of NSPA’s Pioneer and CSPA’s Gold Key. She serves as JEA’s Scholastic Press Rights director.

8 a.m. Tuesday, Barnett Hall AB; 3 p.m. Tuesday, Barnett Hall A

Valerie J. Kibler, MJE, 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.

9 a.m. Tuesday, Barnett Green Room AB; 8:30 a.m. Wednesday, Barnett Hall AB; 9 a.m. Thursday, Barnett Hall AB

Pete LeBlanc, CJE, will be starting his 28th year of teaching, 26th year advising publications and 12th year advising three programs at Antelope (California) H.S., which opened in 2008. Students on Antelope’s Titanium yearbook, Titan Times the Magazine and Channel 5 Titan TV News staffs have won CSPA Gold and Silver Crowns, NSPA Pacemakers and NSPA Best of Show awards. He is the 2006 National Yearbook Adviser of the Year.

9 a.m. Tuesday, Barnett Music Room B; 10 a.m. Tuesday, Barnett Music Room B; 2 p.m. Tuesday, Barnett Music Room B

Jim McCarthy advises JNN, the award-winning broadcast program from Gregori High School in Modesto, California. He has advised newspaper and yearbook during his 20 years of teaching. He teaches at workshops around the country, judges video at JEA/NSPA conventions, and serves as video chair for the JEANC Board of Directors.

10 a.m. Tuesday, Barnett Music Room A; 11 a.m. Tuesday, Barnett Music Room A; 4 p.m. Tuesday, Barnett Music Room A
Chris Waugaman, MJE, teaches journalism at Prince George (Virginia) H.S., where he also advises the Royal News newspaper, Peerage yearbook, trnwired.org, PGTV News broadcast and the literary magazine. His staffs have won NSPA Pacemakers and CSPA Crown awards. In 2014, he was honored by the Dow Jones Newspaper Fund as the National High School Journalism Teacher of the Year.

3 p.m. Tuesday, Barnett Green Room AB

Bradley Wilson, Ph.D. and MJE, advises the newspaper at Midwestern State University in Wichita Falls, Texas. He is editor of JEA's magazine, Communication: Journalism Education Today, and photo contest coordinator.

5 p.m. Tuesday, Barnett Green Room AB

Brian Wilson, MJE, advises yearbook and two Crown-winning magazines, C Mag (arts & culture) and Viking (sports) at Palo Alto (California) High School. He was an adviser for 18 years in Michigan. Wilson is president of JEA-NorCal, Michigan’s 2009 Golden Pen winner as journalism adviser of the year, a 2011 Distinguished Yearbook Adviser, a 2014 Special Recognition Adviser, and Waterford, Michigan’s 2014 Teacher of the Year.

9 a.m. Tuesday, Barnett Hall A; 11 a.m. Tuesday, Barnett Music Room B; 3 p.m. Tuesday, Barnett Music Room B

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R.J. Morgan, CJE, is the director of the Mississippi Scholastic Press Association and an instructor in the School of Journalism and New Media at the University of Mississippi (Ole Miss). He is a former high school newspaper, yearbook and broadcast adviser, as well as a freelance professional journalist.

4 p.m. Tuesday, Barnett Hall 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, Barnett Green Room AB; 8:30 a.m. Wednesday, Barnett Hall AB; 9 a.m.

Lizabeth A. Walsh, MJE, and a Jostens creative account manager, has a passion for all things yearbook. In 26 years as a high school journalism adviser and workshop instructor, she helped many staffs achieve their goals. Now, working as a CAM, she is happy to help advisers and staffs make their dreams come true. Walsh was awarded CSPA’s Gold Key in 2011, was selected as a JEA Distinguished Adviser in 2012, and served on JEA’s Curriculum Commission and Certification Committee as well as CSPA’s awards committee.

3 p.m. Tuesday, Barnett Green Room AB

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THE ACE HOTEL, NEW ORLEANS

- Barnett Hall
- Barnett Green Room
- Barnett Music Room
- Barnett Dining Room
- Barnett Courtyard
- Barnett Courtyard Alley
- Reception