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MONDAY, JULY 6

6:30-8 p.m.

Session One

Opening

Meet JEAai instructors as well as fellow attendees in your aiDIY work groups.

Then join the fun with a conference-wide Trivia Night. This event is sponsored by **Freedom Forum**.

TUESDAY, JULY 7

9 a.m.

Session Two

It starts with you (but it's not about you)

Journalists build credibility by writing great stories — but it's about the people, not the events. This session guides writers to build empathy and curiosity, then work to honor subjects by asking key questions about motivation as well as seeking secondary sources to frame character and provide perspective.

Shari Adwers, MJE, Loudoun Valley High School, Purcellville, Va.

Wrap your head around it

Your staff is different from any other staff, but we all have common goals. Learn some staff management techniques to help simplify your life. We will discuss work flow, grading, hybrid models, editorial board work, first fives and more!

Val Kibler, MJE, Harrisonburg (Va.) High School

Social media storytelling

Learn how to advise social media storytelling at the next level. We'll

look at how to teach and advise for better reporting with attention to visual elements, sources and strategies, and then we'll address ways to use analytics and scheduling tools for successful management.

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

A workflow in nine easy steps

Learn a basic workflow for photojournalism that will help you and your students have better-looking images in your publication and a way to manage thousands of photos.

Mark Murray, Association of Texas Photography Instructors

10 a.m.

Session Three

A story, a photo and what else?

Contemporary readers want a lot of information, and fast. They don't want to spend time digging through pages of gray text. Alternative story forms — also called storytelling devices — can provide information quickly in print and online. From lists to timelines to charts, they add information and break up the blocks of text. They also provide students with more opportunities to design using text, graphics and color.

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

Are you teaching journalism?

Are you teaching skills or is your staff just running around the school gathering quotes? See if this grading scale and rubric could help you determine if your students are learning. Teresa Scribner, CJE, Cleveland STEM High School, Seattle

MONDAY/TUESDAY

All times are Central

Beat systems that work

Learn about a variety of ways to use beats and beat systems in your news program — both for online and print coverage. I'll share my program's system as well as ideas and planning structures from successful programs around the country.

Megan Fromm, Ph.D., MJE, Grand Junction (Colo.) High School

Covering high school sports effectively

Sports coverage is likely a publication's greatest opportunity to interact with and impress its audience, especially community readers/viewers, yet many staffs struggle with prioritizing this and doing it well. This session will address these issues and provide best practices for organizing coverage and improving its quality.

R.J. Morgan, CJE, Mississippi Scholastic Press Association, University of Mississippi, Oxford, Miss.

There's a multi tool for that

Are you looking for ways to integrate more engaging multimedia on your website? This session will demonstrate how students can use GIFs, video, audio, infographics, maps, slideshows, timelines and more to tell compelling multimedia stories.

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

11 a.m.

Session Four

Ease the editing burden

Looking for a way to tighten up your publication's copy without adding to your workload? This session will highlight editing processes that your

students can manage on their own, including tips for turning editors into writing coaches.

Megan Fromm, Ph.D., MJE, Grand Junction (Colo.) High School

Empowering leaders

To be a truly student-led media, you must empower your leaders to do the leading. We will discuss how every leader has room to grow and a variety of ways you can take your student leaders to the next level.

Val Kibler, MJE, Harrisonburg (Va.) High School

It all starts with reporting

All the bells and whistles in the world won't make your audience value and trust your publication if the stories you're telling them are boring, childish or old news. This session will focus on how to generate quality story ideas, identify quality sources and conduct effective interviews.

R.J. Morgan, CJE, Mississippi Scholastic Press Association, University of Mississippi, Oxford, Miss.

No money, no problem

Stop thinking about your program as a class, and turn it into a viable business. There is money to be made in journalism.

Teresa Scribner, CJE, Cleveland STEM High School, Seattle

Noon

BYOL (bring your own lunch)

Linda S. Puntney Teacher

Inspiration Award recognition

Grab your own lunch and join us to honor Kim Green, MJE, as this year's Teacher Inspiration Award winner.

All times are Central

1 p.m.
Session Five

Leadership: Developing a positive staff culture

Build a strong foundation for your media program by empowering your student leaders, developing a mission statement and examining what's working and what's not to focus your plan for next year.

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

Make your staff an editing machine

Part of a successful production system is teaching how to edit at various levels, from story angle and structure down to word choice and punctuation. This session will explore the components and how to implement them. We'll discuss style guides, checklists, reads and coaching techniques.

Shari Adwers, MJE, Loudoun Valley High School, Purcellville, Va.

Marketing and branding your publication

While creating quality content is certainly hard enough, publications must ALSO be concerned with maximizing the number of people reading/watching/buying their great works. This session will discuss the principles of Integrated Marketing Communication and how effective marketing and branding can help grow your audience.

R.J. Morgan, CJE, Mississippi Scholastic Press Association, University of Mississippi, Oxford, Miss.

Meeting the reads of your needers

The news is "broccoli." It's good for you, but today's audiences won't read 1,500-word stories about budget cuts or construction updates. It's time to rethink how you use that valuable space in a visual way to get more readers to pay attention.

Jim Streisel, MJE, Carmel (Ind.) High School

2 p.m.
Session Six

Multimedia package planning and execution

We'll walk through how to use multimedia content to drive story format/design, chunk information, utilize visuals, provide alternative story forms for nonreaders, embed multimedia tools, hyperlink to additional resources or related stories and use social media before, during and after the coverage.

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

Deadlines: Work smarter, not harder

Are you overwhelmed by the publication staff workload? Do you stay at school until 9 or 10 p.m. on deadline days? Stop it. Stop it now. Solid planning can help keep your staff organized within a more manageable time frame and help keep you sane.

Jim Streisel, MJE, Carmel (Ind.) High School

Tips for strengthening the photos in your publication

Capturing better photos for your publication takes more than just telling the photographers to "go take better pictures." It is an educational process for the entire staff. We'll talk about setting goals for everyone on staff to take your photos to the next level.

Mark Murray, Association of Texas Photography Instructors

Strategies for attention-grabbing headlines

You have to hook readers and make them want to keep reading, but you have only so much room. Learn to pack a ton into a small space for meaningful and eye-catching headlines. We'll talk basics, brainstorming strategies, word choice, style and creative flair.

Shari Adwers, MJE, Loudoun Valley High School, Purcellville, Va.

3 p.m. **Session Seven**

A seat at the table

Covering diversity in your school does not mean telling stories about race. You can tell diverse stories even when your school is not.

Teresa Scribner, CJE, Cleveland STEM High School, Seattle

Teaching news and media literacy

This session will provide an overview of ideas, lesson plans, structure and assessments for incorporating news and media literacy into your classroom.

Megan Fromm, Ph.D., MJE, Grand Junction (Colo.) High School

The power of light

Photography. To write with light. The basis for all of our images. Learn to think about light differently and change your photography.

Mark Murray, Association of Texas Photography Instructors

50 ways to boost online coverage

Your website isn't an extra appendage. It's a valuable resource for sharing up-to-date information with your audience. This rapid-fire presentation will provide dozens of ways to think smarter, not harder, about your web offerings.

Jim Streisel, MJE, Carmel (Ind.) High School

WEDNESDAY, JULY 8

Times Vary
Session Eight

aiDIY

Join group leaders for hands-on projects designed as a do-it-yourself activity to apply what you learned from conference sessions and put new skills to use in your own programs. Each group coordinates specific meeting times. This event is sponsored by

Jostens

Group leaders

THURSDAY, JULY 9

10 -11:30 a.m.
Session Nine

Closing

Keynote Address

Hear from an industry-leading journalist and journalism educator as we conclude the Advisers Institute with a keynote address from Roy Peter Clark, a senior faculty member at The Poynter Institute.

Roy Peter Clark, The Poynter Institute, St. Petersburg, Fla.

Kelly Glasscock, CJE, Journalism Education Association, Kansas State University, Manhattan, Kan.

Times vary ***Session 10***

aiDIY

Meet for the last time with your aiDIY working group to review project goals and show what you created. Times vary based on each group's schedule.

Group leaders

**WEDNESDAY/
THURSDAY**

All times are Central

Keynote Speaker

ROY PETER CLARK



JEA Advisers Institute, a premier summer conference for scholastic journalism educators, will feature Roy Peter Clark as the keynote speaker during the virtual event July 6-9.

Roy Peter Clark delivered one of the keynote addresses at the JEA/NSPA National High School Journalism Convention in Nashville, Tennessee, on Nov. 9, 2006.

He used music to help teach his concepts of writing in his talk, "So You Want To Be a Nashville Writing Star: How To Find Your Writer's Voice and the Music in Your Writing." The description for his session began, "Roy Peter Clark is one of America's most influential writing coaches and one of journalism's most popular rock 'n' roll musicians." In 2020, he recalled, "That was a great gig. Largest audience I had addressed until I gave the commencement address in 2017 for my alma mater."

Clark, a long-time educator and administrator at the Poynter Institute, has also written or edited 19 books on writing and journalism. JEA members might recognize his work from a recent C:JET magazine article covering his most popular book "Writing Tools: 55 Essential Strategies for every Writer," which has sold more than a quarter of a million copies.

C:JET magazine editor Bradley Wilson, MJE, said, "If you want to learn about becoming a better writer, Roy Peter Clark provides the yellow brick road, the pathway to success. He's one of the most entertaining speakers I've ever seen. And talented — I mean multitalented. Writing is hard to teach. Writing well is hard to learn. But Roy makes writing fun."

The new online model for #JEAai will feature on-demand video content as well as live events to connect teachers with professionals and peers from around the country. Clark will address attendees in a live town hall Thursday, July 9 at 10 a.m. Central time, and a recording will be available soon after for those unable to connect at the time of the presentation. Clark has inspired writers for decades through his work as an educator, writer, workshop founder and director, and writing coach.

JEA Vice President Val Kibler, MJE, said, "It doesn't matter what you advise — newspaper, yearbook, broadcasting, web, whatever — good journalism. Good journalism is always good journalism, and good journalism always begins with good writing. Roy Peter Clark is one of the best writing gurus out there. JEA Advisers Institute is about reigniting our spark for teaching scholastic journalism, and Clark never fails to get me excited about teaching my kids to be better writers. And let's face it, we all need better writers on our staffs!"

Shari Adwers, MJE, teaches at Loudoun Valley High School in Virginia. She advises the Viking newsmagazine. Her students have won top state and national awards. Adwers is the former president of the Michigan Interscholastic Press Association and a JEA educational initiatives director. With a focus on mentoring young journalists, she embraces challenges, emphasizes student leadership and maximizes talent.

9 a.m., 1 and 2 p.m. Tuesday

Megan Fromm, Ph.D., MJE, is a former journalist and university professor who transitioned back to teaching high school journalism. She now teaches journalism at Grand Junction High School and advises the Orange & Black student newspaper. She currently serves as a coordinator for the JEA Curriculum Initiative after serving two terms on the JEA board of directors.

10 and 11 a.m. and 3 p.m. Tuesday

Val Kibler, MJE, advises newspaper, website and yearbook at Harrisonburg (Virginia) High School. She has been teaching for 32 years, serves as JEA vice president and was the Dow Jones News Fund 2010 Journalism Teacher of the Year. She was the local chair for the 2009 and 2014 JEA/NSPA NHSJC in Washington, D.C., and is an active JEA mentor.

9 and 11 a.m. Tuesday

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.

10 and 11 a.m. and 1 p.m. Tuesday

Mark Murray, Santa Fe, New Mexico, serves as executive director for the Association of Texas Photography Instructors, which is based in Wichita Falls, Texas. Murray works with many other organizations, including CSPA, JEA, NSPA, SIPA and TAJE.

9 a.m., 2 and 3 p.m. Tuesday

Sarah Nichols, MJE, advises student media at Whitney High School 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 as well as an active JEA mentor. 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.

9 a.m. Tuesday

Julia Satterthwaite, MJE, advises El Estoque and elestoque.org at Monta Vista High School in Cupertino, California. Her students have earned top national and state honors. Satterthwaite served one term on the JEA board as a director at large and serves the JEANC board as digital media chair. She is JEA's Mentoring Program chair. She enjoys developing collaborative opportunities, sharing resources and advocating for journalism advisers and their students.

1, 2 and 3 p.m. Tuesday

Teresa Scribner, CJE, is an award-winning media teacher at Cleveland STEM High School in Seattle. Scribner oversees Eagle News Network, which houses the school's yearbook, newspaper, news broadcast and website. Scribner is Washington state's 2016 Journalism Adviser of the Year, a DJNF Special Recognition Adviser and a JEA Rising Star. Before becoming a teacher, Scribner worked as a visual journalist for The Seattle Times.

10 a.m., 2 and 3 p.m. Tuesday

Jim Streisel, MJE, the 2013 DJNF National High School Journalism Teacher of the Year, is the adviser of the Carmel (Indiana) High School HiLite newspaper and its website, www.hilite.org. Streisel has written two journalism textbooks, "High School Journalism: A Practical Guide" and "Scholastic Web Journalism: Connecting with Readers in a Digital World."

10 and 11 a.m. and 1 p.m. Tuesday

Bradley Wilson, Ph.D., MJE, is an associate professor at Midwestern State University in Wichita Falls, Texas. He received his doctoral degree in public administration with research work in media agenda-setting and local governments. Wilson is the editor of *Communication: Journalism Education Today*, for JEA. He has received CSPA's Gold Key, NSPA's Pioneer and JEA's Carl Towley Award.

10 a.m. Tuesday

All times are Central