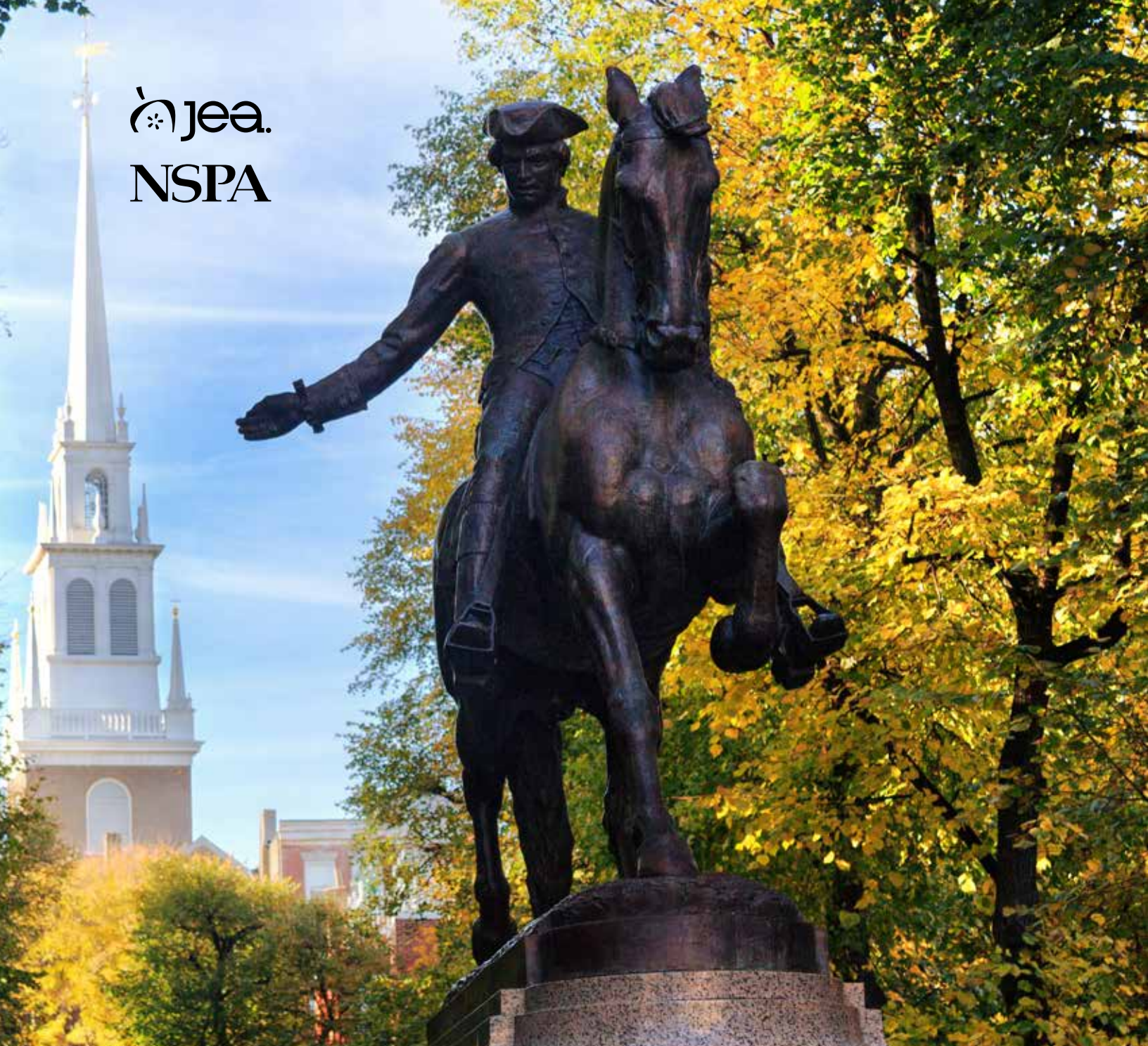


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NSPA



Nov. 2-5, 2023 | Boston Sheraton & Hynes Convention Center

# SPOTLIGHT JOURNALISM



# HIGH SCHOOL JUNIORS: APPLY NOW!



## AL NEUHARTH FREE SPIRIT AND JOURNALISM CONFERENCE

June 22 – 27, 2024

Each summer, high school juniors experience an extraordinary five-day all-expenses-paid trip to Washington, D.C., as participants in the Al Neuharth Free Spirit and Journalism Conference, a program of the Freedom Forum. The program is named for the founder of USA TODAY.

The conference inspires students to pursue journalism careers and celebrates what makes them a free spirit. Students from across the United States participate in a variety of learning experiences in the nation's capital and are awarded a \$1,000 scholarship to the college of their choice.



**FREEDOM  
FORUM**



## High School Juniors:

### APPLY NOW FOR NEXT YEAR:

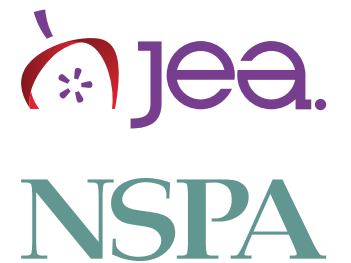
Deadline to apply is March 1, 2024. Visit [freespirit.org](https://freespirit.org) for more information and to apply online.



**FREESPIRIT.ORG**



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Share your  
convention photos  
**#nhsjc**

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**@nhsjc**

**SPEAKER BIOS** are available in the convention app.  
Scan the code on Page 3 to download the app to your device.



# CONVENTION OFFICIALS



Veronica Purvis  
JEA executive director



Val Kibler, MJE,  
JEA president



Bretton Zinger, MJE,  
local committee chair



Laura Widmer  
NSPA executive director



Elizabeth Smith  
NSPA president

## Journalism Education Association



### Board of directors

President: Valerie Kibler, MJE, Harrisonburg (Virginia) High School  
 Vice President: Justin Daigle, MJE, Brighton (Colorado) High School  
 Educational Initiatives Director: Shari Adwers, MJE, Loudoun Valley High School, Purcellville, Virginia  
 Scholastic Press Rights Director: Kristin Taylor, MJE, The Archer School for Girls, Los Angeles  
 Director-at-large: Brenda Field, MJE, Glenbrook South High School, Glenview, Illinois  
 Director-at-large: Debra Klevens, MJE, Clayton (Missouri) High School  
 Director-at-large: Sergio Luis Yanes, MJE, Arvada (Colorado) High School

### Headquarters staff

Veronica Purvis, MSM, CAE, executive director  
 Lindsay Porter, CJE, assistant director  
 Pam Boller, office manager  
 Cindy Horchem, Ph.D., CJE, business and projects coordinator

### Standing committee chairs

Awards: Louisa Avery, MJE, The American School in London  
 Career and Technical Education: Laura Negri, MJE, Alief Kerr High School, Houston  
 Certification: Amy Sorrell, MJE, Antwerp (Ohio) Local School  
 Contests: Nancy Y. Smith, MJE, Lafayette High School, Wildwood, Missouri  
 Digital Media: Aaron Manfull, MJE, Francis Howell North High School, St. Charles, Missouri  
 Journalist of the Year: Joe Humphrey, MJE, Farnell Middle School, Tampa, Florida  
 Mentoring Program: Alicia Merrifield, CJE, The Village School, Houston  
 Scholastic Journalism Week: P.J. Cabrera, CJE, San Antonio  
 Editor, Communication: Journalism Education Today: Bradley, Wilson, Ph.D., MJE, Midwestern State University, Wichita Falls, Texas  
 Global Engagement Director: Kelly Furnas, MJE, Elon (North Carolina) University

## National Scholastic Press Association



### Board of directors

President: Elizabeth Smith, Pepperdine University, Malibu, California  
 President-elect: Becky Tate, Shawnee Mission North High School, Overland Park, Kansas  
 Treasurer: Chuck Clark, Western Kentucky University, Bowling Green  
 Secretary: Amy DeVault, Wichita State University (Kansas)  
 Past president: Jeanne Acton, consultant, Austin, Texas

### Headquarters staff

Laura Widmer, executive director  
 Gary Lundgren, associate director  
 Lori Keekeley, associate director for Quill and Scroll  
 Ron Johnson, communications director  
 Karli Keith, convention and membership manager

### Board members:

Tamara Zellars Buck, Southeast Missouri State University  
 Kathryn Campbell, St. Paul Academy and Summit School (Minnesota)  
 Elisia Cohen, University of Minnesota  
 Michelle Coro, Grand Canyon University (Arizona)  
 Mitch Eden, Retired journalism educator, Missouri  
 Richard "Dick" Johns, Quill and Scroll (retired)  
 Meghan Percival, McLean High School (Virginia)  
 Margie Raper, Prosper-Rock Hill High School (Texas)  
 Sara Quinn, University of Minnesota  
 Nicole Vargas, San Diego City College

# CONVENTION APP

Download EventMobi from your app store.

Code: **nhsjc23Boston**

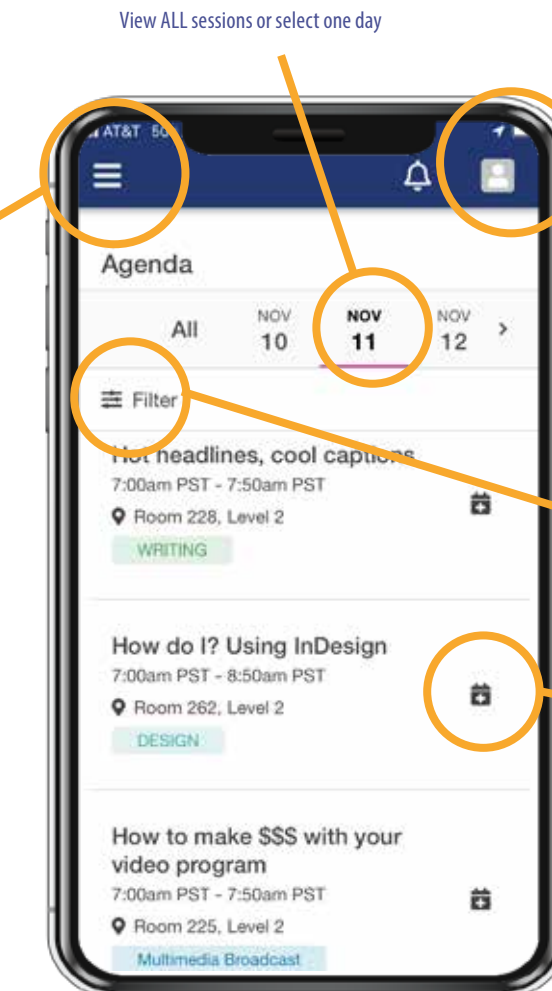
Learn about sessions and speakers, create your own schedule and evaluate sessions.



The convention app is sponsored by Elon University and CADY Studios.



**App menu**  
 Search for sessions, speakers or events  
 View all sessions  
 View announcements  
 View maps and more

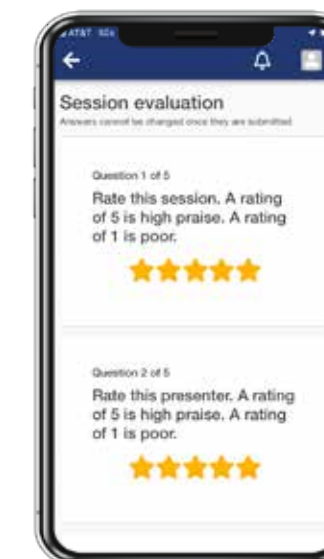
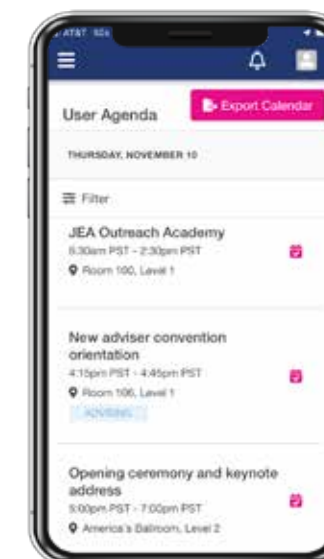
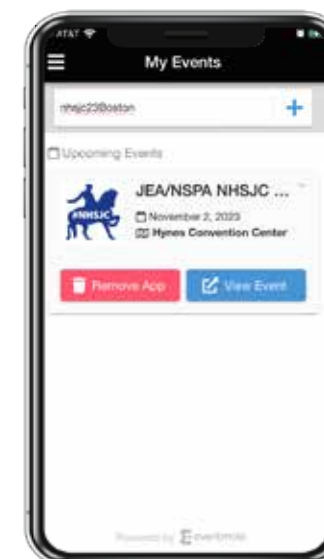


Update your profile  
 Find your personal agenda  
 Take notes  
 Update your preferences  
 Log out

Filter sessions by track

Add a session to your personal agenda.

**This does not reserve you a seat in the session.**  
 Breakout sessions are first-come, first-served seating. Convention officials recommend you select at least one backup session for each block.



Early rendering of app screens. Actual interface may vary.





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MAKE  
THE  
YEAR,  
**WE'LL**  
MAKE  
THE  
**BOOK.**

CLOCKWISE FROM TOP LEFT: CORNING-PAINTED POST HS, NEW YORK • MEAD HS, WASHINGTON • MATER DEI HS, INDIANA • J.C. BERMUDEZ DORAL SENIOR HS, FLORIDA





# CONVENTION SPONSORS

PLATINUM

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# CONVENTION RULES

These guidelines are established to ensure that all convention participants have a safe and enjoyable experience in Boston

- All students are expected to wear their convention name badges at all times while in the convention space. Remove or hide your badge when outside of the hotel.
- When outside the convention space, travel in groups. Your personal safety is of concern.
- Out of respect to instructors and the intellectual property of their sessions, please do not record presentations without first obtaining permission from the speaker(s) to do so.
- Drinking or possessing alcoholic beverages, or possession/use of illegal drugs is absolutely prohibited.
- A midnight convention curfew will be in effect Wednesday through Saturday. Students should be in their rooms. The hotel reserves the right to remove any hotel guests who make excessive noise or create similar disruptions. Advisers and 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 facilities incurred by students under their supervision.
- Rudeness to hotel 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 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.**



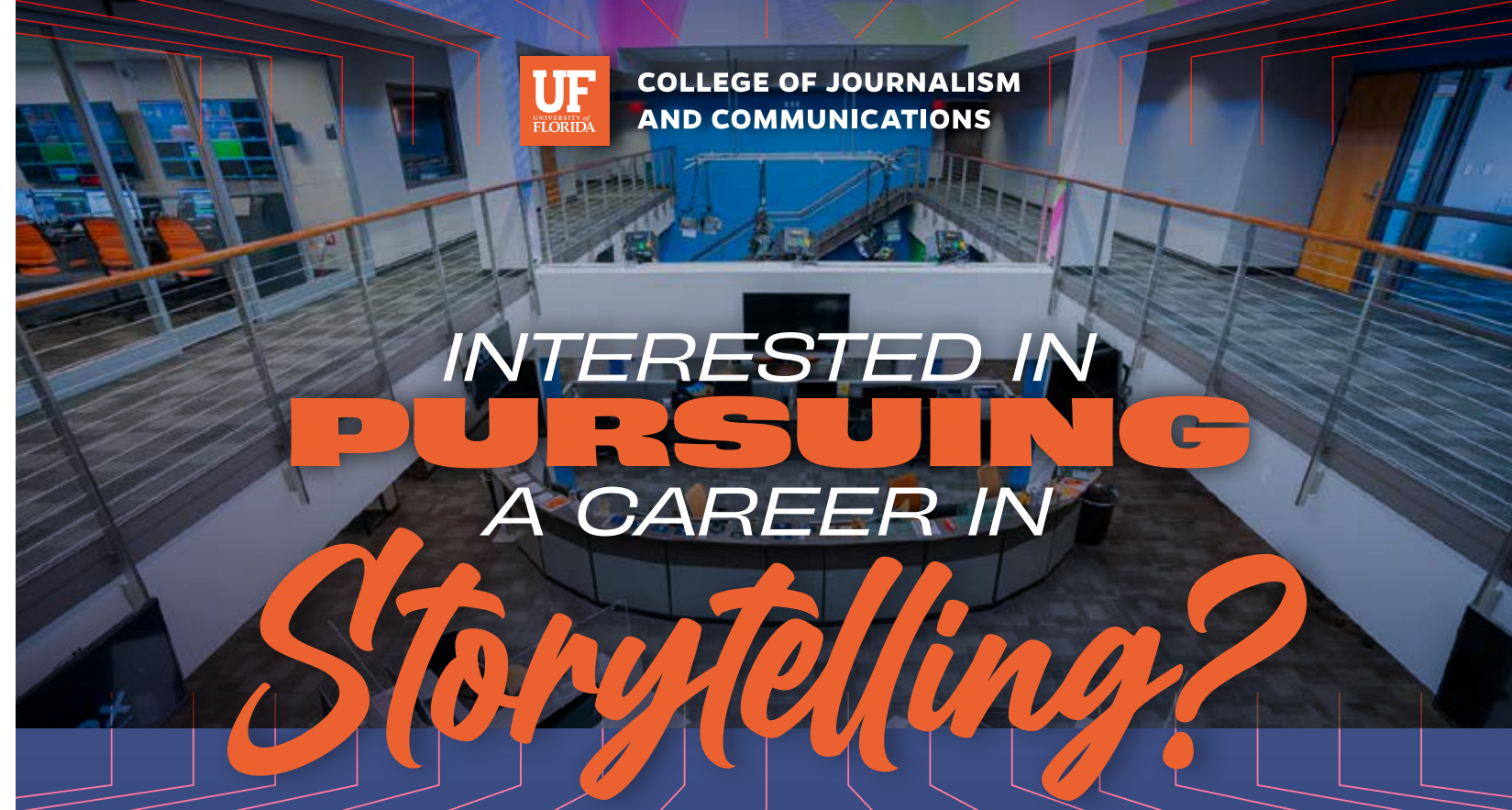
## Your future starts now

The Cronkite School puts you in the middle of the action, with hands-on programs in journalism, sports journalism and digital marketing. Writing, podcasting, photography, videography, strategic communication, public relations—you can try it all!

Pursue your passion during college while gaining the experience you need to land the job of your dreams after you graduate. **The possibilities for your future career in storytelling are endless!**

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School of Journalism and Mass Communication  
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- ▶ Multimedia journalists
- ▶ Broadcast journalists
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- ▶ Data journalists
- ▶ Social media managers
- ▶ Content creators
- ▶ News app developers
- ▶ Photo/video journalists
- ▶ Magazine writers
- ▶ Brand storytellers

### 2023 AWARDS

- 33 Hearst Journalism Awards (2<sup>nd</sup> place overall)
- 14 Florida Association of Broadcast Journalists Awards
- 19 SPJ Regional Competition Awards
- 8 Public Media Journalists Association Awards

### REAL-WORLD EXPERIENCE

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# TRADE SHOW

## EXHIBITORS AND SPONSORS

- |  |  |
|--|--|
| 419 — Arizona State University   | 109 — Middle Tennessee State University                          |
| 212 — Balfour  | 315 — Missouri School of Journalism                              |
| 312 — Ball State University  | 215 — National Scholastic Press Association                      |
| 313 — Boston University, College of Communication,<br>Department of Journalism | 415 — New York Film Academy                                      |
| 319 — CADY Studios   | 201 — Northwestern Medill  |
| 410 — Columbia College Chicago   | 111 — PBS Newshour: Student Reporting Labs                       |
| 208 — Columbia University  | 412 — Penn State and the Bellisario College of<br>Communications |
| 309 — Elon University  | 213 — Quill & Scroll   |
| 221 — Emerson College School of Communications                                 | 407 — Savannah College of Art and Design: SCAD                   |
| 210 — Freedom Forum  | 227 — SNO Sites  |
| 401 — Friesens   | 409 — Society for News Design                                    |
| 209 — G-W Publisher  | 413 — Southeast Missouri State University                        |
| 217 — Gloria Shields Workshop  | 203 — Southern Interscholastic Press Association                 |
| 121 — Herff Jones  | 207 — Student Press Law Center                                   |
| 417 — Iowa Scholastic Press Association/University of Iowa                     | 100 — Syracuse   |
| 411 — Ithaca College Park Scholar Program                                      | 316 — Temple University  |
| 304 — Jewish Scholastic Press Association                                      | 408 — The Media School: Indiana University                       |
| 101 — Jostens  | 310 — University of Maryland Merrill College                     |
| 117 — Journalism Education Association   | 205 — USC Annenberg  |
| 119 — Kansas State University  | 301 — Walsworth  |
| 211 — Kent State University  |  |

Registration

122		227			
120				Live sessions	
118		221			419
116	121			319	417
114	119	217	316		415
112	117	215	314	315	414
110	115	213	312		412
108	111	211	310		410
106	109	209	308	309	408
		207	306		
		205	304		
		203			
100	101	201		301	401

## TRADE SHOW EXHIBITS

Dozens of national and local vendors and colleges will educate and entertain during the trade show exhibits. 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,  
Hall C, Hynes Level 2

## LIVE SESSIONS IN THE TRADE SHOW

SPONSORED BY HERFF JONES

### We're off to see the wizard!

Ever change your mind on a font and wish you could snap your fingers to change it? Maybe you spotted a color you just don't like and want it gone everywhere, all at once? Style Wizard lets you make sophisticated global changes to your entire book in literal seconds. Saving time and making your book better simultaneously? Yes, please!

Susan Happel, Herff Jones

10 a.m. Friday, Hall C, Hynes Level 2

SPONSORED BY JOSTENS

### Fun. Fresh. Fabulous photography

Strong visuals start every yearbook story and lure readers onto every page. Learn how to use composition to create powerful images. Bonus content: Choosing the best dominant on a spread and caption writing for those powerful images.

Margaret Sorrows, CJE, Jostens, Sherwood, Arkansas, and Marci Pieper, Retired journalism adviser, Clayton, Missouri

11 a.m. Friday, Hall C, Hynes Level 2

SPONSORED BY EMERSON COLLEGE

### Deconstructing today's news

What's the top news today, why is it important and to whom? Why and how do journalists choose the news stories of the day, and how they report it? Join in on this unique conversation with journalism faculty, students and alumni from Emerson College.

Emerson College faculty, students and alumni

2 p.m. Friday, Hall C, Hynes Level 2

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— JOSEPH MEDILL

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# SPECIAL EVENTS

## REGISTRATION AND EXTRAS

### Media tour check-in

Media tour check-in desk is located Boylston Hallway, Hynes Level 1. Please check in at the desk at least one hour before the designated media tour time listed below. Media tours will depart from the Boylston Street entrance. Preregistration was required.

9 a.m. Fenway Park  
9 a.m. New England Aquarium  
9:30 a.m. Emerson College  
9:30 a.m. Statehouse  
9:30 a.m. TD Garden New England Sports Museum  
9:45 a.m. Channel 5  
10 a.m. Kennedy Library  
10 a.m. View Boston  
11:15 a.m. Boston Globe  
11:30 a.m. Edward M. Kennedy Institute for the Senate  
11:30 a.m. Museum of Science, Boston  
11:30 a.m. TD Garden New England Sports Museum  
Noon View Boston  
12:15 p.m. Isabella Stuart Gardner Museum  
12:30 p.m. Museum of Fine Art  
12:45 p.m. Boston Globe  
1 p.m. Fenway Park  
1:30 p.m. Boston University  
1:30 p.m. TD Garden New England Sports Museum  
2 p.m. View Boston  
2:15 p.m. Boston Globe

7:30 a.m. to 1 p.m. Thursday, Boylston Hallway, Hynes Level 1

### Convention check-in and registration

The registration desk is at the back of the trade floor. Those who have registered must check in to pick up school packets that include name badges, printed programs and event tickets (Break with a Pro, Media Swap Shops, adviser luncheon). It is best for the advisers only to check in their delegation, paying fees if they have not already done so.

1-7 p.m. Thursday, and 8 a.m. to 4 p.m. Friday, Hall C, Hynes Level 2; and 8 a.m. to 1 p.m. Saturday, Boylston Hallway, Hynes Level 2

### Check-in for National Student Media Contests

If both your National Student Media Contests registration and JEA membership fees have been paid, your school's contest packet containing student ID labels, additional instructions and contest room assignments may be picked up at the contest desk. If you have not paid, you must do so at this time. The deadline for substitutions in preregistered categories is 10:30 a.m. Friday. No new entries will be accepted at the convention. Students in 46 Broadcast Package, 43 Online News Package or

44 Broadcast Anchor contests with 9 a.m. Friday start times must get their ID Thursday.

1 p.m. Thursday, Hall C, Hynes Level 2; 8 to 10:30 a.m. Friday, Hall C, Hynes Level 2; and 10:30 a.m. to 3 p.m. Friday, Meeting Room 209, Hynes Level 2

### Trade show exhibits

Dozens of national and local vendors and colleges will educate and entertain during the trade show exhibits. 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, Grand Ballroom B, Grand Ballroom Level;

### Lost and found

The convention registration check-in desk will house the lost and found. If what you lost is not there, you might check to see if someone turned it in to hotel security. Items not picked up by 1 p.m. Saturday will be turned over to hotel security.

1-7 p.m. Thursday, and 8 a.m. to 4 p.m. Friday, Hall C, Hynes Level 2; and 8 a.m. to 1 p.m. Saturday, Boylston Hallway, Hynes Level 2

### NSPA Best of Show check-in

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. Individual Recognition entries were due prior to the convention, and Staff Recognition entries are due by noon Friday at the Best of Show desk. Winners will be announced at the Saturday awards ceremony. Eligibility, categories and rules are at [fall.journalismconvention.org](http://fall.journalismconvention.org).

1-7 p.m. Thursday and 8 a.m. to 1 p.m. Friday, Hall C, Hynes Level 2

### Convention merchandise distribution

If your school purchased the official convention merchandise — apparel, stickers and pins — through online registration, you may pick them up here. Large orders will be bundled together and should be picked up by the adviser. There may be extras to buy if you did not pre-order. Quantities are limited. Pre-ordered merchandise must be picked up no later than noon Friday.

1-7 p.m. Thursday, and 8 a.m. to 4 p.m. Friday, Hall C, Hynes Level 2; and 8 a.m. to 1 p.m. Saturday, Boylston Hallway, Hynes Level 2

### Information desk

Learn where to go, what to see and where to eat from locals serving on the convention committee.

1-7 p.m. Thursday, 8 a.m. to 4 p.m. Friday and 8 a.m. to 3:30 p.m. Pre-function Auditorium, Hynes Level 2

### Publication exchange

Interested in seeing what kind of work other high schools around the nation are producing? Stop by the exchange tables to see the latest editions of high school publications from coast to coast. Feel free to drop off a few copies of your media and take some you like.

8 a.m. Thursday to 6 p.m. Saturday, Grand Ballroom Pre-Function, Sheraton Second Floor

### Continuing Education Unit

Attendance certificates signed by both organizations are available at convention check-in, at the JEA booth in the trade show and at the information desk. These certificates are for advisers only and do not have an affiliation with a university. Check with your school district to learn if these certificates will be recognized for CEU credits or professional development.

1-7 p.m. Thursday, and 8 a.m. to 4 p.m. Friday, Hall C, Hynes Level 2; and 8 a.m. to 1 p.m. Saturday, Boylston Hallway, Hynes Level 2

### On-site critiques

Schools scheduled for critiques should bring up to three different issues of newspapers/magazines, or the most recent literary magazine or yearbook. Some staffs also choose to bring mock-ups of the current yearbook. For broadcast critiques, bring a thumb drive or upload to YouTube. Online staffs should bring a URL. Preregistration was required.

Noon to 4 p.m. Friday and 9 a.m. to noon Saturday, Meeting Room 210, Hynes Level 2

### Adobe certification testing

Advisers and students will have the opportunity to take a certification exam for Adobe InDesign, Photoshop and/or Premiere Pro. These exams are for intermediate- to advanced-level users. Preregistration was required.

9-11 a.m. Saturday, Arnold Arboretum, Sheraton Fifth Floor

## ADVISER EVENTS

### JEA Outreach Academy

Outreach Academy is a JEA initiative to promote diversity in the journalism teaching profession. The Outreach Academy is a free, intensive seminar for publication advisers who need help teaching and advising students in journalism while dealing with issues surrounding diversity. The program is hands-on and focuses on practical information advisers need. It includes discussions on teaching journalism to diverse populations, diversifying school coverage, engaging your staff and school community, and understanding the resources and organizations ready to help advisers. Preregistration was required.

8:30 a.m. to 5 p.m. Thursday, Clarendon, Sheraton Third Floor

### New adviser convention orientation

Advisers at 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.

6:15 p.m. Meeting Room 201, Hynes Level 2

### Adviser welcome reception

After the keynote speech, all advisers are welcome to attend this reception to socialize with new colleagues and relax with longtime friends. New and first-time attendee advisers will have a chance to meet the local convention team, plus JEA and NSPA board members and staffs. Friesens is the sponsor for this event.

9 p.m. Thursday, Constitution B, Sheraton Second Floor

### Adviser hospitality

Meet with your colleagues from across the country in the adviser hospitality suite, a hot spot for advisers. Local committee members will be available to recommend sightseeing, dining and entertainment options. Friday refreshments will be provided by The Media School, Indiana University. Saturday refreshments will be provided by Kent State University Center for Scholastic Journalism.

7:30 a.m. to 4 p.m. Friday and 7:30 a.m. to noon Saturday, Meeting Room 206, Hynes Level 2

### Adviser recognition luncheon

JEA and NSPA will present awards at this special event. New and renewing Certified Journalism Educators and Master Journalism Educators will be recognized as well as several NSPA Pioneers and JEA's fall award winners. Speakers include 2023 Carl Towley, Administrator of the Year and Broadcast Adviser of the Year award winners. Preregistration was required. Please bring your ticket. Herff Jones is sponsor for this event.

Noon to 2:20 p.m., Saturday, Meeting Room 312, Hynes Level 3

## STUDENT EVENTS

### National Journalism Quiz Bowl

A quiz bowl-style competition with questions related to current events, pop culture, journalism and civics will be part of the learning and fun at the convention. Registered four-person teams will take a written qualifying test at 8 a.m. Friday. The test scores will be used to seed the top teams that will compete in the live buzzer rounds Saturday morning. The list of qualifying teams will be posted by 11 a.m. Friday outside the Executive Board Room and in the convention app. Come cheer on your school Saturday morning as a member of the audience.

Qualifying test: 8 a.m. Friday, Constitution A, Sheraton Second Floor  
Finals: 8-10 a.m. Saturday, Constitution Ballroom, Sheraton Second Floor

### Break with a Pro

Kick off your morning with tailored, small-group discussion sessions with journalism professionals in traditional and specialized areas. Media professionals will share information about their work and backgrounds. Preregistration was required. Please check your ticket for your assigned time.

9 a.m., 10 a.m. and 11 a.m. Friday, Meeting Room 210, Hynes Level 2

### Student game night

Students can participate in a free, fun-filled game night with One Up Games On the Go. One Up Games creates a fun, healthy and competitive environment for all players at every event. Activities include gaming, virtual reality and 18-hole LED mini golf. Students will rotate stations to allow opportunity for more to play.

Gaming includes a mix of Xbox Series S Consoles, Nintendo Switch Consoles and Playstation 5 Consoles. Each system will have a gaming monitor, controllers and a library of games comprising all current popular titles and classic favorites. Each VR headset is loaded with all the popular most requested current titles and classic favorite VR games. Mini golf experience includes 18 holes with obstacles and LEDs that slowly change color and glow during the entire event.

7:30-10 p.m. Friday, check in at Grand Ballroom Pre-Function, Sheraton Second Floor. Activities take place in Liberty A, Liberty B+C and Grand Ballroom Pre-Function.

### Media Swap Shops

Swap Shops are prime opportunities for students to share useful ideas and concepts with others. Bring at least 10 samples of your newspaper, newsmagazine or literary magazine or one copy of your yearbook. Broadcast stories and websites may be shared if students bring a laptop. Preregistration was required.

8 p.m. and 9 p.m., Republic B, Sheraton Second Floor

## KEYNOTE AND AWARDS

### Opening ceremony and keynote address

JEA, NSPA and the local convention team welcome you to the fall convention in Boston. The Boston Globe's Spotlight team will be the keynote speakers.

7 p.m., Thursday, Auditorium, Hynes Level 2

### NSPA awards ceremony

Winners of NSPA Pacemakers, Best of Show and individual awards will be recognized.

3:30 p.m., Saturday, Auditorium, Hynes Level 2

### JEA awards ceremony and closing ceremony

Winners of JEA National Student Media Contests and National Journalism Quiz Bowl will be recognized during the closing ceremony. You also will see a slideshow of convention highlights. You may pick up NSMC entries after the ceremony. Entries not picked up will be mailed. If you receive entries from other schools in your envelope, contact JEA at [staff@jea.org](mailto:staff@jea.org).

8:30 a.m., Sunday, Auditorium, Hynes Level 2

## TRUSTWORTHY SCREENING

"Trustworthy" is a 90-minute documentary that chronicles a 5,300-mile journey across America to explore how the growing crisis of trust in media threatens our democracy, and whether we can find common ground. From small towns to urban enclaves, filmmakers speak with journalists, experts and everyday Americans across the political spectrum about how we got to this critical moment, how we can become better news and information consumers, and how we can come together to rise above the misinformation and discourse aimed at dividing our communities.

Trustworthy is a gift to democracy. Through screening events and watch parties, the film provides a forum for people to listen, learn, discuss and inspire action to preserve our democracy.

This documentary is a must-see for everyone who seeks to better understand our media and help bridge the political divide.

### Two screenings:

1 p.m. Friday, Grand Ballroom, Sheraton Second Floor

11 a.m. Saturday, Auditorium, Hynes Level 2

### TRUSTWORTHY PANEL

Watch "Trustworthy" Friday or Saturday, then hear more from some of the journalists and experts featured in the film during a moderated panel and Q&A Saturday.

1 p.m., Saturday, Auditorium, Hynes Level 2

Download EventMobi from your app store. Enter code: nhsjc23Boston. Available on the App Store and Google Play.



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**Journalism is Taking  
 the Lede to...**

**TELL THE  
 STORY**

**UPHOLD  
 DEMOCRACY**

**MAKE  
 A DIFFERENCE**

**SERVE <sup>THE</sup>  
 COMMUNITY**

**CREATE  
 NEW  
 PLATFORMS**

**REVEAL THE  
 TRUTH**

**SHAPE <sup>THE</sup>  
 FUTURE**

**AT EMERSON,  
 JOURNALISM IS MORE  
 THAN AN ACADEMIC  
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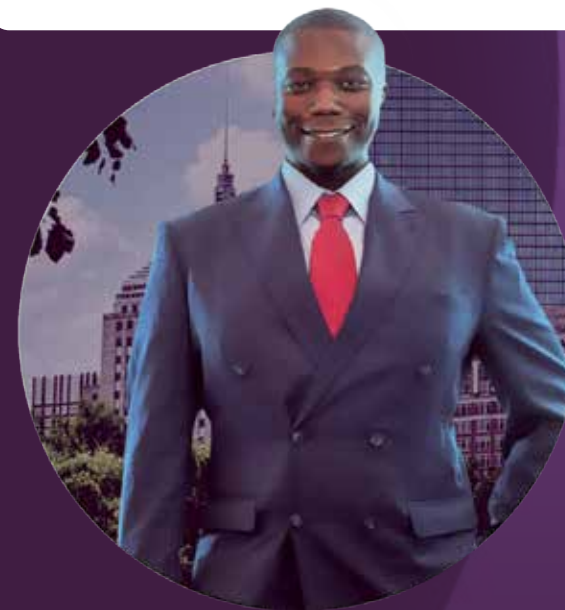
Emerson College is the nation's only four-year institution dedicated exclusively to majors in communication and the arts in a liberal arts context.

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**MEGHAN KEANE '10**  
 Supervising Editor,  
 NPR's Life Kit



**CERISE CASTLE '15**  
 Freelance Journalist,  
 Los Angeles



**HUNTER HARRIS '16**  
 Writer, Critic, Influencer,  
 New York City



**ANGEL SALCEDO '21**  
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Journalism@Emerson TAKE THE LEDE



# THURSDAY 7:30 a.m.

## MEDIA TOUR CHECK-IN

Media tour check-in desk is located Boylston Hallway, Hynes Level 1. Please check in at the desk at least one hour before the designated media tour time listed below. Media tours will depart from the Boylston Street entrance. Preregistration was required.

- 9 a.m. Fenway Park
- 9 a.m. New England Aquarium
- 9:30 a.m. Emerson College
- 9:30 a.m. Statehouse
- 9:30 a.m. TD Garden New England Sports Museum
- 9:45 a.m. Channel 5
- 10 a.m. Kennedy Library
- 10 a.m. View Boston
- 11:15 a.m. Boston Globe
- 11:30 a.m. Edward M. Kennedy Institute for the Senate
- 11:30 a.m. Museum of Science, Boston
- 11:30 a.m. TD Garden New England Sports Museum
- Noon View Boston
- 12:15 p.m. Isabella Stuart Gardner Museum
- 12:30 p.m. Museum of Fine Art
- 12:45 p.m. Boston Globe
- 1 p.m. Fenway Park
- 1:30 p.m. Boston University
- 1:30 p.m. TD Garden New England Sports Museum
- 2 p.m. View Boston
- 2:15 p.m. Boston Globe

7:30 a.m. to 1 p.m. Thursday, Boylston Hallway, Hynes Level 1

## 8 a.m.

MEETING

### JEA board meeting

JEA board members meet to discuss ongoing projects and other agenda items.

Val Kibler, MJE, Harrisonburg (Virginia) High School  
8 a.m. to 3 p.m., Fairfax, Sheraton Third Floor (200)

## 8:30 a.m.

WORKSHOP

### Online and social media boot camp

Are you overwhelmed with the thought of managing a website, a social media presence, multimedia posts and even live coverage online? This workshop will cover key online storytelling elements using some of the more popular social media sites like Twitter and Instagram. In addition, your team

will work on an audio and video project for your website. Your team will leave with a plan for your online coverage and also have a chance to have its site critiqued. Students will learn to utilize Canva for Instagram and how to maximize their social media presence. All participants must bring either a laptop or tablet device.

Sarah Lerner, Marjory Stoneman Douglas High School, Parkland, Florida  
8:30 a.m. to 5 p.m., Back Bay A, Sheraton Second Floor (250)

WORKSHOP

### Redesign seminar

During this intensive, hands-on, one-day design seminar, newspaper, newsmagazine and yearbook students will actually redesign elements of their publications. Students will study advanced packaging techniques, including modular design, typography, marriage of elements, negative space and photo packaging. Students need to bring some of their favorite magazines. Students also are required to bring the most current version of their publication and to have a laptop computer with a working version of InDesign.

Pete LeBlanc, CJE, Antelope (California) High School  
8:30 a.m. to 5 p.m., Back Bay B, Sheraton Second Floor (250)

WORKSHOP

### Leadership: Building a successful staff culture

Your publication is up and running. Now it's time to refine your leadership skills and put into practice the best methods for growing staffers, mediating conflict and creating a culture of excellence. In this workshop participants will explore leadership styles and strategies, feedback protocols, motivating staffers, and managing workflow. You will leave this class with the tools you need to create communication pathways, an understanding of who you are as a leader and how that interacts with others' styles, and strategies to grow your staff with positive and productive feedback.

Carrie Faust, MJE, Smoky Hill High School, Aurora, Colorado, and Annie Gorenstein-Falkenberg, CJE, Longmont (Colorado) High School  
8:30 a.m. to 5 p.m., Back Bay C, Sheraton Second Floor (250)

WORKSHOP

### Writers' workshop

If you're looking for ways to sharpen and brighten your writing so others will clamor to read it, this interactive workshop is for you. This seminar will entertain and inspire as we analyze excellent writing and apply the pros' techniques to your work. Whether you need to write a catchy headline or a 2,000-word feature, you'll learn to improve every aspect of your writing as we discuss leads, voice, narrative style and literary devices to tighten and strengthen your writing.

Barbara Tholen, MJE, Lawrence (Kansas) High School  
8:30 a.m. to 5 p.m., Back Bay D, Sheraton Second Floor (250)

WORKSHOP

### Digital photography workshop

Designed for photographers who have at least one year's

experience shooting for their publications, this intensive workshop will cover composition, lighting, cropping and camera technique. Participants will receive instruction and be given a photo assignment. Following the photo shoot, the instructors will critique students' work and offer editing tips and techniques. Participants must bring a digital camera, and they are encouraged to bring a laptop computer with the photo-editing program (Photoshop, Lightroom) they will use. Mike Simons, Corning-Painted Post High School, Corning, New York, and Clint Smith, Texas High School, Texarkana, Texas  
8:30 a.m. to 5 p.m., Constitution A, Sheraton Second Floor (325)

WORKSHOP

### Photoshop workflow

Participants will learn to use Adobe Photoshop. This workshop will emphasize a basic workflow for preparing photographs for publication. Some laptops will be available; however, participants may bring their own laptops with Adobe Photoshop CS6 or later installed. Two students may share one laptop. This session is open to students and advisers.

Mark Murray, Association of Texas Photography Instructors, Santa Fe, New Mexico  
8:30 a.m. to noon, Independence East, Sheraton Second Floor (80)

WORKSHOP

### Broadcast and video boot camp

In this hands-on workshop, beginning and intermediate students will learn the fundamentals of creating an effective news package from the ground up. This includes videography, sound recording, editing and story structure. Working in small teams, participants will spend the morning developing their videography skills and planning a story, and the afternoon shooting and editing that story. Participants must bring their own video cameras, tripods, microphones and laptops with editing software. Please test and become familiar with your equipment before attending the session as the presenters may not be familiar with your specific hardware/software.

Michael Hernandez, Mira Costa High School, Manhattan Beach, California

8:30 a.m. to 5 p.m., Independence West, Sheraton Second Floor (150)

WORKSHOP

### Law of the student press

This pre-convention workshop covers an overview of censorship, libel, invasion of privacy, copyright, access to records and meetings, and reporter's privilege presented by

## INFORMATION DESK

Learn where to go, what to see and where to eat from locals serving on the convention committee.  
8 a.m. to 4 p.m., Pre-function Auditorium, Hynes Level 2

**SPEAKER BIOS** are located in the convention app. Scan the code on Page 3 to download the app to your device.

# THURSDAY SCHEDULE

Room	8:30 a.m.	Noon	1 p.m.	Evening
Boylston Hallway, Hynes Level 1	Media Tour check-in (7:30 a.m. to 1 p.m.)			
Auditorium, Hynes Level 2				Opening ceremony and keynote (7-9 p.m.)
Pre-function Auditorium, Hynes Level 2	Information Desk			
Hall C, Hynes Level 2			Convention registration check-in, trade show, merchandise distribution, Best of Show desk, NSMC desk (1-7 p.m.)	
Meeting Room 201, Hynes Level 2				New adviser convention orientation (6:15 p.m.)
Meeting Room 209, Hynes Level 2	National Student Media Contests headquarters			
Grand Ballroom Pre-Function, Sheraton Second Floor	Publications Exchange			
Fairfax, Sheraton Second Floor	JEA board meeting (8 a.m. to 3 p.m.)			
Back Bay A, Sheraton Second Floor	Online and social media boot camp (8:30 a.m. to 5 p.m.)			■ SPECIAL EVENT ■ MEETING
Back Bay B, Sheraton Second Floor	Redesign seminar (8:30 a.m. to 5 p.m.)			■ REGISTRATION AND INFORMATION ■ DIVERSITY EMPHASIS ■ GOOD FOR BEGINNERS
Back Bay C, Sheraton Second Floor	Leadership: Building a successful staff culture (8:30 a.m. to 5 p.m.)			
Back Bay D, Sheraton Second Floor	Writer's workshop (8:30 a.m. to 5 p.m.)			
Constitution A, Sheraton Second Floor	Digital photography workshop (8:30 a.m. to 5 p.m.)			
Liberty B+C, Sheraton Second Floor	Law of the student press			
Republic A, Sheraton Second Floor	SNO Sites workshop		Advanced photography training	
Independence East, Sheraton Second Floor	Photoshop workflow		Advanced InDesign	
Independence West, Sheraton Second Floor	Broadcast and video boot camp (8:30 a.m. to 5 p.m.)			
Clarendon, Sheraton Third Floor	JEA Outreach Academy (8:30 a.m. to 5 p.m.)			
Constitution B, Sheraton Second Level				Adviser welcome reception (9 p.m.)



# THURSDAY 8:30 a.m.

Student Press Law Center's resident legal experts.

Mike Hiestand and Jonathan Gaston-Falk, Student Press Law Center, Washington, D.C.

8:30 a.m. to noon, Liberty B+C, Sheraton Second Floor (160)

WORKSHOP

## SNO Sites workshop

SNO Sites customers are invited to join trainers Kyle Phillips, CJE, and Andrea Bell for an intensive morning workshop for students and advisers designed to help you learn and immediately put into practice methods to improve the design and functionality of your SNO website. The workshop will be split into three main segments: content creation, site design and story page customization. Each segment will include instruction from the SNO experts, work time to practice what you learned and discussion opportunities to brainstorm and share with other participants. Regardless of what you choose, Kyle and Andrea will be there to meet you at your level and guide you to where you want to go, giving you the time and space to ask questions and talk shop with your journalistic peers. This session is limited to 15 total programs with three attendees per school.

Andrea Bell and Kyle Phillips, CJE, SNO Sites, St. Louis Park, Minnesota

8:30 a.m. to noon, Republic A, Sheraton Second Floor (140)

WORKSHOP

## JEA Outreach Academy

Outreach Academy is a JEA initiative to promote diversity in the journalism teaching profession. The Outreach Academy is a free, intensive seminar for publication advisers who need help teaching and advising students in journalism while dealing with issues surrounding diversity. The program is hands-on and focuses on practical information advisers need. It includes discussions on teaching journalism to diverse populations, diversifying school coverage, engaging your staff and school community, and understanding the resources and organizations ready to help advisers. Preregistration was required.

Michelle Balmeo, MJE, West Albany (Oregon) High School

8:30 a.m. to 5 p.m., Clarendon, Sheraton Third Floor (45)

## 1 p.m.

### Check-in for National Student Media Contests

If both your National Student Media Contests registration and JEA membership fees have been paid, your school's contest packet containing student ID labels, additional instructions and contest room assignments may be picked up at the contest desk. If you have not paid, you must do so at this time. The deadline for substitutions in preregistered categories is 10:30 a.m. Friday. No new entries will be accepted at the convention. Students in 46 Broadcast Package, 43 Online News Package or 44 Broadcast Anchor contests with 9 a.m. Friday start times must get their ID Thursday.

1-7 p.m., Hall C, Hynes Level 2

### Convention check-in and registration

The registration desk is at the back of the trade floor. Those who have registered must check in to pick up school packets that include name badges, printed programs and event tickets (Break with a Pro, Media Swap Shops, adviser luncheon). It is best for the advisers only to check in their delegation, paying fees if they have not already done so.

1-7 p.m., Hall C, Hynes Level 2

### Trade show exhibits

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

1-7 p.m., Hall C, Hynes Level 2

### Lost and found

The convention registration check-in desk will house the lost and found. If what you lost is not there, you might check to see if someone turned it in to hotel security. Items not picked up by 1 p.m. Saturday will be turned over to Hynes security.

1-7 p.m., Hall C, Hynes Level 2

### NSPA Best of Show

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. Individual Recognition entries were due prior to the convention, and Staff Recognition entries are due by noon Friday at the Best of Show desk. Winners will be announced at the Saturday awards ceremony. Eligibility, categories and rules are at [fall.journalismconvention.org](http://fall.journalismconvention.org).

1-7 p.m., Hall C, Hynes Level 2

### Convention merchandise distribution

If your school purchased the official convention merchandise — apparel, stickers and pins — through online registration, you may pick them up here. Large orders will be bundled together and should be picked up by the adviser. There may be extras to buy if you did not pre-order. Quantities are limited. Merchandise must be picked up no later than noon Friday.

1-7 p.m., Hall C, Hynes Level 2

### Information desk

Learn where to go, what to see and where to eat from locals serving on the convention committee.

1-7 p.m., Pre-function Auditorium, Hynes Level 2

WORKSHOP

### Advanced InDesign

Take your design skills to the next level with this seminar that will show you how to use the power of InDesign to streamline your publication production. This session will cover libraries, styles and other InDesign tricks. Some laptops will be available for participants; however, if you bring your own laptop please have Adobe InDesign CS6 or later installed. Two students may share one laptop.

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

1-5 p.m., Independence East, Sheraton Second Floor (80)

WORKSHOP

### Advanced photography training

Want to take your action sports, club, student life and superlative photography to the next level? Learn from two master photographers, Hayes Davis and Nic Davidson. This will be both an in-class session and include a live photography walk with prizes for class winners. This workshop is sponsored by School Photographers of America.

Hayes Davis, Leonard's Studios, Jacksonville, Florida, and Nic Davidson, Strawbridge Studios Inc., Greensboro, North Carolina

1-5 p.m., Republic A, Sheraton Second Floor (140)

## Evening

ADVISING

### New adviser convention orientation

Advisers at 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.

Brenda Field, MJE, Glenbrook South High School, Glenview, Illinois, and Sergio Yanes, CJE, Arvada (Colorado) High School

6:15 p.m., Meeting Room 201, Hynes Level 2 (153)

### Opening ceremony and keynote address

JEA, NSPA and the local convention team welcome you to the fall convention in Boston. The Boston Globe's Spotlight team will be the keynote speakers.

7 p.m., Auditorium, Hynes Level 2 (3250)

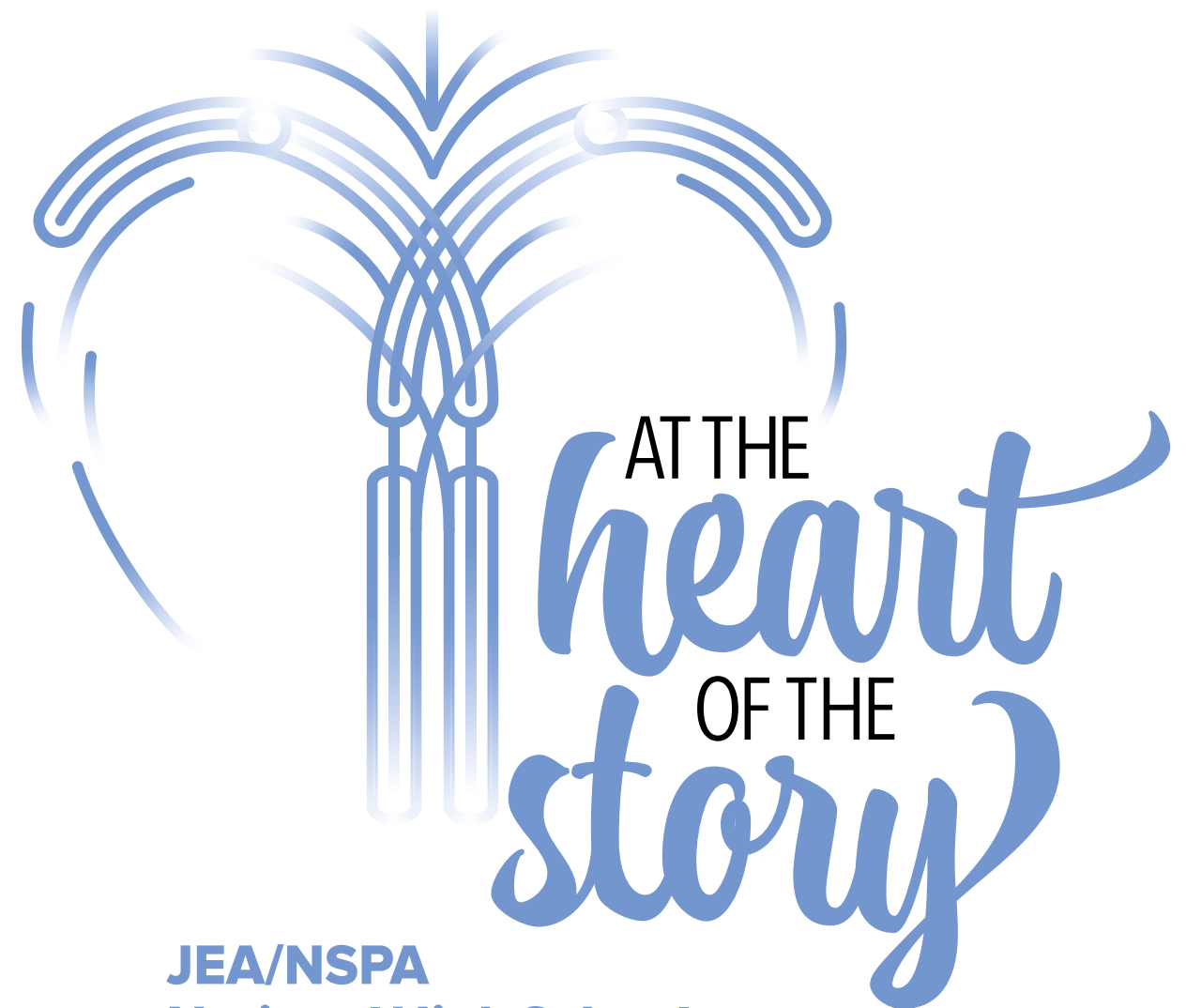
ADVISER EVENT

### Adviser welcome reception

After the keynote speech, all advisers are welcome to attend this reception to socialize with new colleagues and relax with longtime friends. New and first-time attendee advisers will have a chance to meet the local convention team, plus JEA and NSPA board members and staffs. Freedom Forum is sponsor for this event.

9 p.m., Constitution B, Sheraton Second Floor (325)

I'm goin' to Kansas City ... Kansas City, here I come



## JEA/NSPA National High School Journalism Convention Kansas City, Missouri, April 4-6, 2024

THE CITY OF FOUNTAINS • UNION STATION • LIBERTY MEMORIAL • CROWN CENTER • NATIONAL WORLD WAR I MEMORIAL • COUNTRY CLUB PLAZA • RIVER MARKET • STEAMSHIP ARABIA • THE MONARCHS • NATIONAL NEGRO LEAGUES MUSEUM • **BARBECUE HEAVEN** • THE CHIEFS • THE CURRENT • SPORTING KC • THE ROYALS • THE MONARCHS • HARRY S TRUMAN LIBRARY • KANSAS CITY ZOO • KANSAS SPEEDWAY • AMERICAN ROYAL LIVESTOCK SHOW • **MORE FOUNTAINS THAN PARIS**



NSPA





# FEATURED SPEAKERS



**Matt Barlow** conducts research and teaches in the area of physical climate science at the University of Massachusetts Lowell. His research interests focus on the influence of large-scale climate variability and change on local conditions of importance to society, with an emphasis on drought and precipitation extremes. He served as a lead author for the Sixth Assessment Report of the Intergovernmental Panel on Climate Change.

## GENERAL INTEREST

### Fundamentals of climate change science

This session will provide a journalist-oriented overview of the fundamentals of climate science, as well as a discussion of some specific challenges that arise in covering the science of climate change and useful resources.  
10 a.m., Meeting Room 207, Hynes Level 2 (310)



**Geoff Edgers** has been the Washington Post's national arts reporter since 2014. In that time, he's profiled everyone from Adam Sandler to Ava DuVernay, written an oral history on Run-DMC and Aerosmith's "Walk This Way" collaboration and spent more than a year on "The Search for the Perfect Sound." His articles have appeared in magazines such as GQ, Spin and Wired. Edgers has also published children's books on Elvis, the Beatles and Stan Lee, and contributed to WBUR Boston. In 2013, he hosted a Travel Channel reality TV series called "Edge of America," and in June 2013 he was awarded a New England Emmy for work on a video for the Boston Globe.

## WRITING

### How to be the best writer and reporter you can be

In this session, students will about basic reporting and profile writing at the highest level. Edgers offers tips that can be used by anyone to improve writing.  
11 a.m., Meeting Room 309, Hynes Level 3 (304)



**Bruce Gellerman** spent 45 years in a career covering investigative and enterprise reporting covering science, business, environment, law and news. He earned over 50 national and regional journalism awards and taught in a dozen nations.

## BROADCASTING & MULTIMEDIA

### A curious study: An environmental reporter buys an EV

When an environmental reporter tries to buy an electric vehicle things get curious. Very curious. This session will explain how to find, investigate and report an enterprise environmental story.  
9 a.m., Meeting Room 304, Hynes Level 3 (471)



**Courtney Humphries** is a writer, interdisciplinary researcher, and visiting assistant professor in environmental studies at Boston College. She has worked as a freelance journalist for the Boston Globe, MIT Technology Review, Nautilus, Nature, and many other publications. She has an MS in science writing from MIT and a Ph.D. in environmental sciences from UMass Boston, and is a former Knight Science Journalism Fellow at MIT.

## NEWSGATHERING

### Covering climate: What you need to know

Covering a complex topic like climate change can be intimidating. This session provides a crash course in climate change fundamentals. It aims to equip students with some key terms and concepts so they feel more comfortable finding information, approaching sources and investigating important climate change stories in their own communities.  
10 a.m., Saturday, Meeting Room 306, Hynes Level 3 (341)



**Shirley Leung** is an award-winning business columnist at The Boston Globe and host of Globe Opinion's "Say More" podcast. She has written on everything from the intersection of business and politics to gender and diversity issues in the workplace. In 2018, Boston Magazine named her to its list of the "100 Most Influential People in Boston." She also is a regular contributor to GBH's "Boston Public Radio" show. A graduate of Princeton University, she started her career at her hometown paper, The Baltimore Sun.

## WRITING

### Becoming a columnist

How to become a columnist and what that means. How to express an opinion in your writing and create impact.  
1 p.m., Back Bay D, Sheraton Second Floor (250)



**Maddie Malhotra** is a Boston-based commercial and editorial photographer. She is the team photographer for the Boston Red Sox, where she has been making baseball (and non-baseball pictures) since 2019. Maddie graduated from Boston University's College of Communication in 2018, but it was her time on yearbook staff in middle school and high school in Colorado that really sparked her passion for photojournalism.

## PHOTOJOURNALISM

### Beyond sports photography at the Boston Red Sox

Go behind the scenes of one of the most storied teams in baseball through the lens of a team photographer. Learn what makes a good photo, what makes a good photographer, and how you can apply the fundamentals of sports photography to every area of your publication.  
11 a.m., Meeting Room 312, Hynes Level 3 (500)



**Sabrina Shankman** covers the climate crisis for the Boston Globe. She joined the newspaper in 2021 after reporting for eight years at Inside Climate News, where she covered the arctic. Prior to that, she helped produce shows for PBS/Frontline and reported for ProPublica. She has reported on polar bear attacks from a helicopter, stayed in man-camps on Alaska's North Slope and tracked the path of a terrorist through India and Denmark. Her work has won national recognition, including from the Society of Professional Journalists, the National Headliner Awards, and the Society of American Business Editors and Writers. She got her start as a crime reporter at the Taunton Daily Gazette, and has a masters in journalism from U.C. Berkeley.

## GENERAL INTEREST

### Covering the climate crisis

Get a window into how to tell stories about one of the most important events of our time by hearing from a veteran Boston Globe journalist who covers the climate beat.  
2 p.m., Meeting Room 208, Hynes Level 2 (310)



**Dan Shaughnessy** is a sports columnist for the Boston Globe, has written 13 books, and has been writing sports for newspapers since 1973. He spreads the Globe brand on multiple platforms. Shaughnessy is the winner of the BBWAA Career Excellence Award presented at the Hall of Fame in Cooperstown in 2016. He has been named Mass Sportswriter of the Year 14 times and 12 times named top ten columnist by AP Sports Editors.

## WRITING

### Sports writing

Join career sports reporter Dan Shaughnessy for an in-depth look at what it takes to be a successful sports reporter in today's media. Bring your questions.  
Noon, Meeting Room 310, Hynes Level 3 (270)



**Justin Silverman** is executive director of the New England First Amendment Coalition. A Massachusetts-based attorney, Silverman helps lead NEFAC's First Amendment and open government advocacy throughout the six-state region. His commentary has appeared in dozens of publications including The New York Times, Washington Post and The Boston Globe. A former journalist and publisher, Silverman is also an adjunct professor at the University of Maine School of Law and New England Law | Boston.

## NEWSGATHERING

### Introduction to public records law

This introductory course on state public record laws will focus on the general principles of open government and where they intersect with other interests such as privacy, law enforcement and public health. This course is an opportunity for students to wrestle with challenging hypotheticals and engage with the instructor about the many common challenges between state interests and the public's right to know about government.  
Noon, Meeting Room 204, Hynes Level 2 (153)



**Tara Sullivan** is a sports columnist for The Boston Globe, covering all issues and teams in both local and national sports, from a Red Sox World Series run to the Olympics, from women's sports fight for equal pay to the Patriots, Bruins and Celtics' quest for another championship. She will take on the issues that matter most, from personal stories of triumph to inspiring stories of activism. A 1990 graduate of Rutgers University, Tara previously worked at The Bergen Record (NJ), the Daily News (NY) and Newsday (NY).

## WRITING

### Being a sports columnist

As a woman in a male-dominated field, Boston Globe sports columnist Tara Sullivan has covered local and national teams as well as sports-related issues. Learn about her career path and have a conversation about all things sport.  
10 a.m., Back Bay A, Sheraton Second Floor (250)



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**JASON DAVIS, CJE**  
Cactus Canyon Jr. High School  
Apache Junction, Arizona

“ Walsworth encompasses what I value most – loyalty to those in the trenches. Being family owned, they know what it is to have grit, to endure. **The Walsworth family champions for us by training, providing tools and support, then produces high-quality results of the book we bleed, sweat and cry over.** To me, the pairing of who you choose as a publishing company is like a good marriage. You search until you find who complements you and pushes you to be your best. For Camp Verde High School, Walsworth is “the one”... we celebrate our 10<sup>th</sup> anniversary together this year!”

**TINA PURINTO**  
Camp Verde High School  
Camp Verde, Arizona

“ I love being a Walsworth customer because of the **support, personal attention, training and opportunities they offer.** I'm able to take my students for summer training and a weekend with dedicated trainers. I have a rep, Veronika Levine, who is phenomenal and people at Walsworth, like my best friend Mike Taylor and Jim Jordan, who help my editors throughout the book-making process.”

**SARAH LERNER, CJE**  
Marjory Stoneman Douglas High School  
Parkland, Florida



**JASON DAVIS, CJE**  
Cactus Canyon Jr. High School  
Apache Junction, Arizona

**LAUREN HODDE**  
Burton ISD  
Burton, Texas

**LELAND MALLETT, CJE**  
Legacy High School  
Mansfield, Texas

**SCOTT COLLINS, CJE**  
University Prep  
Seattle, Washington

**TINA PURINTO**  
Camp Verde High School  
Camp Verde, Arizona

**BRIAN WALKER**  
Cape Henry Collegiate  
Virginia Beach, Virginia

**SARAH LERNER, CJE**  
Marjory Stoneman Douglas High School  
Parkland, Florida

**ERICKA MUNCY**  
Jupiter High School  
Palm Beach, Florida

**KATHY BEERS**  
Timber Creek High School  
Keller, Texas

**YARYZZA LIRA**  
McKinney High School  
McKinney, Texas



# FRIDAY SCHEDULE

# FRIDAY SCHEDULE

Room	8 a.m.	9 a.m.	10 a.m.	11 a.m.	Noon	1 p.m.	2 p.m.	4 p.m.	Evening
Auditorium, Hynes Level 2									
Pre-function Auditorium, Hynes Level 2	Information desk				Information desk				
Hall C, Hynes Level 2	Convention registration check-in, trade show, merchandise distribution, Best of Show desk (8 a.m. to 1 p.m.) NSMC check-in desk (8 a.m. to 10:30 a.m.)				Convention registration check-in, trade show, merchandise distribution, Best of Show desk (8 a.m. to 1 p.m.) NSMC check-in desk (8 a.m. to 10:30 a.m.)				
Meeting Room 201, Hynes Level 2		Tackling student journalism at private schools	So you might want to go to college in Boston	Make a difference	Let's face it	How to write like Taylor Swift	Advisers' legal roundtable		
Meeting Room 202, Hynes Level 2		Warning: Graphic content	How to make high-res graphics and logos	Copy that	Cool coverage, dynamic design	Theme 2023: A designer's guide	A designer's guide to what works, 2024		
Meeting Room 203, Hynes Level 2		Spin the wheel	You, too, can be a great yearbook photographer	Better, smarter alternative copy	Coverage that doesn't quit	Solutions journalism: What's going right?	Working it: Navigating and improvising TV news shoots	NSMC yearbook layout contests 16-18	
Meeting Room 204, Hynes Level 2		Ways you could be using AI tools for good	Rethinking your broadcast video program	Building a journalism curriculum	Introduction to public records law	Student press freedom 101	Sports writing	NSMC 19: Literary Magazine Layout	
Meeting Room 206, Hynes Level 2	Adviser hospitality (7:30 a.m. to 4 p.m.) Refreshments provided by The Media School, Indiana University				Adviser hospitality (7:30 a.m. to 4 p.m.) Refreshments provided by The Media School, Indiana University				
Meeting Room 207, Hynes Level 2	NSMC 43: Online News Package meeting	Leading an equity-minded media orgaziation	Fundamentals of climate★ change science	Publish and train with PBS NewsHour education programs	How scholastic journalist★ are covering climate	Telling LGBTQ+ stories in your schools	No more zombies	NSMC 22: Literary Magazine Photography	
Meeting Room 208, Hynes Level 2	NSMC 46: Broadcast Package meeting	Tell it in the best way	24 fresh ideas we love	The power of photojournalism in the age of selfies	Designing for readers. 10 Tips for dynamic design	A pathway to becoming an independent filmmaker	Covering the climate crisis★		
Meeting Room 209, Hynes Level 2	NSMC headquarters and Quiz Bowl judging. NSMC check-in 10:30 a.m. to 2:30 p.m.				NSMC headquarters and Quiz Bowl judging. NSMC check-in 10:30 a.m. to 2:30 p.m.				
Meeting Room 210, Hynes Level 2		Break with a Pro	Break with a Pro	Break with a Pro	On-site critiques				National Student Media Contests judges' dinner and judging
Meeting Room 304, Hynes Level 3		A curious study on environmental reporting★	Mastermind	Grand theft yearbook	How to insta-jam	Picture perfect by design	The art of the interview	NSMC photo contests 27-35	
Meeting Room 306, Hynes Level 3		Making photos pop	Keep it real and make it count	Be a coach, not a critic	Write it tight, write it right	The student sleuth	Leaders eat last	NSMC broadcast contests 36-40	
Meeting Room 308, Hynes Level 3		Effectively using JEA's curriculum		From concept to reality: Creating a style guide	Basics of off-camera flash		A truly useful session on review writing	NSMC 24: Graphic Design: Infographics	
Meeting Room 309, Hynes Level 3			Using your uniqueness: Build your content presence	How to be the best★ writer and reporter you can be	See us, hear us	Covering the hard stuff★	Stand out in a digital content world★	NSMC 23: graphic design critiques	
Meeting Room 310, Hynes Level 3		Designing story pages for web	Master your newsroom's flow	Set the mood, set the style	Sports writing★	High school never ends	Serving practical yearbook design realness	NSMC 26: Graphic Design: Photo Illustration	
Meeting Room 311, Hynes Level 3		Censoring chosen names or preferred pronouns	"Can I use this?" How to avoid the copyright bots	MSD: Five years later			Do you really know exposure?	NSMC news layout critiques	
Meeting Room 312, Hynes Level 3		Sports candids	Telling the story	Beyond sports photography★ at the Boston Red Sox	From newsroom to founder: Lessons from the journey	The nature and promise of AI	The 5 lighting patterns		
Meeting Room 313, Hynes Level 3		No time, no money, no problem	Talking with strangers	Never, ever, ever going back to last year's ladder	BAE your book	Yearbook is what? Fundamental.	Read all about it		

- SPECIAL EVENT
- MEETING
- CONTEST
- REGISTRATION AND INFORMATION
- ★ FEATURED SPEAKER
- DIVERSITY EMPHASIS
- GOOD FOR BEGINNERS



# FRIDAY SCHEDULE

# FRIDAY SCHEDULE

Room	8 a.m.	9 a.m.	10 a.m.	11 a.m.	Noon	1 p.m.	2 p.m.	4 p.m.	Evening
Grand Ballroom, Sheraton Second Floor						Trustworthy documentary			
Liberty A, Sheraton Second Floor									Student entertainment
Liberty B+C, Sheraton Second Floor	NSPA and Quill & Scroll Student Advisory Board meeting	Copy capers	Stay active in journalism after retirement	Pick me! Pick me!					Student entertainment
Republic A, Sheraton Second Floor		Trends of design: Keeping your book up to date	Walk the walk: Leading by example		Advocating for New Voices laws	You've got a New Voices law: What's next?		NSMC 11: Press Law and Ethics	
Republic B, Sheraton Second Floor			Editors: Production cycles, organization and communication	Editors: Motivation and culture building					Media Swap Shops
Grand Ballroom Pre-Function, Sheraton	Publications Exchange				Publications exchange				Student entertainment
Independence East, Sheraton Second Floor		Advanced InDesign		Beginner InDesign		Beginner Photoshop		NSMC 06: Editorial Cartooning	
Independence West, Sheraton Second Floor		Resolving conflict, crises and chaos	Keeping your staff organized, efficient and happy	Write so solid your editor can't touch this	Feature writing like a boss	Concerned about controversy? Embrace the challenge		NSMC 04: Sports Writing	
Back Bay A, Sheraton Second Floor	JEA general membership meeting	JEA state directors meeting	Being a sports columnist★	Prose, poems and drama!	Getting to the lead effective interview techniques			NSMC 02: Editorial Writing	
Back Bay B, Sheraton Second Floor		Staff manuals 101	The art of interviewing		Making each other nervous	Connecting the dots		NSMC 08: News Editing/Headline Writing/Current Events	
Back Bay C, Sheraton Second Floor		You found that idea where?	Visual storytelling	Typographical 'personalities'	Editing for empowerment	The power of light	Public journalism: It's "wicked smart"	NSMC 03: Feature Writing	
Back Bay D, Sheraton Second Floor		Review a movie, review the world	The AI experiment	Cover breaking news free of breakdowns	Cultivating columnists, producing podcasters	Becoming a columnist	Cashing in	NSMC 05: Review Writing	
Constitution A, Sheraton Second Floor	National Journalism Quiz Bowl qualifying test	Marketing your publication	5-star classes	Make your school cool with PSAs	Jump for JOY	Humor with a purpose	Power revision	NSMC 12 & 13: Yearbook Copy/Caption: Sports & Academics	
Constitution B, Sheraton Second Floor		Everything I learned from Barbie and Taylor	Good writing with WWII correspondent Ernie Pyle	Tell. Explain. Describe.	Be here now	AI and beyond: journalism career landscape	Producing: Discovering a passion	NSMC 14 & 15: Yearbook Copy/Caption: Clubs & Student Life	
Boardroom, Sheraton Third Floor			JEA CTE committee meeting					Certification test for CJE and MJE candidates	
Conference Room, Sheraton Third Floor	Curriculum Consultations				Curriculum Consultations				
Commonwealth, Sheraton Third Floor		The dos and don'ts of covering mental health topics	Creating a broadcast workflow beginning to end		Secrets to storytelling	Creating the career of your dreams	Organizing your production	NSMC 01: Newswriting	
Berkeley, Sheraton Third Floor			The ABCs of I-i-b-e-l	Open forum: Discussion of legal and ethical issues	Yearbook adviser round table: Best practices	National yearbook campaign and commercial		NSMC 20 & 21: Literary Magazine Poetry & Illustration	
Hampton, Sheraton Third Floor		Can't we all just get along?		Diversify your staff					
Gardner, Sheraton Third Floor		Best thing I ever did	Becoming a multimedia program	Study: Administrative use of prior review	So, you want to be a mentor	Lesson plan swap	Ethically use AI in journalism programs	NSMC 07: Commentary Writing	

- SPECIAL EVENT
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- GOOD FOR BEGINNERS



# FRIDAY SCHEDULE

# FRIDAY SCHEDULE

Room	8 a.m.	9 a.m.	10 a.m.	11 a.m.	Noon	1 p.m.	2 p.m.	4 p.m.	Evening
Fairfax A, Sheraton Third Floor		50 ways to find the story	Power of a team	It's not creeping, it's journalism	Why consider JEA certification?	Writing reviews you can use	99 grammar and style errors (and how to fix them)		<ul style="list-style-type: none"> <li>■ SPECIAL EVENT</li> <li>■ MEETING</li> <li>■ CONTEST</li> <li>■ REGISTRATION AND INFORMATION</li> <li>★ FEATURED SPEAKER</li> <li>■ DIVERSITY EMPHASIS</li> <li>■ GOOD FOR BEGINNERS</li> </ul>
Fairfax B, Sheraton Third Floor		How to empower journalism through ad sales	Mastering multimedia: ★ Unleash your story's power	Get Certified: Writing and editing	Portfolio power-up: Stand out in applications	Kickstarting content creation	Get Certified: Presentation of MJE projects		
Public Gardens, Sheraton Fifth Floor	NSMC 42: Video Package Editing					NSMC 43: Online News Package work time			
The Fens, Sheraton Fifth Floor						NSMC 46: Broadcast Package work time			
Riverway, Sheraton Fifth Floor						JEA mentors meeting	NSMC 45: Broadcast Newswriting		
Olmsted, Sheraton Fifth Floor					NSMC broadcast contests 43 and 46 taping				
Jamaica Pond, Sheraton Fifth Floor	NSMC 44: Broadcast Anchor judging				NSMC broadcast contests 43 and 46 taping				
Arnold Arboretum, Sheraton Fifth Floor	NSMC 44: Broadcast Anchor meeting and presentation room				NSMC broadcast contests 43 and 46 taping				
Forest Hills, Sheraton Fifth Floor					NSMC broadcast contests 43 and 46 taping				

Explore your **PASSION**.  
Find your **PURPOSE**.

**POPULAR MAJOR OPTIONS:**

- » News Writing & Reporting
- » Photographic Storytelling
- » Media Design & Development
- » Strategic Communications
- » Applied Cybersecurity
- » Computer & Information Tech.
- » Interpersonal Communication
- » Public Communication
- » Sports & Entertainment
- » Media Production
- » Broadcast Storytelling
- » Film & Media Studies
- » Esports Production



- » DEPARTMENT OF COMMUNICATION STUDIES
- » DEPARTMENT OF MEDIA
- » INFORMATION & COMMUNICATION SCIENCES
- » JOURNALISM AND STRATEGIC COMMUNICATION

VISIT US: [WWW.BSU.EDU/CCIM](http://WWW.BSU.EDU/CCIM)



Looking for more opportunities to grow your journalism, media and communications skills? CCIM's Outreach office has got you covered!

**Middle & High School Contests**

National yearbook, news, broadcast, short film, and speech competition  
**CONTEST OPENS:** February 1, 2024

**JDay+ / CCIM+ Conference**

A daylong journalism, media, and communications conference  
**EVENT DATE:** April 26, 2024

**CCIM+ Summer Workshops**

Journalism, media, speech, esports, technology and leadership workshops  
**DATES:** June 23-27, 2024  
**TBA:** More Dates Coming Soon!



Scan the QR code to learn more about our outreach programs!

## SPOTLIGHT ON JOSTENS RESOURCES

SEE BOOTH FOR SCHEDULED TIMES

### GIVEAWAYS

- Adviser Guide • Photography Curriculum
- Student Marketing Guide • Staff Role Lanyards
- Radical Write • Copy That
- Look Book • Team-Building Resources
- Marketing Posters • Social Media Calendar
- and many more prizes!





# FRIDAY 8 a.m.

## ADVISER HOSPITALITY

Meet with your colleagues from across the country in the adviser hospitality suite, a hot spot for advisers. Local committee members will be available to recommend sightseeing, dining and entertainment options. Refreshments will be provided by The Media School, Indiana University. 7:30 a.m. to 4 p.m., Meeting Room 206, Hynes Level 2

## 8 a.m.

**CONTEST**  
**NSMC 43: Online News Package meeting**  
Students entered in the Online News Package contest will gather here for a short meeting. Contest ID label must be shown. Students will leave to do their reporting then return at 1 p.m. to Public Gardens, Shearton Fifth Floor to work on their entry due by 4 p.m. 8 a.m., Meeting Room 207, Hynes Level 2 (310)

**CONTEST**  
**NSMC 46: Broadcast Package meeting**  
Students will meet for the broadcast package contest presentation. Contest ID label must be shown. After a reporting

## CONVENTION CHECK-IN AND REGISTRATION

The registration desk is at the back of the trade floor. Those who have registered must check in to pick up school packets that include name badges, printed programs and event tickets (Break with a Pro, Media Swap Shops, adviser luncheon). It is best for the advisers only to check in their delegation, paying fees if they have not already done so. 8 a.m. to 4 p.m.

## NATIONAL STUDENT MEDIA CONTESTS CHECK-IN

Advisers may pick up their school's contest packets containing student ID labels, additional instructions and contest room assignments at the contest desk. If you have not paid, you must do so at this time. The deadline for substitutions in preregistered categories is 10:30 a.m. Friday. No new entries will be accepted at the convention. 7:30 a.m. to 10:30 a.m., Hall C, Hynes Level 2; 10:30 a.m. to 1 p.m., Meeting Room 209, Hynes Level 2

## REGISTRATION ACTIVITIES LOCATED IN HALL C, HYNES LEVEL 2

time, contestants will return to The Fens, Sheraton Fifth Floor at 1 p.m. to work on their entries. Final entries must be completed by 4 p.m. 8 a.m., Meeting Room 208, Hynes Level 2 (310)

**MEETING**  
**JEA general membership meeting**  
JEA members and others interested in the organization are invited to attend this meeting. You'll learn about recent JEA board action, hear concerns, and discuss plans and goals. Val Kibler, MJE, Harrisonburg (Virginia) High School 8 a.m., Back Bay A, Sheraton Second Floor (250)

**EVENT**  
**National Journalism Quiz Bowl qualifying test**  
A quiz bowl-style competition with questions related to current events, pop culture, journalism and civics will be part of the learning and fun at the convention. Registered four-person teams will take a written qualifying test at 8 a.m., Friday. The test scores will be used to seed the top teams that will compete in the live buzzer rounds Saturday morning. The list of qualifying teams will be posted by 11 a.m. Friday outside Meeting Room 209 and in the convention app. 8 a.m., Constitution A, Sheraton Second Floor (325)

## TRADE SHOW EXHIBITS

Dozens of national and local vendors and colleges will educate and entertain during the trade show exhibits. Find out what's new, chat with company representatives, pick up information and have some fun. See page 10 for more information. 8 a.m. to 4 p.m.

## CONVENTION MERCHANDISE DISTRIBUTION

If your school purchased the official convention merchandise — apparel, stickers and pins — through online registration, you may pick them up here. Large orders will be bundled together and should be picked up by the adviser. There may be extras to buy if you did not pre-order. Quantities are limited. Pre-ordered merchandise must be picked up no later than noon Friday. 8 a.m. to 4 p.m.

## INFORMATION DESK

Learn where to go, what to see and where to eat from locals serving on the convention committee. 8 a.m. to 4 p.m., Pre-function Auditorium, Hynes Level 2

**MEETING**  
**NSPA and Quill & Scroll Student Advisory Board meeting**  
NSPA Student Advisory Board and Quill and Scroll Advisory Board meeting. Only NSPA and Quill and Scroll Student Advisory Board members should attend. 8 a.m., Liberty B+C, Sheraton Second Floor (160)

**CONTEST**  
**NSMC 44: Broadcast Anchor meeting and work room**  
Students entered in this contest will get their writing and taping assignments. Contest ID label must be shown. 8 a.m., Arnold Arboretum, Sheraton Fifth Floor (40)

**CONTEST**  
**NSMC 44: Broadcast Anchor judging**  
Students entered in this contest will be taped for judging. 8 a.m., Jamaica Pond, Sheraton Fifth Floor (40)

**CONTEST**  
**NSMC 42: Video Package Editing**  
Students will meet to get instructions and work on entries. Contest ID label must be shown. Turn in entry by 11 a.m. 8 a.m., Public Gardens, Sheraton Fifth Floor (80)

## LOST AND FOUND

The convention registration check-in desk will house the lost and found. If what you lost is not there, you might check to see if someone turned it in to hotel security. Items not picked up by 1 p.m. Saturday will be turned over to hotel security. 8 a.m. to 4 p.m.

## NSPA BEST OF SHOW CHECK-IN

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. Individual Recognition entries were due prior to the convention, and Staff Recognition entries are due by noon Friday at the Best of Show desk. Winners will be announced at the Saturday awards ceremony. Eligibility, categories and rules are at fall.journalismconvention.org. 8 a.m. to noon

## 9 a.m.

**LAW & ETHICS**  
**Tackling student journalism at private schools**  
This session will cover how to tackle common challenges and opportunities for advising student newspapers at private and independent schools including how student speech rights differ between public and private schools. Private School Journalism Association Director David Cutler will emphasize school mission and vision alignment with supporting student voice. David Cutler, Brimmer and May School, Chestnut Hill, Massachusetts 9 a.m., Meeting Room 201, Hynes Level 2 (153)

**DESIGN**  
**Warning: Graphic content**  
Understanding how audiences consume information is essential to the success of all media outlets. In this session, we'll look at ways to improve the visual communication of your work that will keep your audience engaged. Brian Hayes, MJE, Ball State University, Muncie, Indiana 9 a.m., Meeting Room 202, Hynes Level 2 (252)

**DESIGN**  
**Spin the wheel**  
Around and around it goes, where it stops — let's hope someone knows. In this quirky design session, we will look at color management theory and best practice techniques on how to best use your palette. Michael Malcom-Bjorklund, CJE, Columbia High School, Lake City, Florida 9 a.m., Meeting Room 203, Hynes Level 2 (259)

**GENERAL AUDIENCE**  
**Ways you could be using AI tools for good**  
We all know some of the perils of artificial intelligence and its use in the newsroom. This session takes a look at some of the ways to harness AI tools for good. Aaron Manfull, MJE, Francis Howell North High School, Saint Charles, Missouri 9 a.m., Meeting Room 204, Hynes Level 2 (153)

**STAFF MANAGEMENT**  
**Leading an equity-minded media organization**  
We'll use our time to talk about how student media leadership and advisers can engage in personal and professional development that will lead to equity throughout their media organizations. Participants will consider how their own identities shape their leadership and will evaluate how their media organization supports (or doesn't support) equitable thinking. Participants will leave with tools they can share with their media teams. Advisers and student leaders are welcome! Naemah Clark, Elon University, Elon, North Carolina 9 a.m., Meeting Room 207, Hynes Level 2 (310)

**WRITING**  
**Tell it in the best way**  
Tired of having long stories in your yearbook or newspaper that the majority of your students might be skimming past? Come learn about the vast number of ways we can tell a story through print publications apart from our beloved quote-transition traditional stories. We will present ideas on alternative story forms as well as ways to spice up your longer traditional stories. Jordyn Kiel, CJE, Francis Howell North High School, Saint Charles, Missouri, and Sarah Kirksey, CJE, Ladue Horton Watkins High School, Saint Louis, Missouri 9 a.m., Meeting Room 208, Hynes Level 2 (310)

**STUDENT EVENT**  
**Break with a Pro**  
Kick off your morning with tailored, small-group discussion sessions with journalism professionals in traditional and specialized areas. Media professionals will share information about their work and backgrounds. Preregistration was required. Please check your ticket for your assigned time. 9 a.m., Meeting Room 210, Hynes Level 2 (462)

**BROADCASTING & MULTIMEDIA**  
**A curious study: An environmental reporters buys an EV**  
When an environmental reporter tries to buy an electric vehicle things get curious. Very curious. This session will explain how to find, investigate and report an enterprise environmental story. Bruce Gellerman, Retired journalist, Watertown, Massachusetts 9 a.m., Meeting Room 304, Hynes Level 3 (471)

**PHOTOJOURNALISM**  
**Making photos pop**  
Dive into the heart of photojournalism with this focused session. Discover the transformative power of cropping, framing and other essential techniques that amplify storytelling. Learn how to capture moments that resonate, emphasizing the story behind each shot. Perfect for novice and experienced photojournalists. Joseph Maffey, Lyons Township High School, La Grange, Illinois 9 a.m., Meeting Room 306, Hynes Level 3 (341)

**ADVISING**  
**Effectively using JEA's curriculum**  
Advisers will be introduced to the vast resources available through the JEA Curriculum Initiative. Teachers will leave with an understanding of what JEA offers in terms of curriculum, ideas for how you can map out your semester or year-long courses using the lessons, and tips and tricks for deploying the curriculum in the classroom. Jim Streisel, MJE, Carmel (Indiana) High School 9 a.m., Meeting Room 308, Hynes Level 3 (103)

**ONLINE**  
**Designing Story Pages for Web**  
In this session, we'll look at optimizing your stories and story packages for web display. We'll go over the SNO story creation and story template tools and share all the customization and design potential.

# FRIDAY 9 a.m.

Andrea Bell and Kyle Phillips, CJE, SNO Sites, St. Louis Park, Minnesota 9 a.m., Meeting Room 310, Hynes Level 3 (270)

**LAW & ETHICS**  
**Censoring chosen names or preferred pronouns**  
Have you been told that you can only publish legal names? Are you restricted from using preferred pronouns? Join the Student Press Law Center to understand the legal landscape and what you can do to ensure your student media accurately reflects the reality of student life. Jonathan Gaston-Falk, Student Press Law Center, Washington, D.C. 9 a.m., Meeting Room 311, Hynes Level 3 (435)

**PHOTOJOURNALISM**  
**Sports candids**  
Want to take your action sports to the next level? Learn from a master photographer how to capture the best action sports possible for your yearbook! Nic Davidson, Strawbridge Studios Inc., Greensboro, North Carolina 9 a.m., Meeting Room 312, Hynes Level 3 (500)

**GENERAL AUDIENCE**  
**No time, no money, no problem**  
Find out ways to simplify yearbook production while keeping it sound, solid, and potentially award-winning at the same time. Six small town advisers from Kansas will share shortcuts that work for them and their small, often club, staffs. Handouts, Kansas food samples, and great ideas available. This session is especially helpful for yearbook, both high school and middle school, but ideas are good for all journalism areas. Mary Patrick, CJE, Retired journalism adviser, Goddard, Kansas; Kyndall Cosgrove, Tyro (Kansas) Community Christian School; Aurora Farmer, Halstead (Kansas) High School; Kathryn Massaglia, Newton (Kansas) High School; Lyndsey Piska, Saint Catherine of Siena Catholic School, Wichita, Kansas, and Melissa Rindt, Goddard (Kansas) Public School System 9 a.m., Meeting Room 313, Hynes Level 3 (227)

**MEETING**  
**JEA state directors meeting**  
All JEA state directors should attend this meeting to learn about upcoming events and get helpful hints on how to make others aware of the organization at the state level. Val Kibler, MJE, Harrisonburg (Virginia) High School 9 a.m., Back Bay A, Sheraton Second Floor (250)

**BREAK WITH A PRO**  
Kick off your morning with tailored, small-group discussion sessions with journalism professionals in traditional and specialized areas. Media professionals will share information about their work and backgrounds. Preregistration was required. Please check your ticket for your assigned time. 9 a.m., 10 a.m. and 11 a.m., Meeting Room 210, Hynes Level 2





# FRIDAY 9 a.m.

## STAFF MANAGEMENT

### Staff manuals 101

This work session will allow for students and advisers to start creating or revising their staff manuals. There will be a combination of presentation and work time. Templates will be given so work can be accomplished in the time allotted. Sara-Beth Badalamente, CJE, Huron HS, Ann Arbor, Michigan  
9 a.m., Back Bay B, Sheraton Second Floor (250)

## DESIGN

### You found that idea where?

They're at the mall, on the Web, on billboards, and even in some well-designed junk mail. From Pinterest to magazines, ideas for stories, designs and theme concepts are everywhere. Membership on a student publications staff changes the way you look at everything. Adapting ideas from professional resources will give your publication a cutting edge look and help you create a memorable publication for your student audience. Laura Schaub, University of Oklahoma, Claremore, Oklahoma  
9 a.m., Back Bay C, Sheraton Second Floor (250)

## WRITING

### Review a movie, review the world

Movie reviews have been a staple of newspapers for more than 50 years. Using the same principles of writing a film review, reporters can review almost anything of interest in their readers' world. Dean Bradshaw, CJE, Stevenson High School, Lincolnshire, Illinois  
9 a.m., Back Bay D, Sheraton Second Floor (250)

## MARKETING & ADVERTISING

### Marketing your publication

In this session, you will learn how to maximize your yearbook, business ad and senior dedication sales. You also will learn how to promote your publication around campus. Sarah Lerner, Marjory Stoneman Douglas High School, Parkland, Florida  
9 a.m., Constitution A, Sheraton Second Floor (325)

## GENERAL AUDIENCE

### Everything I learned from Barbie and Taylor

Let's celebrate the genius of the Barbie movie and Taylor Swift's Eras tour as we apply their brilliant storytelling, marketing and design concepts to our work in yearbook journalism. Sarah Nichols, MJE, Whitney High School, Rocklin, California  
9 a.m., Constitution B, Sheraton Second Floor (325)

### [2-HOUR SESSION]

## GENERAL AUDIENCE

### Advanced InDesign

Wanting to move beyond the basics of InDesign? Then attend this session as we dive into using the tools to further expand your designs. Come with questions and examples of what you're wanting to create. Hal Schmidt, Jostens, Fredericksburg, Texas  
9 a.m., Independence East, Sheraton Second Floor (80)

## STAFF MANAGEMENT

### Resolving conflict, crises and chaos

Share your staff challenges and learn how to apply effective communication skills to help resolve them. Megan Fitzgerald Dunn, Nova Southeastern University, Fort Lauderdale, Florida  
9 a.m., Independence West, Sheraton Second Floor (150)

## WRITING

### Copy capers

Yearbook copy should not be an equivalent to melatonin or Sominex. Learn how to spice up your words whether they be body copy, headlines or captions so that readers stay awake and fight the snooze. Mary Kay Downes, MJE, Retired journalism adviser, Centreville, Virginia  
9 a.m., Liberty B+C, Sheraton Second Floor (160)

## DESIGN

### Trends of design: Keeping your book up to date

This session will focus on the design trends seen over the past years - what influences them and how you can incorporate them into your book. It also will focus on showing the theme of your book through the design on the pages. Cara Wong, West Campus High School, Sacramento, California  
9 a.m., Republic A, Sheraton Second Floor (140)

## GENERAL AUDIENCE

### The dos and don'ts of covering mental health topics

Mental health awareness and self care are all the rage, but do you know how to cover these topics in an ethical and empathic way? In this session, learn tips from a JEA mentor and current graduate student in school counseling on how to approach these topics with care and compassion while remaining journalistically sound. Evelyn Lauer, MJE, Niles Township High School, Chicago, Illinois  
9 a.m., Commonwealth, Sheraton Third Floor (265)

## GENERAL AUDIENCE

### 50 ways to find the story

The best stories in our publications are the result of the best reporting. If you're ready to move beyond the basic interview and get more interesting information, quotes and stories, this session will help. Meghan Percival, MJE, McLean High School, McLean, Virginia  
9 a.m., Fairfax A, Sheraton Third Floor (130)

## MARKETING & ADVERTISING

### How to empower journalism through ad sales

Community-driven funds can help sustain student journalism and bring attention to local businesses. In this session, we'll explore effective strategies and innovative approaches to successfully sell advertisements. Riley Atkinson, University of Arkansas, Fayetteville, Arkansas  
9 a.m., Fairfax B, Sheraton Third Floor (85)

## ADVISERS

### Best thing I ever did

We've been there, we've done that, and we're sharing our knowledge. Four former advisers team up to show and share strategies from decades of experience that worked for staff management, marketing, grading and more. Lori Oglesbee, Cady Studios, McKinney, Texas; Samantha Berry, CJE, Cady, Alpharetta, Georgia, and Amanda English, Cady, St. Petersburg, Florida  
9 a.m., Gardner, Sheraton Third Floor (140)

## ADVISERS

### Can't we all just get along?

As a former high school administrator and high school journalism teacher, I know that building relationships with your administration is critical. In this session, we will discuss ways to improve and build a relationship with principals. Bring your ideas and horror stories. Jeanne Acton, Retired journalism adviser, Austin, Texas  
9 a.m., Hampton, Sheraton Third Floor (80)

## 10 a.m.

## CAREER ADVICE

### So you might want to go to college in Boston

For all students thinking about coming to Boston for college (and maybe continuing with journalism) — hear from current college student journalists about how and why they came here, and all the pros and cons that comes with it. John Vitti, Headliners in Education, Boston, Massachusetts  
10 a.m., Meeting Room 201, Hynes Level 2 (153)

## DESIGN

### How to make high-res graphics and logos

Taking images from the internet is not how you should illustrate stories or create graphics. Come to this session to learn a few simple techniques to create your own high-res logos and graphics using Adobe Illustrator and InDesign. Brian Hayes, MJE, Ball State University, Muncie, Indiana  
10 a.m., Meeting Room 202, Hynes Level 2 (252)

## PHOTOJOURNALISM

### You, too, can be a great yearbook photographer

Get practical tips for improving your yearbook photography from two recovering photojournalists who have been around the block about a million times. You'll leave this session with ideas you can use as soon as you return to school. We'll discuss spring sports, selecting the right equipment, handling difficult lighting situations and more. Jill Chittum, Walsworth Yearbooks, Fort Worth, Texas, and Jim McCrossen, Blue Valley Northwest High School, Overland Park, Kansas  
10 a.m., Meeting Room 203, Hynes Level 2 (259)

## BROADCASTING & MULTIMEDIA

### Rethinking your broadcast video program

While the traditional news show and story format are great, there are a lot of different ways your broadcast video program can go about storytelling to inform and engage your audience. This session will give you a few ideas on how to expand the types of content your staff is producing. Aaron Manfull, MJE, Francis Howell North High School, Saint Charles, Missouri  
10 a.m., Meeting Room 204, Hynes Level 2 (153)

## GENERAL AUDIENCE

### Fundamentals of climate change science

This session will provide a journalist-oriented overview of the fundamentals of climate science, as well as a discussion of some specific challenges that arise in covering the science of climate change and useful resources. Mathew Barlow, University of Massachusetts Lowell  
10 a.m., Meeting Room 207, Hynes Level 2 (310)

## DESIGN

### 24 fresh ideas we love

Come gather a sampling of fun, fresh ideas that you can bring back to your newsroom and adapt for your own yearbook,

newspaper, newsmagazine, or even online publication.

Margaret Sorrows, CJE, Jostens, Sherwood, Arkansas; Jeff Moffitt, Jostens, Dallas; Rick Brooks, CJE, Jostens, Port Matilda, Pennsylvania; Lizabeth Walsh, MJE, Jostens, Las Vegas; Tina Cleavelin, CJE, Jostens, Parker, Colorado; Kel Lemons, Jostens, Austin, Texas, and Marci Pieper, Retired journalism adviser, Clayton, Missouri  
10 a.m., Meeting Room 208, Hynes Level 2 (310)

## STUDENT EVENT

### Break with a Pro

Kick off your morning with tailored, small-group discussion sessions with journalism professionals in traditional and specialized areas. Media professionals will share information about their work and backgrounds. Preregistration was required. Please check your ticket for your assigned time. 10 a.m., Meeting Room 210, Hynes Level 2 (462)

## DESIGN

### Mastermind

Yearbook for Swifties: "It was all by design. If you fail to plan, you plan to fail. Strategy sets the scene for the tale." You won't be an anti-hero 'cause you're a mastermind. Let's set the stage

# FRIDAY 10 a.m.



## EVALUATE SESSIONS IN THE APP

Please complete the session evaluation for each session you attend.

for a sell-out yearbook experience.

John Horvath, Pictavo, Austin, Texas  
10 a.m., Meeting Room 304, Hynes Level 3 (471)

## GENERAL AUDIENCE

### Keep it real, and make it count

Are you a media literate newsroom? This session, for students and advisers, will explore how you can use your news publication as a tool to support democracy and help your audience be more media literate. We will discuss tips, tools and practices for creating high-quality journalism that also helps

## Online Graduate Pathways in Journalism Education

Gain tools and insights to effectively teach journalism/yearbook and advise scholastic media through

### Kent State University's School of Media and Journalism,

home of the Knight Chair in Scholastic Journalism and the Center for Scholastic Journalism

Graduate Certificate in Journalism Education  
12 credit hours

Master of Arts degree in Media and Journalism, Journalism Education concentration  
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Three start dates throughout the year

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KENT STATE UNIVERSITY

School of Media and Journalism

"Almost every single lesson in each class could be adapted to my classroom the following day. I loved the practicality of each course I took!"

Val Kibler, M.A., '14

teacher at Harrisonburg High School, Virginia

**SPEAKER BIOS** are located in the convention app. Scan the code on Page 3 to download the app to your device.



# FRIDAY 10 a.m.

our readers understand more about what we do and why. Megan Fromm, MJE, National Association for Media Literacy Education, Bowie, Maryland  
10 a.m., Meeting Room 306, Hynes Level 3 (341)

## BROADCASTING & MULTIMEDIA Using your uniqueness: Build your content presence

In this vast digital world, do you know how to stand out in the online crowd? Join this interactive working session designed to help you discover and communicate what makes you unique in online communities! You'll also learn how to persuade others to invest in your success as a creator.

Rachel Kane, Arizona State University, Los Angeles, California  
10 a.m., Meeting Room 309, Hynes Level 3 (304)

## STAFF MANAGEMENT Master your newsroom's FLOW

In this session, we'll go over how to assign stories and multimedia to your staff and set up appropriate workflows using SNO's newsroom management tool, FLOW. If you don't use FLOW, this session offers an opportunity to see it in action and get ideas for maximizing your own newsroom organization

with or without the tool. Andrea Bell, SNO Sites, St. Louis Park, Minnesota  
Kyle Phillips, CJE, SNO Sites, St. Louis Park, Minnesota  
10 a.m., Meeting Room 310, Hynes Level 3 (270)

## NEWSGATHERING Can I use this? How to avoid the copyright bots

It's never been easier — and potentially more risky — to help yourself to photos, videos and music. Join the Student Press Law Center for a copyright primer and tips (and warnings) about finding truly free material that's safe to re-publish. Jonathan Gaston-Falk, Student Press Law Center, Washington, D.C.  
10 a.m., Meeting Room 311, Hynes Level 3 (435)

## GENERAL AUDIENCE Telling the story

This presentation is focused on the power of story and how each person, each school has a story and each yearbook is a type of story book! The power of knowing your story can help us develop deeper self awareness and strong leadership skills,

and our collective story informs us of who we are! This session is sponsored by Herff Jones. Eddie Slowikowski, Herff Jones, Channahon, Illinois  
10 a.m., Meeting Room 312, Hynes Level 3 (500)

## GENERAL AUDIENCE Talking with strangers

Ready to take your interview skills to the next level? Come to this session to have a conversation about conversations. Bring your interview problems and we'll solve them! Lauren Wagner, CJE, Zionsville (Indiana) Community High School, and Jordan MacMillan, Fishers High School, Indianapolis  
10 a.m., Meeting Room 313, Hynes Level 3 (227)

## WRITING Being a sports columnist

As a woman in a male-dominated field, Boston Globe sports columnist Tara Sullivan has covered local and national teams as well as sports-related issues. Learn about her career path and have a conversation about all things sport. Tara Sullivan, The Boston Globe, Newton, New Jersey  
10, Friday, Back Bay A, Sheraton Second Floor (250)

## LOST AND FOUND

The convention registration check-in desk will house the lost and found. If what you lost is not there, you might check to see if someone turned it in to hotel security. Items not picked up by 1 p.m. Saturday will be turned over to Hynes security.  
8 a.m. to 4 p.m., Hall C, Hynes Level 2

## [2-HOUR SESSION]

### NEWSGATHERING The art of interviewing

If a story was an iceberg, the writing would be the tip and the interviews would be everything else: Unseen to readers, but the basis to any good piece. In this session, we will be talking about the art of interviews and how to master them. Sara-Beth Badalamente, CJE, Huron High School, Ann Arbor, Michigan  
10 a.m., Back Bay B, Sheraton Second Floor (250)

### DESIGN Visual storytelling

How do you entice your reader or viewer into spending time with your story? Whether writing for print media or packaging stories for broadcast, it's important to find a strong emotional appeal and partner it with visual representations of your story. That practice will pull the audience into the medium and keep people engaged through the entire presentation. Laura Schaub, University of Oklahoma, Claremore, Oklahoma  
10 a.m., Back Bay C, Sheraton Second Floor (250)

### GENERAL AUDIENCE The AI experiment

At Lawrence High, artificial intelligence has us feeling excited, confused and really queasy. So we're putting it to the test this year. Students and their adviser will share what they've learned so far, along with a pretty funny game. Barbara Tholen, MJE, Lawrence (Kansas) High School  
10 a.m., Back Bay D, Sheraton Second Floor (250)

### STAFF MANAGEMENT 5-star classes

As one legendary football coach once said about success, "It's not the X's and the O's; it's the Jimmies and the Joes." The same applies to student media success: You can have a sound plan for good journalism, but recruiting top-level student talent is the ultimate key to thriving programs. This session will show you how to lure the best teens to your programs and make their scholastic journalism classes the highlight of their day. Phillip Caston, CJE, Wando High School, Mount Pleasant, South Carolina  
10 a.m., Constitution A, Sheraton Second Floor (325)

### GENERAL AUDIENCE WWII correspondent Ernie Pyle = good writing

In this session, the writings of WWII correspondent Ernie Pyle will be examined as a resource to improve student writing. Ideas on how to incorporate Pyle's writings into the curriculum also will be addressed. Erin Coggins, MJE, Sparkman High School, Harvest, Alabama  
10 a.m., Constitution B, Sheraton Second Floor (325)

### LEADERSHIP & TEAM BUILDING Keeping your staff organized, efficient and happy

With so many moving pieces and personalities, things can get a little hectic midway through the year. In this session, we will discuss tips and strategies for how to organize your staff, create a smooth workflow and keep everyone motivated, even

through the toughest of deadlines. Julia Walker, Olathe West High School, Olathe, Kansas  
10 a.m., Independence West, Sheraton Second Floor (150)

### ADVISERS Stay active in journalism after retirement

Just because you leave the publication room does not mean you still can't contribute to the journalism community as a whole. Learn how to stay connected for your own personal enjoyment and to support those who follow in your footsteps. Mary Kay Downes, MJE, Retired journalism adviser, Centreville, Virginia  
10 a.m., Liberty B+C, Sheraton Second Floor (160)

### LEADERSHIP & TEAM BUILDING Walk the walk: Leading by example

Leader is a loaded word in the newsroom. Is it based on experience, skill set, personality traits, or some combination of each? The purpose of this session is to enable you to fulfill your job description on staff. We'll discuss leadership styles, help you troubleshoot your problem areas, work on role-play scenarios commonly seen in the newsroom and seek a collaborative approach to empower you as coach/mentor/ editor on staff. Leaders of all levels and programs are welcome! David Ragsdale, CJE, Clarke Central High School, Athens, Georgia  
10, Friday, Republic A, Sheraton Second Floor (140)

### STAFF MANAGEMENT Editors: Production cycles, organization and communication

Calling all editors. In this session you will break into small groups and "talk shop" with other editors from across the country. At the core will be discussions about organization, production cycles, communication and deadlines. Come and share how you do it at your school and learn from other editors how they do it at theirs. Mitch Eden, MJE, National Scholastic Press Association, Columbia, Illinois  
10 a.m., Republic B, Sheraton Second Floor (350)

### LAW & ETHICS The ABCs of L-I-B-E-L

While just saying the word aloud can bring shivers down a journalist's spine, the basics of libel law — and the keys to avoiding it — are actually fairly simple. Let's clear the fear. Mike Hiestand, Student Press Law Center, Washington, D.C.  
10 a.m., Berkeley, Sheraton Third Floor (75)

### MEETING JEA CTE Committee meeting

Members of this committee will meet to make plans and goals for the upcoming year. Other advisers who are interested in being part of the committee are invited to attend. Laura Negri, CJE, Alief Kerr High School, Houston, Texas  
10 a.m., Boardroom, Sheraton Third Floor

# FRIDAY 11 a.m.

## [2-HOUR SESSION] BROADCASTING & MULTIMEDIA Creating a broadcast workflow beginning to end

In this workshop, we will create an entire mini-workflow as a group for a broadcast news package. During the course of the workshop, we will review the basics of good interview technique and framing, b-roll variety, and editing for story and content. Patrick Moring, CJE, Rampart High School, Colorado Springs  
10 a.m., Commonwealth, Sheraton Third Floor (265)

## ONLINE Mastering multimedia: unleash your story's power

Learn how to engage your audience and create impactful stories using the latest multimedia tools. In this session, we'll discuss techniques to stand out in the digital landscape. Riley Atkinson, University of Arkansas, Fayetteville, Arkansas  
10 a.m., Fairfax A, Sheraton Third Floor (130)

## GENERAL AUDIENCE Power of a team

Have a hard time motivating your staff? Making class fun? Turning your publications lab into a place that people want to be? In this session, you will learn how to create a community and sense of unity that helps the work get done. Meghan Percival, MJE, McLean High School, McLean, Virginia  
10 a.m., Fairfax A, Sheraton Third Floor (130)

## ADVISERS Becoming a multimedia program

Do you want to take the great journalism program you've already created to the next level? It's just a matter of tweaking your curriculum and reimagining the way your students attack their stories. You'll walk out with tangible resources to create your own multimedia conglomerate! Jason Block, CJE, Prospect High School, Mount Prospect, Illinois  
10 a.m., Gardner, Sheraton Third Floor (140)

## 11 a.m.

### DESIGN Enter your kerning era

Type snobs (and those who've yet to make up their minds) unite! Font savants, don't let type get in the way of storytelling. Learn to use nuance and scale to bring words to life ... without overdoing it. Steve Kent, Pictavo, Indianapolis  
11 a.m., Meeting Room 201, Hynes Level 2 (153)

## BELLISARIO COLLEGE OF COMMUNICATIONS SUMMER CAMPS

July 7-12, 2024

Bellisario College Summer Camps offer high school students hands-on opportunities in communications fields. Students get to experience campus life, gain valuable communications related skills and make lifelong friends.



### Social Media and Content Creator Camp

Do you always know what's trending? Like making social media content instead of merely consuming it? Dream of being an influencer? Opportunities abound for the curious, driven and creative in these digital times of TikTok, Instagram and YouTube. This camp focuses on getting the most out of social media for personal and professional purposes.

### Film Production Camp

Plan, shoot, and edit as a creative vision comes to life on the screen. Students will pitch story ideas, write, direct, produce videos and learn techniques to bring ideas to the screen.

### Broadcast Journalism Camp

Students learn about TV news and sports production through hands-on activities in our state-of-the-art studios and out in the field. A perfect opportunity to explore essential broadcast journalism skills, newsgathering techniques, storytelling and more.

Online Application Available NOW  
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Tuition: \$1,100

Include instruction, housing, food, program materials, field trips, and activities.

Students entering grades 9-12 are eligible to apply.





GENERAL AUDIENCE  
**Make a difference**

Journalism matters. You matter. And what you do in your newspaper matters. Do journalism that makes a difference, that gives a voice, that shows a story. Let's talk about how you use your journalism powers for good.

Jeanne Acton, Retired journalism adviser, Austin, Texas  
11 a.m., Meeting Room 201, Hynes Level 2 (153)

WRITING  
**Copy that**

It's not just about design. Powerful writing can draw in readers. Let's elevate your yearbook writing with authentic coverage and dynamic language. We'll discuss how to write vibrant theme copy, follow story formula, eliminate opinions and craft robust quotes and captions. Let's make every word count.

Kel Lemons, Jostens, Austin, Texas  
11 a.m., Meeting Room 202, Hynes Level 2 (252)

NEWSGATHERING  
**Better, smarter alternative copy**

For many publications, alternative story forms (sidebars, infographics) aren't just decoration for the print or digital page. They add to the story in meaningful ways, and they reflect careful planning and additional reporting. Let's learn from the pros and stop treating alt copy modules as an afterthought. Lots of professional and student examples to draw inspiration from.

Michelle Balmeo, MJE, West Albany (Oregon) High School  
11 a.m., Meeting Room 203, Hynes Level 2 (259)

ADVISERS  
**Building a journalism curriculum**

This session will help advisers think through everything from how introductory courses are structured and could be mapped for a semester to rethinking what production staffs look like and how they could be organized. We also will talk about honors credit and dual credit for journalism courses and samples will be shared with all who attend.

Aaron Manfull, MJE, Francis Howell North High School, Saint Charles, Missouri  
11 a.m., Meeting Room 204, Hynes Level 2 (153)

BROADCASTING & MULTIMEDIA  
**Publish and train with PBS NewsHour education programs**

PBS NewsHour is the primary daily, breaking and special news producer for PBS — and it supports students and educators across the country through two programs: PBS NewsHour Student Reporting Labs and PBS NewsHour Classroom. Join this session to learn about opportunities for students to pitch stories for national publication and get support from professional journalists, and for educators to access lesson plans, training materials, and community.

Victoria Pasquantonio, PBS NewsHour Classroom, Arlington, Virginia; Victor Fernandez, PBS NewsHour Student Reporting

Labs, Miami, Florida, and Marie Cusick, PBS NewsHour Student Reporting Labs, Arlington, Virginia  
11 a.m., Meeting Room 207, Hynes Level 2 (310)

PHOTOJOURNALISM  
**The power of photojournalism in the age of selfies**

Everybody has a camera, but not everybody is a photojournalist. Learn how to combine the skills of a journalist with the craft of a photographer to make compelling, accurate and powerful storytelling images.

Kevin Dilley, Kent State University, Kent, Ohio  
11 a.m., Meeting Room 208, Hynes Level 2 (310)

STUDENT EVENT  
**Break with a Pro**

Kick off your morning with tailored, small-group discussion sessions with journalism professionals in traditional and specialized areas. Media professionals will share information about their work and backgrounds. Preregistration was required. Please check your ticket for your assigned time.

11 a.m., Meeting Room 210, Hynes Level 2 (462)

GENERAL AUDIENCE  
**Grand theft yearbook**

Learn how to steal like an artist. I mean, that's what you're here for, right? You'll get 25 cool ideas from other staffs to make your lives easier, and books better.

John Horvath, Pictavo, Austin, Texas  
11 a.m., Meeting Room 304, Hynes Level 3 (471)

WRITING  
**Be a coach, not a critic**

Writing is HARD. Student editors must know how to support and coach their staff through the reporting and writing process. This session will cover hands-on tactics for improving the writing in your publication by learning to coach instead of critique your writers. Be prepared to practice in real time!

Megan Fromm, MJE, National Association for Media Literacy Education, Bowie, Maryland  
11 a.m., Meeting Room 306, Hynes Level 3 (341)

ONLINE  
**From concept to reality: creating a style guide**

Developing your theme and design to embody the school year is one thing. It's another to take that idea and put it into place consistently throughout the book. Learning to create and use a style guidebook can help your team bring that idea to life and ensure your book is unified.

Diya Roy, Flower Mound, Texas  
11 a.m., Meeting Room 308, Hynes Level 3 (103)

WRITING  
**How to be the best writer and reporter you can be**

In this session, students will about basic reporting and profile writing at the highest level. Edgers offers tips that can be used

by anyone to improve writing.  
Geoff Edgers, The Washington Post, Concord, Massachusetts  
11 a.m., Meeting Room 309, Hynes Level 3 (304)

DESIGN  
**Set the mood, set the style**

This session will give you the tools you need to create a staff mood board to inspire the overall vibe of your yearbook, offering tips on how to incorporate professional magazine design into your yearbook design. This session also will give you pointers on how to use a staff mood board to develop a style guide that will give your yearbook consistency and cohesion.

Ericka Muncy, Jupiter (Florida) Community High School  
11 a.m., Meeting Room 310, Hynes Level 3 (270)

**[2-HOUR SESSION]**

GENERAL AUDIENCE  
**MSD: Five years later**

Sarah Lerner, yearbook adviser at Marjory Stoneman Douglas High School, will take you through the steps of covering the events of Feb. 14, 2018 in the yearbook. She also will share how her experience has shaped advising five years later, as well as how those stories went on to become part of "Parkland Speaks."

Sarah Lerner, Marjory Stoneman Douglas High School, Parkland, Florida  
11 a.m., Meeting Room 311, Hynes Level 3 (435)

PHOTOJOURNALISM  
**Beyond sports photography at the Boston Red Sox**

Go behind the scenes of one of the most storied teams in baseball through the lens of a team photographer. Learn what makes a good photo, what makes a good photographer, and how you can apply the fundamentals of sports photography to every area of your publication.

Maddie Malhotra, Boston Red Sox, Boston, Massachusetts  
11 a.m., Meeting Room 312, Hynes Level 3 (500)

GENERAL AUDIENCE  
**Never, ever, ever going back to last year's ladder**

A humorous walk through those high school "rules," mistakes, overlooked telltale signs of uh-ohs past and aha moments I'll never forget. Oh, what I wish I had known then. I'm here for you.

Nelson Helm, Pictavo, Roanoke, Virginia  
11 a.m., Meeting Room 313, Hynes Level 3 (227)

EDITING  
**Prose, poems and drama**

Students will practice editing words while learning to write descriptively.

Renette Smith McCargo, Arkansas Scholastic Press Association, Fayetteville, Arkansas  
11 a.m., Back Bay A, Sheraton Second Floor (250)

DESIGN  
**Typographical personalities**

Letters are a lot like the people we know. Some are sophisticated. Others are gregarious. A few are a bit awkward. And, yes, some are weird. Typography helps us express ideas and feelings. We also use type to convey messages through stories, captions and headlines. Although we typically follow the rules of typography when designing spreads, there are a few occasions that we might choose to break those rules.

Laura Schaub, University of Oklahoma, Claremore, Oklahoma  
11 a.m., Back Bay C, Sheraton Second Floor (250)

GENERAL AUDIENCE  
**Cover breaking news free of breakdowns**

In a time when news seems to break every day, discover how you can put your entire staff to work producing high-quality work on deadline.

Barbara Tholen, MJE, Lawrence (Kansas) High School  
11 a.m., Back Bay D, Sheraton Second Floor (250)

BROADCASTING & MULTIMEDIA  
**Make your school cool with PSAs**

Use your video production skills to improve life for your school community through public service announcements. In this session, you'll laugh. You'll cry. You'll see how it's done.

Alyssa Boehringer, CJE, University Interscholastic League, Austin, Texas  
11 a.m., Constitution A, Sheraton Second Floor (325)

GENERAL AUDIENCE  
**Tell. Explain. Describe.**

This session will explore the key words to getting your best interview yet. Be ready to interact with your peers as we examine what generates the best responses in an interview.

Erin Coggins, MJE, Sparkman High School, Harvest, Alabama  
11 a.m., Constitution B, Sheraton Second Floor (325)

**[2-HOUR SESSION]**

GENERAL AUDIENCE  
**Beginner InDesign**

New to InDesign? Then this session is for you. Learn the basics of this powerful industry standard for layout and design.

Hal Schmidt, Jostens, Fredericksburg, Texas  
11 a.m., Independence East, Sheraton Second Floor (80)

WRITING  
**Write so solid your editor can't touch this**

Let's break it down. If you want your audience to read your copy and to see your editor smiling, learn strategies on how to make your writing all the hype and too legit to quit.

Justin Daigle, MJE, Brighton High School, Brighton, Colorado  
Makena Busch, Mead High School, Spokane, Washington  
Lindsey Shirack, James Bowie High School, Austin, Texas  
11 a.m., Independence West, Sheraton Second Floor (150)

LEADERSHIP & TEAM BUILDING  
**Pick me! Pick me!**

Journalism students possess a skill set that is highly valued. Motivation, organization, project management, finances and

communication make a publication leader a prized addition to any college or business. Share ideas and skills that make you a top draft pick. No advisers please.

Bonnie Blackman, CJE, Jostens, Ocean, New Jersey  
11 a.m., Liberty B+C, Sheraton Second Floor (160)

LEADERSHIP & TEAM BUILDING  
**Editors: Motivation and culture building**

Calling all editors. In this session you will break into small groups and "talk shop" with other editors from across the country. At the core will be discussions about staff motivation and building a program culture. Come and share how you do it at your school and learn from other editors how they do it at theirs.

Mitch Eden, MJE, National Scholastic Press Association, Columbia, Illinois  
11 a.m., Republic B, Sheraton Second Floor (350)

LAW & ETHICS  
**Open forum: Discussion of legal and ethical issues**

Facing censorship issues including prior review or just have legal or ethical questions? Come to discuss them with members of JEA's Scholastic Press Rights Committee.

Mike Hiestand, Student Press Law Center, Washington, D.C.;  
Kristin Taylor, MJE, The Archer School for Girls, Los Angeles, California, and Fern Valentine, retired journalism adviser, Auburn, Washington  
11 a.m., Berkeley, Sheraton Third Floor (75)

NEWSGATHERING  
**It's not creeping, it's journalism**

Public records are a free and readily available primary source of information. Learn how professional journalists use county and state records to verify facts and generate story ideas, and how you could be using these powerful records to do the same today. This can be a hands-on experience with a device and WiFi.

Peter Bobkowski, Kent State University, Kent, Ohio  
11 a.m., Fairfax A, Sheraton Third Floor (130)

ADVISERS  
**Get Certified: Writing and editing**

One of several study sessions for advisers who are either taking the Certified Journalism Educator exam or are considering doing so. This session will focus on journalistic writing and editing.

Larry Steinmetz, MJE, Bullitt East High School, Mount Washington, Kentucky; and R.J. Morgan, MJE, University of Mississippi, Oxford, Mississippi  
11 a.m., Fairfax B, Sheraton Third Floor (85)

ADVISERS  
**Study: Administrative use of prior review**

The purpose of this basic qualitative research was to examine how campus administrators determined "legitimate pedagogical interest." The research question addressed how administrators determined "legitimate pedagogical interest" in their decision to use prior review or prior restraint. I will present the data, results, and implications of the study.

PJ Cabrera, CJE, Journalism Education Association, San Antonio  
11 a.m., Gardner, Sheraton Third Floor (140)

ADVISERS  
**Diversify your staff**

Strategies to ensure all students — no matter their GPA, preferred language or disability — have a voice.

Louisa Avery, MJE, The American School in London, and Deborah Porterfield, Bronx River High School, Bronx, New York  
11 a.m., Hampton, Sheraton Third Floor (80)

## Noon

NEWSGATHERING  
**Let's face it**

High school journalists have to cover prom, homecoming, new school policies, etc. But you don't have to cover those stories the same way year after year. Let's put a face on your stories and find that unique angle to grab your readers.

Jeanne Acton, Retired journalism adviser, Austin, Texas  
Noon, Meeting Room 201, Hynes Level 2 (153)

DESIGN  
**Cool coverage, dynamic design**

Let's put the spark back in your coverage and design. We'll look at 2023 books and see how staffs put a fresh take on old topics and creatively covered new ones. We'll also showcase cool showstopper, specialty pages, including innovative designs that expand past the usual theme coverage.

Kel Lemons, Jostens, Austin, Texas  
Noon, Meeting Room 202, Hynes Level 2 (252)

NEWSGATHERING  
**Coverage that doesn't quit**

We all have to cover planned events, but what if we thought about each event as more than a single story? Revamp your planning process to give your readers wraparound coverage of the school events they care about, creating shorter but more frequent stories delivered straight to their feeds. Try planning multi-platform, wraparound coverage in this interactive session.

Michelle Balmeo, MJE, West Albany (Oregon) High School  
Noon, Meeting Room 203, Hynes Level 2 (259)

NEWSGATHERING  
**Introduction to public records law**

This introductory course on state public record laws will focus on the general principles of open government and where they intersect with other interests such as privacy, law enforcement and public health. This course is an opportunity for students to wrestle with challenging hypotheticals and engage with the instructor about the many common challenges between state interests and the public's right to know about government.

Justin Silverman, New England First Amendment Coalition, Westborough, Massachusetts  
Noon, Meeting Room 204, Hynes Level 2 (153)

GENERAL AUDIENCE  
**How scholastic journalist are covering climate**

See examples of how publications and broadcasts around the country (and beyond) are telling stories about climate's effects on their local communities, and look for ideas about how to tell

**SPEAKER BIOS** are located in the convention app. Scan the code on Page 3 to download the app to your device.



your own stories.

Brian Baron, MJE, Newton South High School, Newton Centre, Massachusetts  
**Noon, Meeting Room 207, Hynes Level 2 (310)**

DESIGN

## 10 tips for dynamic design

Visual design is journalism and storytelling. Learn how to understand readers' habits, needs and wants, and how to connect them to the compelling stories from your team. From font choice to headline writing, we'll discuss design that makes for a lasting impression.

Kevin Dilley, Kent State University, Kent, Ohio  
**Noon, Meeting Room 208, Hynes Level 2 (310)**

MARKETING & AUDIENCE ENGAGEMENT

## How to Insta-jam

Is your publication ready to crossover into the realm of Instagram? Find out how to setup, brand, operate, and grow your Instagram following without spoiling the content from your book! Take a peek into the inner workings of a growing Yearbook Instagram account with a behind-the-scenes look into content and marketing as well as creative ways to keep your audience engaged and coming back for more!

Makena Busch, Mead High School, Spokane, Washington  
**Noon, Meeting Room 304, Hynes Level 3 (471)**

WRITING

## Write it tight, write it right

Six tangible tips to improve the quality of writing in your student publications. Warning: This session is going to be a geek-out for word people.

Karl Grubaugh, CJE, Sacramento State University, Cameron Park, California  
**Noon, Meeting Room 306, Hynes Level 3 (341)**

## [2-HOUR SESSION]

PHOTOJOURNALISM

## Basics of off-camera flash

Sometimes, ambient light just isn't there — I'm looking at you, school dances. Learn how to use speedlights to supplement the ambient lighting and take your images to the next level. We'll learn some basic lighting techniques and talk about the gear needed to get started. Bringing your cameras and flashes is strongly encouraged.

Heather Springer, CJE, Olathe South High School, Olathe, Kansas

**Noon, Meeting Room 308, Hynes Level 3 (103)**

GENERAL AUDIENCE

## See us, hear us

Intentional inclusion means broadening the focus beyond those most visible in your school. Finding the silent/hidden voices and making sure they are a part of the story provides a more complete story of your community. So how do we bring them in? Learn about ways to diversify coverage so that all voices are represented in your media.

Sergio Yanes, CJE, Arvada High School, Arvada, Colorado  
**Noon, Meeting Room 309, Hynes Level 3 (304)**

WRITING

## Sports writing

Join career sports reporter Dan Shaughnessy for an in-depth look at what it takes to be a successful sports reporter in today's media. Bring your questions.

Dan Shaughnessy, Boston Globe, Boston  
**Noon, Meeting Room 310, Hynes Level 3 (270)**

CAREER ADVICE

## From newsroom to founder: Lessons from the journey

Mike Swartz, CEO, principal at Upstatement, started his career in the newsrooms of the Syracuse Daily Orange and The Boston Globe and ultimately became the founder of a digital product studio. Join us for a fireside chat with Mike and Paige Connor, SND Foundation president, as they discuss observations on how a career in journalism prepares you for being a founder + entrepreneur and advice for those just starting out.

Paige Connor, Society for News Design Foundation, Key Largo, Florida, and Mike Swartz, Upstatement, Andover, Massachusetts

**Noon, Meeting Room 312, Hynes Level 3 (500)**

DESIGN

## BAE Your Book

Welcome to your own Renaissance. Let's break down new solutions to make your spreads go pop pop pop pop pop.

Nelson Helm, Pictavo, Roanoke, Virginia

**Noon, Meeting Room 313, Hynes Level 3 (227)**

## [2-HOUR SESSION]

NEWSGATHERING

## Getting to the lead effective interview techniques

Time is everything in journalism, especially when doing interviews. This session is designed to prepare prospective journalists to ask the proper and practical questions to help them understand their interviewee. Because the faster you



know what your interviewee can offer, the quicker you know what questions to ask.

Andrew Dubbins and Jinge Li, University of Southern California, Los Angeles

**Noon to 1:45 p.m., Back Bay A, Sheraton Second Floor (250)**

ADVISERS, LEADERSHIP & TEAM BUILDING

## Making each other nervous

Newspapers and principals make each other nervous. With some proactive ideas and opening the newsroom doors, the newspaper staff can create a healthy, professional, and supportive relationship with administration.

Dean Bradshaw, CJE, Stevenson High School, Lincolnshire, Illinois

**Noon, Back Bay B, Sheraton Second Floor (250)**

EDITING

## Editing for empowerment

When editors assign and refine stories and collaborate with designers and photographers, they are signaling their publication's values. In this session, you'll learn how to use your influential role to assign, refine and design stories that target underserved audiences, while also informing, delighting and empowering them.

Betsy Edgerton, Columbia College Chicago, Chicago, Illinois

**Noon, Back Bay C, Sheraton Second Floor (250)**

WRITING

## Cultivating columnists, producing podcasters

If your digital news site doesn't already include regular columns and podcasts, this session will put you on the path to do so. We will start with a presentation on the difference between columns and other opinion journalism, discuss different options for student podcasts and then explain the system we've successfully implemented at the Oracle where trained editors oversee out-of-class columnists and podcasters.

Kristin Taylor, MJE, The Archer School for Girls, Los Angeles, California

**Noon, Back Bay D, Sheraton Second Floor (250)**

GENERAL AUDIENCE

## Jump for JOY

Join us to learn the ins and outs of applying for JEA's Journalist of the Year scholarships. We'll walk you through the process and the portfolio expectations. Open to seniors planning to apply, younger students who want to get a jump start on

## ON-SITE CRITIQUES

Schools scheduled for critiques should bring up to three different issues of newspapers/magazines, or the most recent literary magazine or yearbook. Some staffs also choose to bring mock-ups of the current yearbook. For broadcast critiques, bring a thumb drive or upload to YouTube. Online staffs should bring a URL. Preregistration was required.

**Noon to 3 p.m., Meeting Room 210, Hynes Level 2 (462)**

## NSPA BEST OF SHOW

Staff Recognition entries are due by noon Friday at the Best of Show desk.

**Hall C, Hynes Level 2**

the process and advisers who want to help coach applicants through the process.

Joe Humphrey, MJE, JEA Journalist of the Year coordinator, Tampa, Florida

**Noon, Constitution A, Sheraton Second Floor (325)**

LEADERSHIP & TEAM BUILDING

## Be here now

We all need great new students for our staffs, and it's never too early to start recruiting. Come see some fun ideas for attracting new talent to your program.

Brian Martinez, CJE, Jostens, Humble, Texas

**Noon, Constitution B, Sheraton Second Floor (325)**

WRITING

## Feature writing like a boss

Together we'll explore great feature examples that begin with powerful leads, utilize impactful quotes and incorporate nut grafs with credible information for context. You'll walk away ready to write stories that induce goosebumps, laughter and/or tears.

Julia Satterthwaite, MJE, Monta Vista High School, Cupertino, California

**Noon, Independence West, Sheraton Second Floor (150)**

LAW & ETHICS

## Advocating for New Voices laws: What's the story you'd tell if nobody stopped you?

What's the story you'd tell if nobody stopped you? Seventeen states have laws against the censorship of student journalists — and it's all because student journalists and advisers spoke up. Is your state next? Join SPLC to learn about the New Voices campaign for student press freedom, and take steps to restore and protect the freedom of your student press.

Hillary Davis, Student Press Law Center, Washington, D.C.

**Noon, Republic A, Sheraton Second Floor (140)**

ADVISING

## Yearbook adviser round table: Best practices

Do you want to hear from some of the top award winning advisors on their best practices? This session will feature you, if you plan to attend, then plan to share. Led by David Crandall, the Executive Director for the national trade association for school photography and yearbooks (SPOA). He will help navigate this round table discussion from top advisers in both sales and participation along with top advisers in journalism and photography.

David Crandall, School Photographers of America, Greensboro, North Carolina

**Noon, Berkeley, Sheraton Third Floor (75)**

WRITING

## Secrets to Storytelling

Whether it is broadcasting, newspaper, yearbook or literary magazine, there are secrets to grabbing your audience and keeping their attention. Learn how to find the focus of your story, put a face to it and make your media more engaging from a media pro, professional storyteller and graphic design teacher.

Theresa Meyers, South Kitsap High School, Port Orchard, Washington

**Noon, Commonwealth, Sheraton Third Floor (265)**

ADVISERS

## Why consider JEA certification?

The answer to this question is "Why not?" Learn the steps required to obtain JEA's two educator certifications: Certified Journalism Educator and Master Journalism Educator. Ask questions about a unique opportunity to demonstrate you are a highly qualified journalism educator.

Amy Sorrell, MJE, Antwerp Local School, Antwerp, Ohio

**Noon, Fairfax A, Sheraton Third Floor (130)**

CAREER ADVICE

## Portfolio power-up: Stand out in applications

In this session, you'll learn essential tips and techniques to elevate your journalism portfolio. We'll discuss how to intrigue prospective employers by showcasing unique strengths and standout pieces, no matter what field you plan to enter.

Riley Atkinson, University of Arkansas, Fayetteville, Arkansas

**Noon, Fairfax B, Sheraton Third Floor (85)**

ADVISERS

## So you want to be a mentor

New advisers who would like a mentor or current advisers who would like to be a mentor can come to this session to meet with the program chair and some of our mentors and current mentees to learn about our extensive national mentoring program.

Peggy Gregory, CJE, JEA Mentoring Committee, Phoenix, and Alicia Merrifield, CJE, The Village School, Houston

**Noon, Gardner, Sheraton Third Floor (140)**

CONTEST

## NSMC broadcast contests 43 and 46 taping

Room reserved for students competing in NSMC contests 43 and 46 to record audio and video for their packages.

**Noon, Arnold Arboretum, Forest Hills and Olmsted, Sheraton Fifth Floor**

CONTEST

## How to write like Taylor Swift

Taylor Swift has captured the attention of millions with her songwriting and storytelling. But how? Drop everything now and meet me in Boston to learn why T-Swift's writing is so effective, and how we can use her tactics to produce great newspaper and yearbook stories.

Chris Heady, Shawnee Mission Northwest High School, Shawnee, Kansas

**1 p.m., Meeting Room 201, Hynes Level 2 (153)**

DESIGN

## Theme 2023: A designer's guide

Theme is everywhere. See samples of the very best from around the nation from school publications to mass media. Learn about the theme trends that will impact 2024.

Bonnie Blackman, CJE, Jostens, Ocean, New Jersey, and Rick Brooks, CJE, Jostens, Port Matilda, Pennsylvania

**1 p.m., Meeting Room 202, Hynes Level 2 (252)**

WRITING

## Solutions journalism: What's going right?

Many consumers are avoiding the news because it's too negative. Many journalists are tired of covering all the "bad news." Solutions journalism takes another approach, highlighting the ways in which problems are being successfully addressed. In this session, you'll learn the fundamentals of rigorous, evidence-based solutions journalism and how you can practice it at your newsroom or publication.

Sharon Bloyd-Peshkin, Columbia College Chicago

**1 p.m., Meeting Room 203, Hynes Level 2 (259)**

LAW & ETHICS

## Student press freedom 101

What are your rights as a public high school student journalist? Hear from a Student Press Law Center attorney about the major court cases that have helped define the First Amendment protections that apply in school, as well as practical guidance for maintaining a free and responsible press.

Mike Hiestand, Student Press Law Center, Washington, D.C.

**1 p.m., Meeting Room 204, Hynes Level 2 (153)**

NEWSGATHERING

## Telling LGBTQ+ stories in your schools

As civil rights for LGBTQ+ Americans become the subject of political debate again, scholastic publications and broadcasts around the country are responding by telling important stories in their schools. Look at examples of excellent coverage and generate ideas for stories you can tell in your communities.

Brian Baron, MJE, Newton South High School, Newton Centre, Massachusetts

**1 p.m., Meeting Room 207, Hynes Level 2 (310)**

GENERAL AUDIENCE

## A pathway to becoming an independent filmmaker

In this session, students will explore Mow's path to becoming an independent filmmaker. Hear how she started as a journalist in France, and then moved to local news, international radio and the PBS network.

Jackie Mow, Rock Salt Creative, Cambridge, Massachusetts

**1 p.m., Meeting Room 208, Hynes Level 2 (310)**

CONTEST

## NSMC lead judges check-in

Lead judges for JEA's National Student Media Contests afternoon events must check in between 1 p.m. and 3:30 p.m. to get instructions and supplies.

**1 p.m., Meeting Room 209, Hynes Level 2 (134)**

DESIGN

## Picture perfect by design

Make your design process easier by letting the content you already have drive the design you lay down. Starting with photography, we'll look at several types of content your staff can use to guide the design process and make your pages go from messy to magical.

Makena Busch, Mead High School, Spokane, Washington

**1 p.m., Meeting Room 304, Hynes Level 3 (471)**

Download EventMobi from your app store.  
 Enter code: nhsjc23Boston



# FRIDAY 1 p.m.

## NEWSGATHERING

### The student sleuth

Student journalists bring fresh perspective and old school grit to the world of investigative reporting and major media outlets are taking notice. Pulitzer Prize winning investigative reporter Debbie Cenziper will talk about the power of accountability journalism at the high school and college levels and why student reporters, now more than ever, are helping to keep the government honest and the public informed. Debbie Cenziper, Northwestern University, Evanston, Illinois  
**1 p.m., Meeting Room 306, Hynes Level 3 (341)**

## GENERAL AUDIENCE

### Covering the hard stuff

Sit down with award-winning journalist Renee Graham as she shares her experiences as a Black queer woman journalist. Learn what she does as a journalist covering a variety of topics including race, domestic violence and gun reform. Renee Graham, Boston Globe, Boston, Massachusetts  
**1 p.m., Meeting Room 309, Hynes Level 3 (304)**

## GENERAL AUDIENCE

### High school never ends

When students graduate from your journalism program, it doesn't have to be the end for them. Learn how to actively use your alumni to improve your finances, circulation, content and more. Greg Gagliardi, CJE, Cherry Hill (New Jersey) High School East  
**1 p.m., Meeting Room 310, Hynes Level 3 (270)**

## DESIGN

### The nature and promise of AI

Artificial intelligence is here and we can't ignore it. It will change the way we all work and experience technology, and the best way to get a handle on it is to start experimenting. We've been using AI at Upstatement for the last two years and we've learned a lot about working with AI as a creative partner, a user interface and a powerful tool to help assist human creators. Mike Swartz, Upstatement, Andover, Massachusetts  
**1 p.m., Meeting Room 312, Hynes Level 3 (500)**

## DESIGN

### Yearbook is what? Fundamental

Gather round, friends. The library is open. Ever flip through a publication and think, "Not this?" Same. Let's speak our frustrations and manifest the spreads we see in our minds. Newbies sometimes skip the fundamentals. Let's fix that in this safe space for learning. Nelson Helm, Pictavo, Roanoke, Virginia  
**1 p.m., Meeting Room 313, Hynes Level 3 (227)**

## LEADERSHIP & TEAM BUILDING

### Connecting the dots

Too often, the never-ending news cycle can grind down the energy of even the closest knit staff. Creating new traditions and celebrations can transform any newsroom to one that

honors history, builds team bonds, and laughs together. Dean Bradshaw, CJE, Stevenson High School, Lincolnshire, Illinois

**1 p.m., Back Bay B, Sheraton Second Floor (250)**

## PHOTOJOURNALISM

### The power of light

Light. The medium for photography. Seeing light and the impact it has on the subject is key to becoming a better photographer. But being a photographer is also about thinking quickly and decisively. Mark Murray, Association of Texas Photography Instructors, Santa Fe, New Mexico  
**1 p.m., Back Bay C, Sheraton Second Floor (250)**

## WRITING

### Becoming a columnist

How to become a columnist and what that means. How to express an opinion in your writing and create impact. Shirley Leung, Boston Globe, Boston  
**1 p.m., Back Bay D, Sheraton Second Floor (250)**

## WRITING

### Humor with a purpose

Satire and directed humor help the reader see the odd and the unusual in a new light. Come prepared to laugh and be challenged. Lori Oglesbee, Cady Studios, McKinney, Texas  
**1 p.m., Constitution A, Sheraton Second Floor (325)**

## CAREER ADVICE

### AI and beyond: Journalism career landscape

Artificial intelligence is already having a major impact on journalism and public relations skills and careers, even as students are just beginning to explore this new world technology. Linda Bowen, California State University, Northridge, Chatsworth, California  
**1 p.m., Constitution B, Sheraton Second Floor (325)**

## [2-HOUR SESSION]

## GENERAL AUDIENCE

### Trustworthy documentary

Trustworthy is a 90-minute documentary that chronicles a 5,300-mile journey across America to explore how the growing crisis of trust in media threatens our democracy, and whether we can find common ground. From small towns to urban enclaves, filmmakers speak with journalists, experts and everyday Americans across the political spectrum about how we got to this critical moment, how we can become better news and information consumers, and how we can come together to rise above the misinformation and discourse aimed at dividing our communities.  
**1 p.m., Grand Ballroom, Sheraton Second Floor (1000)**

## [2-HOUR SESSION]

## GENERAL AUDIENCE

### Beginner Photoshop

New to Photoshop? Let's look at the basics of cropping, adjusting and color correcting. Make your photos look their best. Hal Schmidt, Jostens, Fredericksburg, Texas  
**1 p.m., Independence East, Sheraton Second Floor (80)**

## EDITING

### Concerned about controversy? Embrace the challenge

Sex, drugs, rock & roll? Want to cover big topics? Worried about ruffling feathers? Don't shy away from tough topics. Instead, learn to cover stories ethically and responsibly. Learn how to approach an administrator who wants to exercise prior review. Explore legal terms and legal resources available to student journalists. Make sure your big stories are fit to print. Kaitlin Edgerton, CJE, Grosse Pointe South High School, Grosse Pointe Farms, Michigan  
**1 p.m., Independence West, Sheraton Second Floor (150)**

## LAW & ETHICS

### You've got a New Voices law: What's next?

If you live in one of the 17 states that have student press freedom laws (Arkansas, California, Colorado, Hawaii, Illinois, Iowa, Kansas, Maryland, Massachusetts, Nevada, New Jersey, North Dakota, Oregon, Rhode Island, Vermont, Washington and West Virginia), find out what that means and how you can make the protections work for you in practice. Hillary Davis and Jonathan Gaston-Falk, Student Press Law Center, Washington, D.C.  
**1 p.m., Republic A, Sheraton Second Floor (140)**

## ADVISING

### National yearbook campaign and commercial: Join the committee

Have you ever wanted to be a part of a commercial or large marketing campaign? The national trade association for school photography and yearbooks has dedicated funds to build a national campaign for yearbooks. This campaign will help educate and inform the public on the value of yearbooks for generations to come. They want your ideas, opinions and potentially your school and staff as a future campaign or commercial. This session will mostly be thought provoking and idea sharing led by David Crandall, the Executive Director of SPOA. David Crandall, School Photographers of America, Greensboro, North Carolina  
**1 p.m., Berkeley, Sheraton Third Floor (75)**

## CAREER ADVICE

### Creating the career of your dreams

Everyone is pushing you to decide what you want to do next. How can you choose? Learn from a former journalist, published fiction author, and public relations executive, which questions

## LOST AND FOUND

The convention registration check-in desk will house the lost and found. If what you lost is not there, you might check to see if someone turned it in to hotel security. Items not picked up by 1 p.m. Saturday will be turned over to Hynes security.  
**8 a.m. to 4 p.m., Hall C, Hynes Level 2**

to ask yourself and what strategies you need to set you on the road to the career of your dreams in communications.

Theresa Meyers, South Kitsap High School, Port Orchard, Washington

**1 p.m., Commonwealth, Sheraton Third Floor (265)**

## WRITING

### Writing reviews you can use

This presentation will focus on pop culture reviews (film, TV, music, video games), school reviews (theater, dance, music) and local options (restaurants and attractions). We will examine what a school should (and shouldn't) review and how to write interesting, useful critiques for print and online publications. David Nathan, St. John's School, Houston, Texas  
**1 p.m., Fairfax A, Sheraton Third Floor (130)**

## ADVISERS

### Kickstarting content creation

An interactive session designed to equip advisors to guide their students through the expanding, diverse field of content creation. Advisors will learn about the platforms, language and cultural quirks present in social and digital media, as well as how to manage publishing schedules and wrangle creative zeal into strategic success.

Rachel Kane, Arizona State University, Los Angeles, California  
**1 p.m., Fairfax B, Sheraton Third Floor (85)**

## ADVISERS

### Lesson plan swap

If you need ideas for how to teach something you are advising, or if you have a slam dunk lesson to teach a concept that works every time, get help or help out your colleagues here. Brody Hilgenkamp, Omaha Central High School, Omaha, Nebraska  
**1 p.m., Gardner, Sheraton Third Floor (140)**

## 2 p.m.

## ADVISING

### Advisers' legal roundtable

Meet SPLC's new executive director and chat with SPLC's senior attorney about surviving (and thriving) in what may be the toughest job in school. Part legal workshop and part therapy session, we'll talk about important strategies for supporting your students while flying above the fray. Bring your legal questions. Mike Hiestand and Gary Green, Student Press Law Center, Washington, D.C.  
**2 p.m., Meeting Room 201, Hynes Level 2 (153)**

## DESIGN

### A designer's guide to what works, 2024

An up-to-date look at design and current trends from all forms of mass media and yearbook publications. The very best design

is all around you and always has a thematic twist. Be inspired by what works best.

Rick Brooks, CJE, Jostens, Port Matilda, Pennsylvania  
**2 p.m., Meeting Room 202, Hynes Level 2 (252)**

## BROADCASTING & MULTIMEDIA

### Working it: Navigating and improvising TV news shoots

A 40-minute Power Point, "Working it" combines behind-the-scenes images and stories with tongue-in-cheek humor about what truly happens in the field on TV news coverage. From protecting oneself at -25 degrees in winter in Siberia to feeding the goats banana peels in Louisiana so they won't eat your cables to live shots in hurricanes in North Carolina to capturing Lady Gaga, Kobe Bryant, Dolly and Beyonce ... Kerbs has stories about how improvising saves live shots and is not for the faint of heart. Kenneth Kerbs, Washington Prep High School, Los Angeles  
**2 p.m., Meeting Room 203, Hynes Level 2 (259)**

## WRITING

### Sports writing

You know the score, now what? Sports writing should tell the reader so much more than what happened on the field or court. Learn from a professional how to come up with fresh, trendy topics, how to tell compelling stories, how to cover a great team or a bad one and how to interview coaches and athletes. Jenny Dial Creech, St. Mark's School of Texas, Dallas, Texas  
**2 p.m., Meeting Room 204, Hynes Level 2 (153)**

## WRITING

### No more zombies

Great storytelling starts with great interviews. This session will cover interviewing strategies to inject life into stories and captions. It's time to get rid of the zombie interviews and ask bold questions. Amanda English, Cady, St. Petersburg, Florida  
**2 p.m., Meeting Room 207, Hynes Level 2 (310)**

## GENERAL AUDIENCE

### Covering the climate crisis

Get a window into how to tell stories about one of the most important events of our time by hearing from a veteran Boston Globe journalist who covers the climate beat. Sabrina Shankman, Boston Globe, Boston  
**2 p.m., Meeting Room 208, Hynes Level 2 (310)**

## NEWSGATHERING

### The art of the interview

In this session, we provide tips and tricks to help students master the interview process. We will discuss various methods of note taking, examine tech aids, and explore the psychological landscape of talking with someone one-on-one. We also will go over the different stages of an interview, and talk about post analysis, transcribing techniques, and identifying that golden quote. David Newman, Tri-City Voice Newspaper, Castro Valley, California  
**2 p.m., Meeting Room 304, Hynes Level 3 (471)**

# FRIDAY 2 p.m.

## LEADERSHIP & TEAM BUILDING

### Leaders eat last

Participants will learn strategies for creating a supportive and safe environment, building strong, inspired teams, and coaching reluctant staffers. Attendees will leave with Monday-ready strategies for cultivating a positive staff culture to improve publications. Jessica Hunziker, MJE, Castle View High School, Castle Rock, Colorado  
**2 p.m., Meeting Room 306, Hynes Level 3 (341)**

## WRITING

### A truly useful session on review writing

Learn — or review — the traditional forms reviewers use. Discover tools you can use to give your audience helpful and interesting information as you review almost anything. Janet Ewell, MJE, Goodheart-Willcox, Huntington Beach, California  
**2 p.m., Meeting Room 308, Hynes Level 3 (103)**

## GENERAL AUDIENCE

### Stand out in a digital content world

In this session, an Issuu vice president will talk about the advantages of having the Issuu platform to help distribute your content to your audience. Content distribution is critical for any editorial group or student organization's overall digital marketing strategy, and while most use several tools to achieve a single desired outcome, Issuu can help streamline your team's productivity. Allow your audience to engage in your content in ways you may have never had thought of. Audrey Vandenbroeck, Issuu, Palo Alto, California  
**2 p.m., Meeting Room 309, Hynes Level 3 (304)**

## DESIGN

### Serving practical yearbook design realness

New to yearbook design? Ready to push your skill but not make a huge leap? Join this session to learn how you can make small changes that lead to big impacts in the visual appeal of your yearbook. All levels welcome! Mallory Padgett, CJE, Leonard's Studios, Saint Augustine, Florida  
**2 p.m., Meeting Room 310, Hynes Level 3 (270)**

## PHOTOJOURNALISM

### Do you really know exposure?

Many photography teachers explain exposure all wrong (sorry, it's true). They explain depth of field in a way that complicates and confuses. They obsess about stopping action, when that might be perfectly wrong for your approach. They bang the table about ISO because it was so vital way-back-when. Come hear some of the myths of photographic exposure — while we also review the basics. Eric Thomas, MJE, Kansas Scholastic Press Association, Lawrence, Kansas  
**2 p.m., Meeting Room 311, Hynes Level 3 (435)**



FEATURED SPEAKER



DIVERSITY EMPHASIS



GOOD FOR BEGINNERS



# FRIDAY 2 p.m.

## PHOTOJOURNALISM

### The 5 lighting patterns portrait photography and videography

This class explores the art of portrait photography and videography through an in-depth study of the five essential lighting patterns. Participants will learn how to master various lighting techniques to enhance their skills in capturing stunning portraits and videos, creating visually compelling content.

Hayes Davis, Leonard's Studios, Jacksonville, Florida  
2 p.m., Meeting Room 312, Hynes Level 3 (500)

## MARKETING & AUDIENCE ENGAGEMENT

### How to grow an audience

All the hard work done by reporters, photographers, and editors will go for naught unless the world hears about your stories. This session will share tips, tricks, and advice for building a following using every means available.

John Vitti, Headliners in Education, Boston, Massachusetts  
2 p.m., Meeting Room 313, Hynes Level 3 (227)

## GENERAL AUDIENCE

### Public journalism: It's "wicked smaht"

With so much choice in the media world, cutting through the noise and attracting an audience is hard enough. Then factor in a lack of trust in the news and people only consuming content they agree with, journalism needs help. It's why news deserts are spreading, and people are becoming less informed. Local news outlets can counter all of this. They just need to consider the concept of public journalism.

Todd Vogts, CJE, Sterling College, Sterling, Kansas  
2 p.m., Back Bay C, Sheraton Second Floor (250)

## MARKETING & ADVERTISING

### Cashing in

This session will showcase ideas for fundraising for your publication.

Sara-Beth Badalamente, CJE, Huron High School, Ann Arbor, Michigan  
2 p.m., Back Bay D, Sheraton Second Floor (250)

## EDITING

### Power revision

You're either a good writer or a quitter. Revise until your story is good. These tools make editing objective.

Lori Oglesbee, Cady Studios, McKinney, Texas  
2 p.m., Constitution A, Sheraton Second Floor (325)

## CAREER ADVICE

### Producing: Discovering a passion

It's a part of the news few people see, yet it's the backbone of any news organization. In this session you'll not only learn the role of a producer, you'll also take away tips on how to organize delivery of your news and sports content in a way that makes audiences take notice.

Suzy Smith and Terry Heifetz, Ball State University, Muncie, Indiana  
2 p.m., Constitution B, Sheraton Second Floor (325)

## GENERAL AUDIENCE

### Organizing your production

How using Trello, Google Docs, Google Forms, color-coded folders and a matching ladder saved my life!

Sarah Lerner, Marjory Stoneman Douglas High School, Parkland, Florida  
2 p.m., Commonwealth, Sheraton Third Floor (265)

## EDITING

### 99 grammar and style errors (and how to fix them)

Are you tired of correcting the same grammar and style errors? Vexed by punctuation? Annoyed that no one learns AP style? This countdown will breeze through the 99 most annoying mistakes made by student journalists and offer quick tips to get your copy editors and staff on the same page.

David Nathan, St. John's School, Houston  
2 p.m., Fairfax A, Sheraton Third Floor (130)

## ADVISERS

### Get Certified: Presentation of MJE projects

Teachers who recently earned JEA's Master Journalism Educator status will formally present their MJE projects, followed by Q&A time. They will give hints on how to finish the project and join the ranks of an elite group of teachers who have completed the highest level of journalism teaching certification in the nation. Mentoring will be available for those ready to begin an MJE project.

Amy Sorrell, MJE, Antwerp (Ohio) Local School; Sergio Yanes, CJE, Arvada (Colorado) High School and Kelsey Jackson-Owens, Oakwood High School, Dayton, Ohio  
2 p.m., Fairfax B, Sheraton Third Floor (85)

## ADVISERS

### Ethically use AI in journalism programs

Use and promote artificial intelligence as a thought partner in your media program. This session will help educators navigate challenges and find opportunities with AI, while using it to support all learners. We will take guidance from The Associated Press and U.S. Dept. of Education, walking away with lessons, structures and inspiration to navigate this new era.

Erin Schneider, Redwood High School, San Francisco  
2 p.m., Gardner, Sheraton Third Floor (140)

## MEETING

### JEA mentors meeting

Current mentors will meet and discuss issues with mentoring, get updates on materials and paperwork, and engage in conversations about current trends in scholastic journalism.

Alicia Merrifield, CJE, The Village School, Houston, Texas  
2 p.m., Riverway, Sheraton Fifth Floor (90)

## 3 p.m.

## ADVISER EVENT

### Certification test for CJE and MJE candidates

Advisers who have applied to take the Certified Journalism

Educator or Master Journalism Educator tests will do so at this time. Session includes a half-hour study session and a 2 ½-hour test session. Please bring your laptop.

Amy Sorrell, MJE, Antwerp Local School, Antwerp, Ohio  
3 p.m., Boardroom, Sheraton Third Floor

## Evening

## CONTEST

### National Student Media Contests judges' dinner and judging

Those who have agreed to judge JEA's contests are invited to dinner before judging begins. Please check in at the door.

6 p.m., Meeting Room 210, Hynes Level 2 (462)

## STUDENT EVENT

### Student game night

Students can participate in a free, fun-filled game night with One Up Games On the Go. One Up Games creates a fun, healthy and competitive environment for all players at every event. Activities include gaming, virtual reality and 18-hole LED mini golf. Students will rotate stations to allow opportunity for more to play.

Gaming includes a mix of Xbox Series S Consoles, Nintendo Switch Consoles and Playstation 5 Consoles. Each system will have a gaming monitor, controllers and a library of games comprising all current popular titles and classic favorites. Each VR headset is loaded with all the popular most requested current titles and classic favorite VR games. Mini golf experience includes 18 holes with obstacles and LEDs that slowly change color and glow during the entire event.  
7:30-10 p.m. Friday, check in at Grand Ballroom Pre-Function, Sheraton Second Floor. Activities take place in Liberty A, Liberty B+C and Grand Ballroom Pre-Function.

## STUDENT EVENT

### Media Swap Shops

Swap Shops are prime opportunities for students to share useful ideas and concepts with others. Bring at least 10 samples of your newspaper, newsmagazine or literary magazine or one copy of your yearbook. Broadcast stories and websites may be shared if students bring a laptop. Preregistration was required.

8 p.m. and 9 p.m., Republic B, Sheraton Second Floor (350)



## EVALUATE SESSIONS IN THE APP

Please complete the session evaluation for each session you attend.

# nsmc

## national student media contests

**Advisers:** Check in at the National Student Media Contests desk in Hall C, Hynes Level 2, to pick up students' contest ID labels. Make sure students have their contest ID labels before their contests are scheduled to meet. Note the contests that begin early Friday. Students will need to pick up their tickets by 7:45 a.m. Friday in order to be admitted to their 8 a.m. contests. The NSMC desk is open 1-7 p.m. Thursday and 7:30-10:30 a.m. Friday. Name substitutions must be made by noon Friday. Between 10:30 a.m. and 3 p.m. Friday, labels may be picked up in Meeting Room 209, Hynes Level 2.

**Students:** Please note the assigned time and room for your contest. While most contests begin at 4 p.m. Friday, some broadcast contests will meet earlier in the day. Bring required equipment and supplies, as explained in rules at JEA.org/contests, and contest ID label to the assigned room. Most contests and critiques will last two hours. Check the convention app in case there is a room change.

## All NSMC activities take place Friday

### 8 a.m.

42 Video Package Editing, Public Gardens, Sheraton Fifth Floor  
43 Broadcast Online News Package meeting, Meeting Room 207, Hynes Level 2  
44 Broadcast Anchor work room, Arnold Arboretum, Sheraton Fifth Floor  
44 Broadcast Anchor judging, Jamaica Pond, Sheraton Fifth Floor  
46 Broadcast Package meeting, Meeting Room 208, Hynes Level 2

### 1 p.m.

43 Broadcast Online News Package work room, Public Gardens, Sheraton Third Floor  
46 Broadcast Package work room, The Fens, Sheraton Third Floor

### 4 p.m.

01 Newswriting, Commonwealth, Sheraton Third Floor  
02 Editorial Writing, Back Bay A, Sheraton Second Floor  
03 Feature Writing, Back Bay C, Sheraton Second Floor  
04 Sports Writing, Independence West, Sheraton Second Floor  
05 Review Writing, Back Bay D, Sheraton Second Floor  
06 Editorial Cartooning, Independence East, Sheraton Second Floor  
07 Commentary Writing, Gardner, Sheraton Third Floor  
08 News Editing/Headline Writing/Current Events, Back Bay B, Sheraton Second Floor  
09 Newspaper Layout critique, Meeting Room 311, Hynes Level 3  
10 Newsmagazine Layout critique, Meeting Room 311, Hynes Level 3  
11 Press Law and Ethics, Republic A, Sheraton Second Floor  
12 Yearbook Copy/Caption Sports, Constitution A, Sheraton Second Floor  
13 Yearbook Copy/Caption Academics, Constitution A, Sheraton Second Floor  
14 Yearbook Copy/Caption Clubs, Constitution B, Sheraton Second Floor  
15 Yearbook Copy/Caption Student Life, Constitution B, Sheraton Second Floor  
16 Yearbook Layout Theme critique, Meeting Room 203, Hynes Level 2

## Judges

Lead judges: Pick up material for contests between 1-3:30 p.m. in Meeting Room 209, Hynes Level 2

Photography judges: 8 a.m. to noon, Meeting Room 205, Hynes Level 2



17 Yearbook Layout Inside Pages critique, Meeting Room 203, Hynes Level 2

18 Yearbook Cover/End Sheets critique, Meeting Room 203, Hynes Level 2

19 Literary Magazine Layout, Meeting Room 204, Hynes Level 2l

20 Literary Magazine Poetry, Berkeley, Sheraton Third Floor

21 Literary Magazine Illustration, Berkeley, Sheraton Third Floor

22 Literary Magazine Photography, Meeting Room 207, Hynes Level 2

23 Graphic Designing Logo critique, Meeting Room 309, Hynes Level 3

24 Graphic Design Infographics, Meeting Room 308, Hynes Level 3

25 Graphic Design Advertising critique, Meeting Room 309, Hynes Level 3

26 Graphic Design Photo Illustration, Meeting Room 310, Hynes Level 3

27 Themed Photography critique, Meeting Room 304, Hynes Level 3

28 Sports Action Photography critique, Meeting Room 304, Hynes Level 3

29 Sports Feature Photography critique, Meeting Room 304, Hynes Level 3

30 Feature Photography critique, Meeting Room 304, Hynes Level 3

31 General or Spot News Photography critique, Meeting Room 304, Hynes Level 3

32 Photo Story critique, Meeting Room 304, Hynes Level 3

33 Portfolio critique, Meeting Room 304, Hynes Level 3

34 Photo Portrait critique, Meeting Room 304, Hynes Level 3

35 First-year Photo critique, Meeting Room 304, Hynes Level 3

36 Broadcast News Story critique, Meeting Room 306, Hynes Level 3

37 Broadcast Sports Story critique, Meeting Room 306, Hynes Level 3

38 Broadcast Feature Story critique, Meeting Room 306, Hynes Level 3

39 Broadcast Commercial/PSA critique, Meeting Room 306, Hynes Level 3

40 Videography critique, Meeting Room 306, Hynes Level 3

45 Broadcast Newswriting, Riverway, Sheraton Fifth Floor

Broadcast judges: Check schedule for assigned time and location.

NSMC judges' dinner and judging: 6 p.m., Meeting Room 210, Hynes Level 2



## Congratulations to our Pacemaker finalists and award winners

### 2023 Broadcast Pacemaker finalists

Finalists recognized and winners announced at 3:30 p.m. Saturday, Nov. 4.

- CHSTV**  
Carlsbad High School  
Carlsbad, California
- CCNN Live**  
Christopher Columbus High School  
Miami, Florida
- OLLA TV**  
Our Lady of Lourdes Academy  
Miami, Florida
- The Odyssey**  
Somerset Academy Prep  
Miami, Florida
- Monthly Mane**  
Oviedo High School  
Oviedo, Florida
- Raider305**  
Gulliver Preparatory School  
Pinecrest, Florida
- The OneMaize Show**  
Maize Career Academy  
Maize, Kansas
- Knight Life**  
Sandwich High School  
Sandwich, Massachusetts
- DTV News**  
Davison High School  
Davison, Michigan
- HTV Magazine**  
Hillcrest High School  
Springfield, Missouri
- FHNtoday TV**  
Francis Howell North High School  
St. Charles, Missouri
- Tower Broadcast News (TBN)**  
The Masters School  
Dobbs Ferry, New York
- Lincoln Live**  
Gahanna Lincoln High School  
Gahanna, Ohio
- RNE-TV**  
Richland Northeast High School  
Columbia, South Carolina
- CPA Media Studio**  
Christ Presbyterian Academy  
Nashville, Tennessee
- KCBY Weekly**  
Coppell High School  
Coppell, Texas

- Coyote Nation TV**  
Heritage High School  
Frisco, Texas
- Hill Top News**  
Rock Hill High School  
Frisco, Texas
- WSMS News**  
Willow Springs Middle School  
Lucas, Texas
- Eagle Nation News**  
Prosper High School  
Prosper, Texas

### 2023 Newspaper/ Newsmagazine Pacemaker finalists

Finalists recognized and winners announced at 3:30 p.m. Saturday, Nov. 4.

- Junior high/middle school**
- The Town Crier**  
Paul Revere Charter Middle School  
Los Angeles, California
- The Crane**  
Cranbrook Kingswood Middle School for Boys  
Bloomfield Hills, Michigan
- The Sequoyah Scribe**  
John Sevier Middle School  
Kingsport, Tennessee
- The Scroll**  
The American School in London (Middle School)  
London, England
- High school**
- The Epitaph**  
Homestead High School  
Cupertino, California
- El Estoque**  
Monta Vista High School  
Cupertino, California
- The Accolade**  
Sunny Hills High School  
Fullerton, California
- The Campanile**  
Palo Alto High School  
Palo Alto, California
- Verde**  
Palo Alto High School  
Palo Alto, California

- Crimson**  
Paso Robles High School  
Paso Robles, California
- Bear Witness**  
Branham High School  
San Jose, California
- The Nueva Current**  
The Nueva School  
San Mateo, California
- The Mirror**  
Van Nuys High School  
Van Nuys, California
- The Hoofprint**  
Walnut High School  
Walnut, California
- The Mix**  
Monarch High School  
Louisville, Colorado
- Eagle Eye News**  
Marjory Stoneman Douglas High School  
Parkland, Florida
- Muse**  
Alexander W. Dreyfoos School of the Arts  
West Palm Beach, Florida
- Odyssey**  
Clarke Central High School  
Athens, Georgia
- U-High Midway**  
University of Chicago Laboratory High School  
Chicago, Illinois
- The Evanstonian**  
Evanston Township High School  
Evanston, Illinois
- Statesman**  
Adlai E. Stevenson High School  
Lincolnshire, Illinois
- West Side Story**  
Iowa City West High School  
Iowa City, Iowa
- The Harbinger**  
Shawnee Mission East High School  
Prairie Village, Kansas
- JagWire**  
Mill Valley High School  
Shawnee, Kansas
- Northwest Passage**  
Shawnee Mission Northwest High School  
Shawnee, Kansas
- Silver Chips**  
Montgomery Blair High School  
Silver Spring, Maryland
- The Communicator Magazine**  
Community High School  
Ann Arbor, Michigan

- The Rubicon**  
St. Paul Academy and Summit School  
St. Paul, Minnesota
- The Messenger**  
Marquette High School  
Chesterfield, Missouri
- Le Journal**  
Notre Dame de Sion High School  
Kansas City, Missouri
- The Kirkwood Call**  
Kirkwood High School  
Kirkwood, Missouri
- Spark**  
Lakota East High School  
Liberty Township, Ohio
- The Dispatch**  
James Bowie High School  
Austin, Texas
- The Shield**  
McCallum High School  
Austin, Texas
- Eagle Edition**  
Episcopal School of Dallas  
Dallas, Texas
- ReMarker**  
St. Mark's School of Texas  
Dallas, Texas
- The Fourcast**  
The Hockaday School  
Dallas, Texas
- The Review**  
St. John's School  
Houston, Texas
- The Edge**  
Pleasant Grove High School  
Texarkana, Texas
- tjTODAY**  
Thomas Jefferson High School for Science and Technology  
Alexandria, Virginia
- The Newstreak**  
Harrisonburg High School  
Harrisonburg, Virginia
- The Highlander**  
McLean High School  
McLean, Virginia
- The Standard**  
The American School in London (High School)  
London, England

### 2023 Specialty Magazine Pacemaker finalists

Finalists recognized and winners announced at 3:30 p.m. Saturday, Nov. 4.

- Anthro!**  
Palo Alto High School  
Palo Alto, California
- C Magazine**  
Palo Alto High School  
Palo Alto, California
- Viking**  
Palo Alto High School  
Palo Alto, California
- Proof**  
Palo Alto High School  
Palo Alto, California
- Flare**  
Sage Hill School  
Newport Coast, California
- On the Record**  
duPont Manual High School  
Louisville, Kentucky
- Science Greeley**  
Horace Greeley High School  
Chappaqua, New York
- Backcountry Review**  
Springfield High School  
Springfield, Oregon
- Geneva Quarterly**  
Geneva School of Boerne  
Boerne, Texas
- Focus**  
St. Mark's School of Texas  
Dallas, Texas
- The Scientific Marksman**  
St. Mark's School of Texas  
Dallas, Texas

### 2023 Individual Awards

NSPA announces winners of its top individual prizes in scholastic journalism at 3:30 p.m. Saturday, Nov. 4.



Individual Award finalists

### Spring 2023 Pacemakers

### 2022 Literary Arts Magazine

### 2022 Yearbook

### 2023 Online

### 2023 Innovation

These Pacemakers were announced at the spring convention, in San Francisco.



NSPA awards archive

### 2022-23 Clips & Clicks

Open to all NSPA members, the competition honors current work among student journalists in fall and spring semesters, with an annual sweepstakes each spring.

### 2023 sweepstakes winner

**CCNN Live**  
Christopher Columbus High School,  
Miami, Florida



2022-23 Clips & Clicks

### 2023 Leadership Award in Student journalism

NSPA's leadership award recognizes journalistic contributions and leadership in student media. Congratulations to our 2023 recipients, announced last spring.



2023 Leadership Award in Student Journalism

### 2023 NSPA Pioneers

The Pioneer Award is the highest award NSPA presents to journalism educators.

These individuals who make substantial contributions to high school publications and journalism programs outside of their primary employment.

### 2023 inductees

- Tina Cleavelin**, Jostens
- Karl Grubaugh**, Granite Bay High School (California)
- Debra Klevens**, Parkway West High School, Ballwin, Missouri
- Matthew LaPorte**, Southwest Career and Technical Academy, Las Vegas, Nevada
- Becky Tate**, Shawnee Mission North High School, Overland Park, Kansas
- Rebecca Potter**, Texas High School, Texarkana, Texas



NSPA Pioneers

### 2022-23 NSPA Hall of Fame

The NSPA Hall of Fame represents sustained excellence by scholastic media. Publications qualify by earning 10 All-American ratings from the NSPA Critique Service within an 11-year span.

### Fall convention inductees

- Reflections**, yearbook, Brighton High School, Brighton, Colorado
- FHNtoday**, website, Francis Howell North High School, St. Charles, Missouri
- North Star**, newspaper (2013), Francis Howell North High School, St. Charles, Missouri



NSPA Hall of Fame

### NSPA contest overview & rules



NSPA contest overview & rules



# SATURDAY SCHEDULE

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Room	8 a.m.	9 a.m.	10 a.m.	11 a.m.	Noon	1 p.m.	2:30 p.m.	3:30 p.m.
Auditorium, Hynes Level 2				Trustworthy documentary		Trustworthy panel		NSPA awards ceremony
Pre-function Auditorium, Hynes Level 2	Convention registration check-in, merchandise distribution, information desk (8 a.m. to 1 p.m.)							
Hall C, Hynes Level 2								
Meeting Room 201, Hynes Level 2	1,000 words (or so)	Build a bridge and get organized	Giving full yerd	Enter your kerning era	Caption culture			
Meeting Room 202, Hynes Level 2	10 tricks for better multimedia content	The evolving world of journalism ethics	Intro to photojournalism and multimedia broadcast	It's all in the details		10 tips to improve your sports photography	How to play a great game: Coverage	
Meeting Room 203, Hynes Level 2	Design difficulties? Let's get back to basics	Here to Stay: Scholastic Journalism Week 2024	Storytelling images	Avoid exploding whales: 7 habits of strong leaders		Storytelling for reader understanding	More than both sides: Redefining objectivity	
Meeting Room 204, Hynes Level 2	Let's get social	Advanced writing for broadcast	News literacy in the age of AI		So you got 'canceled,' now what?	Opinionated? Responding to reception	Page to posterity: The role of lit mags in schools	
Meeting Room 206, Hynes Level 2	Adviser hospitality (7:30 a.m. to noon) Refreshments provided by Kent State University Center for Scholastic Journalism							
Meeting Room 207, Hynes Level 2	Covering #MeToo	The 85-lb beagle and the legless football player	The Lasso way: 10 leadership lessons			What's the angle?	Building and operating a live daily news operation	
Meeting Room 208, Hynes Level 2	Who are we covering? Who is on staff? Who cares?	Colorful storytelling: Verbal into vivid design	Southern storytelling	Hot headlines, cool captions		The art of leadership communication	Organizing an effective staff structure	
Meeting Room 210, Hynes Level 2		On-site critiques						
Meeting Room 304, Hynes Level 3								
Meeting Room 306, Hynes Level 3	Coaching writers	Home at last: How music can inform your writing	Covering climate: What you need to know	The power of your why				
Meeting Room 308, Hynes Level 3		Glowing references	Editor-in-chief roundtable	Top advisers discuss broadcast trends	So you might want to go to college in Boston			
Meeting Room 309, Hynes Level 3	Details matter	It's not too late	50 Ways to share everyone's story visually	Working with administrators for stronger media				
Meeting Room 310, Hynes Level 3		Intro to narrative nonfiction	Sell yourself	How to score great sports stories	99 problems, but conflict ain't one	Live stream 101		
Meeting Room 311, Hynes Level 3	Studio anywhere	Student life and senior superlatives	Landscape photography					
Meeting Room 312, Hynes Level 3					Adviser recognition luncheon			
Meeting Room 313, Hynes Level 3	How to write award-worthy opinion stories	Tackling ChatGPT and AI in the student newsroom		Privacy law 101		Let's play the "yes or no" game!	This might hurt you to hear	

- SPECIAL EVENT
- MEETING
- CONTEST
- REGISTRATION AND INFORMATION
- ★ FEATURED SPEAKER
- DIVERSITY EMPHASIS
- GOOD FOR BEGINNERS




# SATURDAY SCHEDULE

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Room	8 a.m.	9 a.m.	10 a.m.	11 a.m.	Noon	1 p.m.	2:30 p.m.
Grand Ballroom, Sheraton Second Floor	National Journalism Quiz Bowl						
Liberty B+C, Sheraton Second Floor				Obtaining press freedom in private schools			
Republic A, Sheraton Second Floor	Up your interview game	10 habits of a highly effective editor	Covering issues of disability	Covering the hard stuff	The next step: Making an impact beyond your school	Beyond the norm: Writing great stories	Advisers helping advisers
Republic B, Sheraton Second Floor	Roundtable: All about newspaper	Roundtable: All about yearbook	Roundtable: All about broadcast				
Grand Ballroom Pre-Function, Sheraton	Publications Exchange				Publications Exchange		
Independence East, Sheraton Second Floor	How to get information through public records	How to tackle the grading beast	Open forum: Discussion of legal and ethical issues	Bold journalism			
Independence West, Sheraton Second Floor	Enacting a New Voices bill in your state	Morale, motivation and more	Build the dream team: 5 tips to recruit all stars	Power up your staff		How to build a broadcast with a small staff	
Back Bay A, Sheraton Second Floor	Stand up		Podcasts fundamentals	Taming the monster: fighting "fake news"	Journalism: The gateway to democracy	Artificial intelligence (AI)	Covering banned books
Back Bay B, Sheraton Second Floor	Journalism's role in us history with PBS NewsHour	This just in-stagram	Culture club	Great editor = great leader		A student's guide to tech-driven journalism	How's your vision?
Back Bay C, Sheraton Second Floor	Building a team of social media content creators	Reporting on tragedy	Small school yearbooks: How we do it all	Crop it like it's hot: Create eye-catching designs		In-depth reporting	Mastering the art of the interview
Back Bay D, Sheraton Second Floor	Is Gen Z even watching the news?	Broadcast journalism in the vertical frame	Umbrella coverage deepens school connections			How to say the quiet part loud	
Constitution A, Sheraton Second Floor		Photojournalism 101	Taste the rainbow	How much does a polar bear weigh?			
Constitution B, Sheraton Second Floor	Photoshop and Lightroom	Improving photography in publications	Multimedia tools	Covering controversial topics responsibly			
Boardroom, Sheraton Third Floor							
conference Room, Sheraton Third Floor							
commonwealth, Sheraton Third Floor		Developing a commitment to diversity		How to avoid yearbook's top 10 mistakes			
Berkeley, Sheraton Third Floor	Effectively using JEA's curriculum	Inspiring independence	From extracurricular to extraordinary				
Hampton, Sheraton Third Floor	Water your program to grow	Now we got bad blood	Organizing staff and stuff	Journalism as CTE		Building meaningful relationships	
Gardner, Sheraton Third Floor	Grading photographers	It's the little things	Word by word, column by column	Cover now what you can never cover again			

- SPECIAL EVENT
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**EVALUATE SESSIONS IN THE APP**

Please complete the session evaluation for each session you attend.

# SATURDAY SCHEDULE

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Room	8 a.m.	9 a.m.	10 a.m.	11 a.m.	Noon	1 p.m.	2:30 p.m.
Fairfax A, Sheraton Third Floor	Copyright: Not for elephants or AI	Everyone needs a copy editor	Managing and grading a converged newsroom	Creating an amazing yearbook with minimal stress			
Fairfax B, Sheraton Third Floor		Journalism in the middle school classroom	Get Certified: Photojournalism	Get Certified: Legal and ethical issues for advisers			
Public Gardens, Sheraton Fifth Floor	JEA Digital Media Committee meeting	JEA Certification Committee meeting		JEA Awards Committee meeting			JEA board wrap-up
The Fens, Sheraton Fifth Floor	JEA Scholastic Press Rights Committee meeting						JEA Outreach Academy wrap-up
Riverway, Sheraton Fifth Floor	Scholastic press association roundtable (2 hours)						
Arnold Arboretum, Sheraton Fifth Floor		Adobe certification testing					

- SPECIAL EVENT
- MEETING
- CONTEST
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- ★ FEATURED SPEAKER
- DIVERSITY EMPHASIS
- GOOD FOR BEGINNERS

## 8 a.m.

### WRITING 1000 words (or so)

They say a photo is worth 1,000 words, so use them, at least some of them. Captions are the most read copy in any publication/media. Gather the information, interview the participant and write a complete caption. Lori Oglesbee, Cady Studios, McKinney, Texas, and Samantha Berry, CJE, Cady, Alpharetta, Georgia  
8 a.m., Meeting Room 201, Hynes Level 2 (153)

### BROADCASTING & MULTIMEDIA 10 tricks for better multimedia content

Video packages and written stories can play nicely together if you're intentional about both. We will dive into what is needed

to create a strong video news package and examine the articles that accompany them. How should they be different? How can they be better?

Chloe Franklin, Elon University, Rock Hill, South Carolina  
8 a.m., Meeting Room 202, Hynes Level 2 (252)

### DESIGN Design difficulties? Let's get back to basics

Many schools struggle with design or make books that look like last year's book. In this session, Sidwell will go over the benefits of using modular design and how it can bring consistency to the book without making all pages look the same.

Dan Sidwell, Freedom High School, Tampa, Florida  
8 a.m., Meeting Room 203, Hynes Level 2 (259)

### MARKETING & ADVERTISING

#### Let's get social

Learn tips and tricks to use your publication's social media accounts to help maximize coverage, readership, participation and hype. Don't have social media yet — don't worry! You'll be ready to create accounts before you leave.

Sarah Lerner, Marjory Stoneman Douglas High School, Parkland, Florida  
8 a.m., Meeting Room 204, Hynes Level 2 (153)

### GENERAL AUDIENCE

#### Covering #MeToo

Inquiries to the Student Press Law Center's legal hotline have spiked with questions about the legal, ethical and practical aspects of covering reports of sexual assault on campus since the New York Times exposed Harvey Weinstein. We'll discuss story approaches and strategies to gain access to information

and the need to report carefully to avoid accusations of libel.

Mike Hiestand, Student Press Law Center, Washington, D.C.  
8 a.m., Meeting Room 207, Hynes Level 2 (310)

### GENERAL AUDIENCE

#### Who are we covering? Who is on staff? Who cares?

In this session, members of the Odyssey Media Group and their adviser will share how they seek to address representation in stories and on staff, and why it matters. Walk away with tools to audit your publications and to engage in conversations surrounding representation, and a network to support you.

David Ragsdale, CJE, Clarke Central High School, Athens, Georgia  
8 a.m., Meeting Room 208, Hynes Level 2 (310)

### LEADERSHIP & TEAM BUILDING, STAFF MANAGEMENT

#### Coaching writers

Don't get hung up on "red-tie issues" and learn how to help shepherd a group of creative people. We'll discuss management strategies and ethics in editing that you can take back to your newsrooms.

Colin Donohue, Elon University, Elon, North Carolina  
8 a.m., Meeting Room 306, Hynes Level 3 (341)

### GENERAL AUDIENCE

#### Details matter

If you're an aspiring editor or adviser who is working toward competitive excellence, it's important to know what judges look for. This session's guidelines will remind you of some of the details that help the great books rise above others. Examples from top books and solid solutions will provide a strong foundation for important details and help you avoid that moment when you learn or notice something after the book is printed

Ann Akers, MJE, Herff Jones, Matthews, North Carolina, and Staci Toporek, Governor Livingston High School, Berkeley Heights, New Jersey  
8 a.m., Meeting Room 309, Hynes Level 3 (304)

### PHOTOJOURNALISM

#### Studio anywhere

"Studio Anywhere" is an innovative photography and videography class that teaches students how to create professional-quality shots in any location, transforming ordinary settings into dynamic studios.

Hayes Davis, Leonard's Studios, Jacksonville, Florida  
8 a.m., Meeting Room 311, Hynes Level 3 (435)

### WRITING

#### How to write award-worthy opinion stories

Have you ever wanted to spruce up your opinion section but didn't know how? Attend this session with David Cutler, adviser to the Brimmer and May School's award-winning online student newspaper, The Gator, and learn how to craft compelling opinion pieces that are backed by facts and data

David Cutler, Brimmer and May School, Chestnut Hill, Massachusetts  
8 a.m., Meeting Room 313, Hynes Level 3 (227)

### GENERAL AUDIENCE

#### Journalism's role in U.S. history with PBS NewsHour

Explore the role of journalism, the people whose stories were covered, and the many forms the news has taken throughout American history. Some journalists may be household names like Edward Murrow and Gwen Ifill while others may be less familiar like Ethel Payne and Thomas Morris Chester. We'll also examine news beats like science and labor along with great inventors like Lewis Latimer and labor leaders like Dolores Huerta, using NewsHour's Journalism in Action website.

Victoria Pasquantonio, PBS NewsHour Classroom, Arlington, Virginia  
8 a.m., Back Bay B, Sheraton Second Floor (250)

### MULTIMEDIA BROADCAST

#### Stand up

Learn how to keep your viewers engaged by creating innovative stand ups for your broadcast and digital stories. Stand ups can be a great tool for talent to demonstrate a part of their story and in this session you will hear tips and tricks to writing, shooting, and editing creative stand ups.

Margie Raper, Rock Hill High School, Frisco, Texas  
8 a.m., Back Bay B, Sheraton Second Floor (250)

### ONLINE

#### Building a team of social media content creators

Would you like help in telling your school's story? Do you sometimes wish you could clone yourself and be in two places at once? This session will empower you to do this by creating and sustaining a social media team. Learn how to select, train, and inspire the students in your school to take ownership of telling their school's story. Walk away with some great tips for motivating others to create content for someone other than themselves!

Melissa Falkowski, Marjory Stoneman Douglas High School, Parkland, Florida  
8 a.m., Back Bay C, Sheraton Second Floor (250)

## CONVENTION CHECK-IN AND REGISTRATION

Those who have registered must check in to pick up school packets that include name badges, printed programs and event tickets. It is best for the advisers only to check in their delegation, paying fees if they have not already done so.  
8 a.m. to 1 p.m.

## INFORMATION DESK

Learn where to go, what to see and where to eat from locals serving on the convention committee.  
8 a.m. to 1 p.m.

## CONVENTION MERCHANDISE DISTRIBUTION

There may be extras to buy if you did not pre-order merchandise — apparel, stickers and pins. Quantities are limited.  
8 a.m. to 1 p.m.

## LOST AND FOUND

The convention registration check-in desk will house the lost and found. If what you lost is not there, you might check to see if someone turned it in to hotel security. Items not picked up by 1 p.m. Saturday will be turned over to Hynes security.  
8 a.m. to 1 p.m.

## PUBLICATION EXCHANGE

Interested in seeing what kind of work other high schools around the nation are producing? Stop by the exchange tables to see the latest editions of high school publications from coast to coast. Feel free to drop off a few copies of your media and take some you like.  
8 a.m. to 11 p.m., rand Ballroom  
Pre-Function, Sheraton Second Floor

## SATURDAY REGISTRATION ACTIVITIES LOCATED IN BOYLSTON HALLWAY, HYNES LEVEL 2



# SATURDAY 8 a.m.

## BROADCASTING & MULTIMEDIA

### Is Gen Z even watching the news?

A guide to engage the Gen Z audience from a Gen Z news producer in the industry. The most common misconception I've seen in newsrooms is editorial leaders skipping over younger viewers claiming they don't interact with news content. They do — just not in the way past generations have. Learn where they are spending their time and how to maximize your viewership.

Grant Johnson, Ithaca College, Ithaca, New York  
8 a.m., Back Bay D, Sheraton Second Floor (250)

## PHOTOJOURNALISM

### Photoshop and Lightroom

This session gives students an overview of Adobe's two primary editing tools to help students and teachers understand the differences and similarities between the two applications and which one might be best.

Mark Murray, Association of Texas Photography Instructors, Santa Fe, New Mexico  
8 a.m., Constitution B, Sheraton Second Floor (325)

## CONTEST

### National Journalism Quiz Bowl

Four-person teams will compete in the live buzzer rounds. Come cheer on your school as a member of the audience.  
8-10 a.m., Constitution Ballroom, Sheraton Second Floor (670)

## EVENT

### Publication exchange

Interested in seeing what kind of work other high schools around the nation are producing? Stop by the exchange tables to see the latest editions of high school publications from coast to coast. Feel free to drop off a few copies of your media and take some you like.

8 a.m., Grand Ballroom Pre-Function, Sheraton Second Floor

## LAW & ETHICS

### How to get information through public records

Getting good information is key to good reporting. We'll talk about the ins and outs of public records requests, how/where that pesky FERPA excuse applies (it usually doesn't), and what to do if you're being given the runaround.

Jonathan Gaston-Falk, Student Press Law Center, Washington, D.C.  
8 a.m., Independence East, Sheraton Second Floor (80)

## LAW & ETHICS

### Enacting a New Voices bill in your state

Hear from the West Virginia JEA state director and her high school students about how stakeholders in the Mountain State collaborated to help pass their version of the bill, which their governor signed into law on March 23. Leave with resources that you can use to help pass a New Voices law in your state.

Morgan Bricker, Weir High School, Weirton, West Virginia  
8 a.m., Independence West, Sheraton Second Floor (150)

## NEWSGATHERING

### Up your interview game

If you're on your publications staff, chances are you're going to have to talk to people. This session will show you how to go beyond your comfort zone to prepare and execute interviews like a pro.

Julieanne McClain, CJE, Rutherford B Hayes High School, Delaware, Ohio  
8 a.m., Republic A, Sheraton Second Floor (140)

## ADVISING

### Effectively using JEA's curriculum

Advisers will be introduced to the vast resources available through the JEA Curriculum Initiative. Teachers will leave with an understanding of what JEA offers in terms of curriculum, ideas for how you can map out your semester or year-long courses using the lessons, and tips and tricks for deploying the curriculum in the classroom.

Jim Streisel, MJE, Carmel (Indiana) High School  
8 a.m., Berkeley, Sheraton Third Floor (75)

## PHOTOJOURNALISM

### Copyright: Not for elephants or AI

For photographers, the copyright laws can influence how much money they make and credit they get. Even though copyright is embedded in the U.S. Constitution, there are nuances to copyright that every photographer should know, including how artificial intelligence will be changing things.

Bradley Wilson, MJE, Midwestern State University, Wichita Falls, Texas  
8 a.m., Fairfax A, Sheraton Third Floor (130)

## ADVISERS

### Grading photographers

Grading photography is hard. Is a 20-minute assembly worth as much as a football game that went into overtime? What if all the pictures are blurry or unusable? We'll talk about creating a fair, equitable, and objective photojournalism grading system.

Heather Springer, CJE, Olathe South High School, Olathe, Kansas  
8 a.m., Gardner, Sheraton Third Floor (140)

## ADVISERS

### Water your program to grow

Want to grow your program and retain students? This session is designed for advisers who want to learn more about how to recruit and retain students in any journalism program. You also will learn some tips and tricks to make the classroom a warm and engaging environment where every student on staff feels part of the team.

Kaitlin Edgerton, CJE, Grosse Pointe South High School, Grosse Pointe Farms, Michigan  
8 a.m., Hampton, Sheraton Third Floor (80)

## MEETING

### JEA Digital Media Committee meeting

Committee members will meet to discuss digital media.  
Jordyn Kiel, CJE, Francis Howell North High School, Saint Charles, Missouri; PJ Cabrera, CJE, Journalism Education Association, San Antonio, Texas; Shanon Woolf, CJE, McIntosh High School, Peachtree City, Georgia; Shanon Woolf, CJE, McIntosh High School, Peachtree City, Georgia, and Sydney Swanson, North Point High School, Wentzville, Missouri

8 a.m., Public Gardens, Sheraton Fifth Floor (80)

## [2-HOUR SESSION]

## MEETING

### Scholastic press association roundtable

Join the discussion of scholastic press association directors and those involved in scholastic press organizations in their states.

Val Kibler, MJE, Harrisonburg (Virginia) High School  
8 a.m., Riverway, Sheraton Fifth Floor (90)

## MEETING

### JEA Scholastic Press Rights Committee meeting

Members of this committee will meet to make plans and set goals for the upcoming year. Other advisers who are interested in being part of the committee are invited to attend.

Kristin Taylor, MJE, The Archer School for Girls, Los Angeles, California  
8 a.m., The Fens, Sheraton Fifth Floor (90)

# 9 a.m.

## STAFF MANAGEMENT

### Build a bridge and get organized

This session is for anyone looking for photo organization strategies to make sure the best images end up in your publications. This free software from Adobe could be the answer to bringing some photo peace to your publication staff.

Lori Oglesbee, Cady Studios, McKinney, Texas, and Samantha Berry, CJE, Cady, Alpharetta, Georgia  
9 a.m., Meeting Room 201, Hynes Level 2 (153)

## LAW & ETHICS

### The evolving world of journalism ethics

From incorporating artificial intelligence to covering social justice movements, many of the profession's ethical principles have failed to keep pace with the changing media landscape. See how student media is perfectly positioned to reimagine a journalist's code of ethics.

Kelly Furnas, MJE, Elon University, Elon, North Carolina  
9 a.m., Meeting Room 202, Hynes Level 2 (252)

## GENERAL AUDIENCE

### Here to Stay: Scholastic Journalism Week 2024

Scholastic Journalism Week is a great time of year to celebrate and showcase media programs and the important work journalists do day in and day out. Did you know there's a whole committee devoted to bringing you new, engaging and exciting ways to celebrate each year? Join us as we dive into this year's Scholastic Journalism Week theme and share ways

that you can celebrate the occasion with your publications, your school and your community in small and big ways.

Jordyn Kiel, CJE, Francis Howell North High School, Saint Charles, Missouri; PJ Cabrera, CJE, Journalism Education Association, San Antonio, Texas; Shanon Woolf, CJE, McIntosh High School, Peachtree City, Georgia; Shanon Woolf, CJE, McIntosh High School, Peachtree City, Georgia, and Sydney Swanson, North Point High School, Wentzville, Missouri  
9 a.m., Meeting Room 203, Hynes Level 2 (259)

## BROADCASTING & MULTIMEDIA

### Advanced writing for broadcast

A lot of student journalists ignore the power of writing to make a strong story and increase production value. Using student and professional examples, we'll look at how you can incorporate good writing into every news package you produce and reach your community more effectively.

Patrick Moring, CJE, Rampart High School, Colorado Springs, Colorado  
9 a.m., Meeting Room 204, Hynes Level 2 (153)

## WRITING

### The 85-lb beagle and the legless football player

The incredible stories right under your nose are the ones that truly drive your publication or production and inspire your audiences. Knowing how to find them — and then which angles to pursue — will have real-life characters thriving in your work.

Phillip Caston, CJE, Wando High School, Mount Pleasant, South Carolina  
9 a.m., Meeting Room 207, Hynes Level 2 (310)

## DESIGN

### Colorful storytelling: Verbal into vivid design

We're all about yearbook theme and the verbal that drives it. We'll cover how to take your words and create a vivid, cohesive design. We'll even discuss fonts, colors and graphics, examining several yearbooks and other sources of inspiration.

Heather Nagel, CJE; Meghan Milligan and Hattie Funk, Christ Presbyterian Academy, Nashville, Tennessee  
9 a.m., Meeting Room 208, Hynes Level 2 (310)

## WRITING

### Home at last: how music can inform your writing

Writer Gary Provost wrote in "100 Ways to Improve Your Writing" that "the words you write make sounds, and

## ON-SITE CRITIQUES

Schools scheduled for critiques should bring up to three different issues of newspapers/magazines, or the most recent literary magazine or yearbook. Some staffs also choose to bring mock-ups of the current yearbook. For broadcast critiques, bring a thumb drive or upload to YouTube. Online staffs should bring a URL. Preregistration was required.  
9-11 a.m., Meeting Room 210, Hynes Level 2 (462)

# SATURDAY 9 a.m.

when those sounds are in harmony, the writing will work." Musicians make choices about upbeats, downbeats, tempo, instrumentation. Writers deal with word choice, sentence length, dialogue, metaphor. Find the right combination, and your prose elevates. We'll explore the structural similarities between music and creative writing and how you might view music as a tool to elevate your prose.

Colin Donohue, Elon University, Elon, North Carolina  
9 a.m., Meeting Room 306, Hynes Level 3 (341)

## PHOTOJOURNALISM

### Glowing references

Looking to make your reference section more enticing, interesting and engaging? Portraits, group photos and the index should not be afterthoughts to complete slogs, but a chance to increase coverage, make your readers stop flipping pages and improve your publication overall.

Kara Petersen, CJE, Herff Jones Yearbooks, Centreville, Virginia  
Irene Moulton, Loudoun County Public Schools, Aldie, Virginia  
9 a.m., Meeting Room 308, Hynes Level 3 (103)

## GENERAL AUDIENCE

### It's not too late

You've chosen your theme, considered your visuals and established your tone for the 2024 yearbook, but that doesn't mean you're done theming. Many great books magnify the impact of the year's story with theme-advancing coverage ranging from conceptual mods and profiles to special sections. So many possibilities!

Ann Akers, MJE, Herff Jones, Matthews, North Carolina, and Hollie Dutcher, Lecanto High School, Lecanto, Florida  
9 a.m., Meeting Room 309, Hynes Level 3 (304)

## WRITING

### Intro to narrative nonfiction

This presentation will introduce students to the world of narrative nonfiction journalism, exploring the techniques and skills required to craft compelling and immersive true stories. We will define narrative nonfiction and explore the differences between news reporting and narrative storytelling. We'll overview the basics of researching, and we'll explore how to utilize descriptive language, character development, and scene-setting to create compelling narrative nonfiction stories.


Andrew Dubbins, University of Southern California, Los Angeles, California  
9 a.m., Meeting Room 310, Hynes Level 3 (270)

## PHOTOJOURNALISM

### Student life and senior superlatives

Want to gain new ideas and be inspired for student life photography? Senior Superlatives? Learn how to capture compelling and creative photography and lighting to take your yearbook images to the next level while increasing yearbook participation.

Nic Davidson, Strawbridge Studios Inc., Greensboro, North Carolina  
9 a.m., Meeting Room 311, Hynes Level 3 (435)



**EVALUATE SESSIONS IN THE APP**  
Please complete the session evaluation for each session you attend.

## LAW & ETHICS

### Tackling ChatGPT and AI in the student newsroom

Delve into the ethics, limitations, and power of ChatGPT and artificial intelligence in the newsroom! Join this exciting interactive session, where attendees will dive deep into vibrant discussions about the future of journalism's new frontier.

David Cutler, Brimmer and May School, Chestnut Hill, Massachusetts  
9 a.m., Meeting Room 313, Hynes Level 3 (227)

## MARKETING & AUDIENCE ENGAGEMENT

### This just in-stagram

Learn from our experienced staff and adviser as we talk through increasing social media engagement for any publication. From uploading and creating eye-catching posts to using insights to learn about your audience, we'll cover a wide array of topics and be there to answer your questions. Whether you are just starting out or at influencer level, you're sure to pick up some new tricks and tips.

Andrea Koebbe, Lake Braddock Secondary School, Burke, Virginia  
9 a.m., Back Bay B, Sheraton Second Floor (250)

## GENERAL AUDIENCE

### Reporting on tragedy

The unexpected deaths of students and faculty members can be difficult to report on. On Feb. 14, 2018, Marjory Stoneman Douglas High School was the site of a mass shooting that resulted in 17 deaths. See the student reporting that resulted from MSD's media programs, along with additional examples of reporting that resulted from other types of tragedies, including car accidents, illnesses and suicide. Get tips to help guide your reporting on death and tragedy.

Melissa Falkowski, Marjory Stoneman Douglas High School, Parkland, Florida  
9 a.m., Back Bay C, Sheraton Second Floor (250)

## BROADCASTING & MULTIMEDIA

### Broadcast journalism in the vertical frame

The power of your smartphone puts a broadcast newsroom in your pocket. Produce videos from start to finish using just your mobile device and get viewers to watch it. Learn how to take your traditional linear television news stories and optimize them for social media—maximizing your viewers.

Margie Raper, Rock Hill High School, Frisco, Texas  
Grant Johnson, Ithaca College, Ithaca, New York  
9 a.m., Back Bay D, Sheraton Second Floor (250)

**SPEAKER BIOS** are located in the convention app. Scan the code on Page 3 to download the app to your device.

# SATURDAY 9 a.m.

## PHOTOJOURNALISM

### Photojournalism 101

We will review the basics of photojournalism including exposure, composition, storytelling, ethics and everything in between while looking at some really good, storytelling photos.

Jim McCrossen, Blue Valley Northwest High School, Overland Park, Kansas

9 a.m., Constitution A, Sheraton Second Floor (325)

## GENERAL AUDIENCE

### Improving photography in publications

Everyone says they want to do it. We know the readers want to see it. But improving photographs in the publication takes more than just telling photographers to “take better pictures.” Learn how to make sure that everyone on the staff is actively involved in improving the visual imagery in the publication.

Mark Murray, Association of Texas Photography Instructors, Santa Fe, New Mexico

9 a.m., Constitution B, Sheraton Second Floor (325)

## ADVISERS

### How to tackle the grading beast

Grading is often something advisers dread. How do you grade such an untraditional class? How do you assess everyone equally when everyone has different jobs and responsibilities? How can you make grades reflect student work without over-complicating things? This session will provide grading strategies that help motivate kids and make your life as an adviser easier.

Julia Walker, Olathe West High School, Olathe, Kansas

9 a.m., Independence East, Sheraton Second Floor (80)

## LEADERSHIP & TEAM BUILDING

### Morale, motivation and more

All work and no play mean fewer memories and less fun. Research hints that there is a link between employee happiness and productivity. Join us in this session to discuss strategies for building a happier, more cohesive and productive staff!

Morgan Bricker, Weir High School, Weirton, West Virginia

9 a.m., Independence West, Sheraton Second Floor (150)

## LEADERSHIP & TEAM BUILDING

### 10 habits of a highly effective editor

Whether you already have a leadership role, or you have your eye on a future position, come to this session for tips and tricks about how to lead a staff effectively.

Julianne McClain, CJE, Rutherford B Hayes High School, Delaware, Ohio

9 a.m., Republic A, Sheraton Second Floor (140)

## ADVISERS

### Inspiring independence

How can you get your student led publication to be truly student led? It's a formula that's part public relations, part motivation and pinch of planning. Learn tips and tricks to

growing student leaders, helping them discover their inner drive to thrive and getting them to take up the call to lead your publication.

Theresa Meyers, South Kitsap High School, Port Orchard, Washington

9 a.m., Berkeley, Sheraton Third Floor (75)

## LEADERSHIP & TEAM BUILDING

### Developing a commitment to diversity

Making clear to your audience — and all stakeholders — what you stand for as a student media program is essential in order to gain readers' trust. This student-led session will share how one staff approached the process as part of its commitment to diversity. We'll share why we did it and how, and in the second part of the session we'll use a workshop model to help you start or revise your own.

Sarah Nichols, MJE, Emerson Kibby and Carson Nichols, Whitney High School, Rocklin, California

9 a.m., Commonwealth, Sheraton Third Floor (265)

## EDITING

### Everyone needs a copy editor

Teaching (and learning) editing means more than learning basic grammar, how to spell and what page to turn to in the AP Stylebook. Come get a chuckle at a plethora of copy editing errors and discuss ways they could have been prevented.

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

9 a.m., Fairfax A, Sheraton Third Floor (130)

## ADVISERS

### Journalism in the middle school classroom

This session is about the unique challenges of teaching journalism for middle school levels through the lens of both a public school and public charter. Two key take-aways from this session include the different approaches to middle school journalism and best practices for ensuring journalistic integrity with younger students.

Charlie Anderson, Hutto (Texas) ISD and Tonja Brown, Art and Science Academy Middle School, Isanti, Minnesota

9 a.m., Fairfax B, Sheraton Third Floor (85)

## GENERAL AUDIENCE

### It's the little things

Sometimes it's the little things that make a big difference between good and great. Learn 25 little things that you can apply immediately in your publication to take your writing to the next level.

Melissa Warner and Casey Tedrow, Center Grove High School, Greenwood, Indiana

9 a.m., Gardner, Sheraton Third Floor (140)

## ADVISERS

### Now we got bad blood

As advisers, it used to be mad love. But now you got problems, and don't think you can solve 'em? Let two relatively well-

adjusted advisers help you brainstorm solutions to ... shake it off.

John Horvath, Pictavo, Austin, Texas, and Becky Cook, CJE, Pictavo, Thurman, Ohio

9 a.m., Hampton, Sheraton Third Floor (80)

## EVENT

### Adobe certification testing

Advisers and students will have the opportunity to take a certification exam for Adobe InDesign, Photoshop and/or Premiere Pro. These exams are for intermediate- to advanced-level users. Preregistration was required.

Laura Negri, CJE, Alief Kerr High School, Houston

9 a.m., Arnold Arboretum, Sheraton Fifth Floor (40)

## MEETING

### JEA Certification Committee meeting

Committee members will meet to discuss JEA certification procedures.

Amy Sorrell, MJE, Antwerp (Ohio) Local School

9 a.m., Public Gardens, Sheraton Fifth Floor (80)

# 10 a.m.

## GENERAL AUDIENCE

### Giving full yerd

Therapy for yearbook obsessives and a safe space for those who need to peacefully coexist with them. Let's talk what matters, let go of what doesn't and harness your superpowers for good. Real talk about planning and design.

Steve Kent, Pictavo, Indianapolis

10 a.m., Meeting Room 201, Hynes Level 2 (153)

## BROADCASTING & MULTIMEDIA, PHOTOJOURNALISM

### Intro to photojournalism and multimedia broadcast

This hands-on session, geared for students new to their publication's staff, will teach the basics of visual composition and lighting to take your photography and video skills to the next level.

Kelly Furnas, MJE, Elon University, Elon, North Carolina

10 a.m., Meeting Room 202, Hynes Level 2 (252)

## PHOTOJOURNALISM

### Storytelling images

Learn simple solutions for capturing high quality images by examining common lighting locations, composition techniques and simple editing. Images featured are 2023 Jostens photo winners.

Margaret Sorrows, CJE, Jostens, Sherwood, Arkansas, and Marci Pieper, Retired journalism adviser, Clayton, Missouri

10 a.m., Meeting Room 203, Hynes Level 2 (259)

### [2-HOUR SESSION]

## GENERAL AUDIENCE

### News literacy in the age of AI

Artificial Intelligence will impact the digital landscape in ways

we have yet to imagine. But we do know that news literacy skills and knowledge — like checking your emotions before you share content, consulting multiple sources or doing a quick reverse image search — will be more vital than ever.” Join us in this panel discussion about news literacy education in the age of AI.

Cathy Collins, News Literacy Project, North Easton, Massachusetts, and Linda Polach, Retired journalist, Needham, Massachusetts

10 a.m., Meeting Room 204, Hynes Level 2 (153)

## LEADERSHIP & TEAM BUILDING

### The Lasso way: 10 leadership lessons

Do you believe? Leadership isn't easy, whether you're an adviser or an editor-in-chief. Learn great leadership lessons from AFC Richmond's mustached coach ... and don't forget to “be a goldfish.”

Nick Hornbacher, Bismarck Public Schools, Bismarck, North Dakota

10 a.m., Meeting Room 207, Hynes Level 2 (310)

## GENERAL AUDIENCE

### Southern storytelling

The Southern Interscholastic Press Association presents advisers from across the South with details about how to tell Southern stories. Hear how these stories can be produced with a large impact.

David Ragsdale, CJE, Clarke Central High School, Athens, Georgia; Erin Coggins, MJE, Sparkman High School, Harvest, Alabama; Larry Steinmetz, MJE, Bullitt East High School, Mount Washington, Kentucky; R.J. Morgan, MJE, University of Mississippi, Oxford, Mississippi; Phillip Caston, CJE, Wando High School, Mount Pleasant, South Carolina, and A.J. Chambers, MJE, Horse Creek Academy, Columbia, South Carolina

10 a.m., Meeting Room 208, Hynes Level 2 (310)

## NEWSGATHERING

### Covering climate: What you need to know

Covering a complex topic like climate change can be intimidating. This session provides a crash course in climate change fundamentals. It aims to equip students with some key terms and concepts so they feel more comfortable finding information, approaching sources and investigating important climate change stories in their own communities.

Courtney Humphries, Boston College, Boston, Massachusetts

10 a.m., Meeting Room 306, Hynes Level 3 (341)

## LEADERSHIP & TEAM BUILDING

### Editor-in-chief roundtable

A group of editors from award-winning publications will discuss leadership, staff management, and content creation. Attendees also will have the opportunity to ask questions.

David Nathan, St. John's School, Houston, Texas

10 a.m., Meeting Room 308, Hynes Level 3 (103)

## DESIGN

### 50 ways to share everyone's story visually

This epic session will show you how to engage your reader with 50 super fun mod ideas that you can take home and try. Let's spice up your yearbook with everyone's unique awesomeness, making it a true reflection of your diverse and tight-knit community.

Debra Klevens, CJE, Clayton High School, St. Louis, Missouri

10 a.m., Meeting Room 309, Hynes Level 3 (304)

# UNLOCK A PRIZE

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## MASSAGER



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Promotion available only to attendees of the JEA-NSPA, age 18+, who visit the Jostens booth and unlock the prize box. Must claim by November 2nd–November 3rd. Maximum of one prize per person. Limited number available. Void where prohibited. Value of Prizes: \$99–\$400. Restrictions may apply. Sponsor reserves the right to extend, modify or discontinue this promotion at any time without notice. Sponsor: Jostens, Inc., 7760 France Avenue South, Suite 400 Minneapolis, MN 55435

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# SATURDAY 10 a.m.

GENERAL AUDIENCE

## Sell yourself

Money is the lifeblood of our publications. Students and advisers are invited to attend this session on ways to better market your newspaper and yearbook programs to bring in more ad and sponsorship dollars. We'll include time to share your success stories as well!

Steve Hanf, First Flight High School, Kill Devil Hills, North Carolina  
10 a.m., Meeting Room 310, Hynes Level 3 (270)

PHOTOJOURNALISM

## Landscape photography

Do you live landscape photography? Then you will not want to miss this session. Led by Nic Davidson and award winning landscape photographer who has taken multiple photo safaris to Iceland, Thailand, and all across the United States and Canada. His photography and training will not only inspire you but will teach you how to take your images to award winning levels.

Nic Davidson, Strawbridge Studios Inc., Greensboro, North Carolina  
10 a.m., Meeting Room 311, Hynes Level 3 (435)

STAFF MANAGEMENT

## Culture club

A healthy culture is intentional! The best staff is a staff that respects each other and works well together. This session provides ideas and strategies to create an environment that welcomes everyone and gives everyone a voice.

Mitch Eden, MJE, National Scholastic Press Association, Columbia, Illinois, and Tina Cleavelin, CJE, Jostens, Parker, Colorado  
10 a.m., Back Bay B, Sheraton Second Floor (250)

MULTIMEDIA BROADCAST

## Podcasts fundamentals

Podcasting. Think you should? Have something to say? Want to explore the possibilities? We explore what it takes to get started with your podcast and the basics to start strong.

Margie Raper, Rock Hill High School, Frisco, Texas  
10 a.m., Back Bay B, Sheraton Second Floor (250)

GENERAL AUDIENCE

## Small school yearbooks: How we do it all

If it seems the stuff that big schools do is too overwhelming or won't work for you, or maybe you are starting new and small; this might be your session. Learn and share tips, tricks and workarounds for engaging staff, coverage and fundraising solutions for small-school yearbooks and publications staffs.

Sue Flaming, Caney Valley High School, Ramona, Oklahoma  
10 a.m., Back Bay C, Sheraton Second Floor (250)

LEADERSHIP & TEAM BUILDING

## Umbrella coverage deepens school connections

Learn how a staff led by new editors broke through the

narratives about their school using umbrella coverage to personalize stories and highlight individual experiences over group mentality. If you're looking for ways to diversify storytelling and writing to bring everyone in, this session is for you.

Kara Mullins, Western High School, Hollywood, Florida  
10 a.m., Back Bay D, Sheraton Second Floor (250)

GENERAL AUDIENCE

## Taste the rainbow

What color are you? How do you work with others? What is your leadership style? Come to this session to learn about how our personalities impact group dynamics and the functionality of our staffs. Students, advisers and administrators are all welcome in this session!

Jessica Young, MJE, Orange Glen High School, San Diego, California  
10 a.m., Constitution A, Sheraton Second Floor (325)

ONLINE

## Multimedia tools

Are you looking for ways to integrate more engaging multimedia on your website? This session will demonstrate how students can use GIFs, video, audio, interactive infographics, maps, slideshows, timelines and more to tell compelling multimedia stories. In addition, you'll see several examples of complete multimedia packages.

Julia Satterthwaite, MJE, Monta Vista High School, Cupertino, California  
10 a.m., Constitution B, Sheraton Second Floor (325)

LAW & ETHICS

## Open forum: Discussion of legal and ethical issues

Facing censorship issues including prior review or just have legal or ethical questions? Come to discuss them with members of JEA's Scholastic Press Rights Committee.

Kristin Taylor, MJE, The Archer School for Girls, Los Angeles, California; Jonathan Gaston-Falk, Student Press Law Center, Washington, D.C., and Fern Valentine, retired journalism adviser, Auburn, Washington  
10 a.m., Independence East, Sheraton Second Floor (80)

LEADERSHIP & TEAM BUILDING

## Build the dream team: 5 tips to recruit all stars

Publications require a team to function on all cylinders. Recruiting is the gas that will take you where you want to go. This session is for all leaders, advisers and students. Learn how to build a program that students want to be a part of.

Ben Langevin, CJE, Oviedo (Florida) High School  
10 a.m., Independence West, Sheraton Second Floor (150)

GENERAL AUDIENCE

## Covering issues of disability

Twenty-five percent of us live with some level of disability. That 25% is part of the news we cover, part of our audience, and its

voices are part of the stories we write. At times disabilities are part of the news. How do we treat all our sources and audience with dignity and respect?

Janet Ewell, MJE, Goodheart-Willcox, Huntington Beach, California  
10 a.m., Republic A, Sheraton Second Floor (140)

STAFF MANAGEMENT

## From extracurricular to extraordinary

Not every yearbook has graded assignments. When curriculum doesn't have room for a publications class, what strategies can staffs use to develop a club's culture of excellence? Learn from an adviser's experience with extracurricular newspaper and yearbook programs and from students' experiences on a club staff.

Kate Plows, CJE, Strath Haven High School, Wallingford, Pennsylvania  
10 a.m., Berkeley, Sheraton Third Floor (75)

ADVISERS

## Managing and grading a converged newsroom

In a classroom where every student has a different assignment with a different deadline, how do you grade? Find out how to track assignments and give authentic grades that reflect student learning and production. It will make your life easier.

Melissa Warner and Casey Tedrow, Center Grove High School, Greenwood, Indiana  
10 a.m., Fairfax A, Sheraton Third Floor (130)

ADVISING

## Get Certified: Photojournalism

If you're getting ready to take the CJE exam, this session will help you prepare for the photojournalism section. We'll review photo basics including manual camera controls and composition, delve into some common advising scenarios related to photojournalism, and answer any questions you might have about the exam. While the session is primarily geared toward advisers preparing for the CJE exam, all are welcome.

Rod Satterthwaite, MJE, Palo Alto High School, Palo Alto, California  
10 a.m., Fairfax B, Sheraton Third Floor (85)

WRITING

## Word by word, column by column

One hundred columns later, I have a few insights on what it takes to constantly write your opinion for a news publication. As the weekly columnist for an award-winning non-profit news website, I've learned more about journalism than perhaps any other time in my life: finding topics, creating time to write, working with an editor. It has all demanded a discipline I didn't know that I had. And I love it.

Eric Thomas, MJE, Kansas Scholastic Press Association, Lawrence, Kansas  
10 a.m., Gardner, Sheraton Third Floor (140)

# SATURDAY 11 a.m.

ADVISERS

## Organizing staff and stuff

We have a ton of content and deadlines to organize, and we have a herd of teenagers ready to do the work. Let's talk about a variety of options to organize all of the "stuff" that goes with advising journalism and the different ways to organize your students to best accomplish your goals.

Anne Hayman, MJE, Arlington (Washington) High School  
10 a.m., Hampton, Sheraton Third Floor (80)

## 11 a.m.

[2-HOUR SESSION]

GENERAL AUDIENCE

## Trustworthy documentary

Trustworthy is a 90-minute documentary that chronicles a 5,300-mile journey across America to explore how the growing crisis of trust in media threatens our democracy, and whether we can find common ground. From small towns to urban enclaves, filmmakers speak with journalists, experts and everyday Americans across the political spectrum about how

we got to this critical moment, how we can become better news and information consumers, and how we can come together to rise above the misinformation and discourse aimed at dividing our communities.

11 a.m., Auditorium, Hynes Level 2 (3250)

DESIGN

## It's all in the details

Busy typography and complicated graphics confuse your readers and send the wrong message. Attention to details can help set the visual tone and turn your yearbook design from just OK to great as you open up your creative thinking.


Nancy Hastings, MJE, Retired journalism adviser, Highland, Indiana

11 a.m., Meeting Room 202, Hynes Level 2 (252)

LEADERSHIP & TEAM BUILDING

## Avoid exploding whales: 7 habits of strong leaders

You earned a leadership position ... now what? You know how to take the photos, write the copy, and edit the video, but how do you lead a group of your peers? Come find out 7 practical ways you can find your leadership strengths and applicable



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# THE FUTURE OF MEDIA IS *you*

**Media mirror society.** And just like we can't see our future, we don't know what form media will take in 20 — even 10 — years. But we know who will shape it: **you.**

What can you fit into four years? [go.iu.edu/4zTZ](https://go.iu.edu/4zTZ)



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# SATURDAY 11 a.m.

ways (you get an online packet!) to address issues on your staff, call up other potential leaders, and create a culture of respect and shared vision.

Angie Wolfe, Omaha Burke High School, Omaha, Nebraska  
11 a.m., Meeting Room 203, Hynes Level 2 (259)

WRITING

## Hot headlines, cool captions

Need some help with your headline writing, or feel like your caption game needs some work? This session is for yearbook and newspaper staffers who are either just starting out or want to refine their skills.

Sarah-Anne Lanman, MJE, Munster (Indiana) High School  
11 a.m., Meeting Room 208, Hynes Level 2 (310)

GENERAL AUDIENCE

## The power of your why

Need an inspiration refresher? Need to be reminded why you devote so many hours to the yearbook, newspaper, or broadcast? Learn the importance of tapping into your “why” and harness the power of it to ignite balance, vision and positive change into your student media programs and school as well as your own personal aspirations.

Angela StClair, Herff Jones, Cadiz, Kentucky  
11 a.m., Meeting Room 306, Hynes Level 3 (341)

MULTIMEDIA BROADCAST

## Top advisers discuss broadcast trends

Join a panel of honorees in JEA’s Broadcast Adviser of the Year competition for a far-reaching discussion and Q&A session.

Patrick Moring, CJE, Rampart High School, Colorado Springs, Colorado  
11 a.m., Meeting Room 308, Hynes Level 3 (103)

11 LEADERSHIP AND TEAM BUILDING

## Working with administrators for stronger media

Communication is key to building a strong relationship between your administration and student media. This session will give you practical tips for working with your administrators to produce ethically responsible journalistic products at your school.

Michael Richards, Harrisonburg City Public Schools, Harrisonburg, Virginia  
11 a.m., Meeting Room 309, Hynes Level 3 (304)

LEADERSHIP & TEAM BUILDING

## 99 problems, but conflict ain’t one

You know there’s a lot to manage with any publication, but learning how to motivate your staff properly and keeping them communicating is critical to avoiding conflict. Learn tips and tricks for increasing student voice on your staff, statements to help diffuse situations, ways to acknowledge staff contributions, and methods for making communication clear and dependable.

Hannah Roebuck, South Kitsap High School, Port Orchard, Washington  
11 a.m., Meeting Room 310, Hynes Level 3 (270)

GENERAL AUDIENCE

## How to score great sports stories

Covering high school sports for your newspaper or yearbook is about far more than just wins and losses. Hear from a former professional sportswriter who also has 13 years of high school advising experience on tips for finding great sports stories in your school.

Steve Hanf, First Flight High School, Kill Devil Hills, North Carolina  
11 a.m., Meeting Room 310, Hynes Level 3 (270)

GENERAL AUDIENCE

## Privacy law 101

The law recognizes that every person sometimes has the right to be left alone — even by journalists. This session will help student media understand where the legal lines have been drawn. What stories, photos, practices should you avoid? What is fair game? These lessons are especially good for staff photographers.

Mike Hiestand, Student Press Law Center, Washington, D.C.  
11 a.m., Meeting Room 313, Hynes Level 3 (227)

GENERAL AUDIENCE

## Taming the monster: Fighting “fake news”

Anytime a news outlet provides coverage that is unfavorable or contrary to the beliefs of a person or group, journalists are accused of being “fake news.” Dis/misinformation swirls throughout social media. This has huge implications for society. That’s why media-literate individuals and journalists play a vital role in maintaining an informed citizenry. In this session, ideas for how to spot and counter “fake news” and mis/disinformation will be discussed by looking at the core of the concepts.

Todd Vogts, CJE, Sterling College, Sterling, Kansas  
11 a.m., Back Bay A, Sheraton Second Floor (250)

LEADERSHIP & TEAM BUILDING

## Great editor = great leader

Great publication editors must be effective leaders. Come learn ideas and methods for leading your staff. Learn how to motivate your staff to work for a common goal and avoid common pitfalls. In order to create a great product, you must have strong student leaders.

Dan Mueller, CJE, Herff Jones Yearbooks, Saint Louis, Missouri  
11 a.m., Back Bay B, Sheraton Second Floor (250)

DESIGN

## Crop it like it’s hot: Create eye-catching designs

Have you ever felt stuck while designing? Struggled finding inspiration? This crash course on creating eye-catching designs can help! Participants will learn how to use white space and photo cut-outs, create designs appropriate to article content, set the mood using designs and more.

Zainab Shaikh, University Preparatory Academy, San Jose, California  
11 a.m., Back Bay C, Sheraton Second Floor (250)

GENERAL AUDIENCE

## How much does a polar bear weigh?

Enough to break the ice! Attend this session to learn more about why and how you should incorporate ice breakers and team builders into your daily routines. And yes, we’ll play some games, too!

Jessica Young, MJE, Orange Glen High School, San Diego, California  
11 a.m., Constitution A, Sheraton Second Floor (325)

LAW & ETHICS

## Covering controversial topics responsibly

We’ll learn best practices for tactful reporting about controversial topics, including considering your why, interviewing experts, incorporating facts, establishing balance and not breaking the law. Then we’ll brainstorm what you’d do in real law and ethics scenarios. Be prepared to discuss and share.

Julia Satterthwaite, MJE, Monta Vista High School, Cupertino, California  
11 a.m., Constitution B, Sheraton Second Floor (325)

LAW & ETHICS

## Bold journalism in the age of “prohibited concepts” and “divisive content”

Censorship of student media due to controversial content, while illegal, has happened for many years. Talk with Student Press Law Center experts about how to counteract the chilling effect that the current climate could have on student journalism. Know your rights and how to ensure that your bold journalism is respected and published in the age of “prohibited concepts” and “divisive content.”

Jonathan Gaston-Falk, Student Press Law Center, Washington, D.C.  
11 a.m., Independence East, Sheraton Second Floor (80)

STAFF MANAGEMENT

## Power up your staff

Empower your staff. Sharing responsibility produces better yearbooks and happier people. We will discuss proven ways to delegate work, organize the classroom and develop confidence in staff members, empowering them to lead.

Heather Nagel, CJE; Lauren Kelly and Ellie Roper, Christ Presbyterian Academy, Nashville, Tennessee  
11 a.m., Independence West, Sheraton Second Floor (150)

ADVISING

## Obtaining press freedom in private schools

This session will explore the conundrum of freedom of speech in schools without First Amendment protections. We will discuss strategies for building trust and positive relationships with school administration, and pedagogical and mission-based arguments for student press freedoms.

Kristin Taylor, MJE, The Archer School for Girls, Los Angeles, California  
11 a.m., Liberty B+C, Sheraton Second Floor (160)

# ADVISER SUPPORT EVERY STEP OF THE WAY

Every adviser can be a confident leader of the yearbook staff — regardless of previous experience — thanks to Jostens support and resources.

## NEW ADVISER PROGRAM

When an adviser joins the Jostens family, they are welcomed with a suite of helpful items. Shortly after receiving a welcome email, a package will arrive at their school. This useful bundle includes:

- *Grow Your Know Adviser Guidebook*, filled with practical information, printable lesson plans and handouts
- Information on what to expect as a yearbook adviser
- A welcome gift



## WEEKLY GROW YOUR KNOW EMAILS

These comprehensive emails arrive in customer inboxes each week with links to lesson plans and resources, along with yearbook spread inspiration images to help advisers guide students in the upcoming week. Thanks to *Grow Your Know* emails, advisers don’t need to worry about the steps to take — from Day One to Yearbook Distribution.



## YEARBOOK AVENUE

The moment advisers log into Yearbook Avenue they have access to everything they need to produce and sell their yearbook. The informational dashboard helps advisers prioritize sales and project management tasks, while the hero banner directs advisers to spotlighted lessons and resources relevant in the classroom that week, helping the adviser better navigate the wealth of knowledge found within the Jostens digital classroom.



## WORKSHOPS FOR ADVISERS AND STAFF

Jostens Adviser University (JAU) is for advisers at any level and offers a comprehensive program that will prepare you to teach yearbook and to build your network of support. The Jostens National Yearbook Workshop in San Diego inspires creativity and excellence in a four-day summer program for advisers and staffs to plan and prepare for the year ahead.

## RECOGNITION AND ACHIEVEMENTS

As your partner, we help you celebrate student success all year long through the Achievements Leaderboard that tracks progress toward specific milestones throughout the creation process. In addition, we provide options to recognize student work through the Photo Contest, Look Book and National Yearbook Program of Excellence.



## A PERSONAL SUPPORT TEAM

The base of your support network is your Jostens team. Between school reps, tech support and consultants, advisers have a small army of people working on their behalf to provide the ultimate yearbook experience.





# Congratulations to our fall award winners



## Broadcast Adviser of the Year

**Terry Cassreino, CJE**  
ST. JOSEPH CATHOLIC SCHOOL  
MADISON, MISSISSIPPI



## Carl Towley Award

**Fern Valentine**  
AUBURN, WASHINGTON



## Administrator of the Year

**Ben Clausnitzer**  
MONTA VISTA HIGH SCHOOL  
CUPERTINO, CALIFORNIA

## Medal of Merit

**Priscilla Frost**  
WENTZVILLE (MISSOURI) SCHOOL DISTRICT

**Kathy Habiger, MJE**  
MILL VALLEY HIGH SCHOOL  
SHAWNEE, KANSAS

**Erinn Harris, MJE**  
THOMAS JEFFERSON HIGH SCHOOL FOR  
SCIENCE AND TECHNOLOGY  
ALEXANDRIA, VIRGINIA

**Amy Morgan**  
SHAWNEE MISSION WEST HIGH SCHOOL  
OVERLAND PARK, KANSAS

**Jed Palmer, CJE**  
RANCH VIEW MIDDLE SCHOOL  
HIGHLANDS RANCH, COLORADO

## Distinguished Broadcast Adviser

**Emily Jorgensen**  
MARQUETTE HIGH SCHOOL  
CHESTERFIELD, MISSOURI

**Jessica Roberts**  
ARLINGTON (TENNESSEE) HIGH SCHOOL

## Special Recognition Broadcast Adviser

**Sandra Coyer, MJE**  
PUYALLUP (WASHINGTON) HIGH SCHOOL

**Jeff Doles**  
BARRINGTON (ILLINOIS) HIGH SCHOOL

## Friend of Scholastic Journalism

**Ann Akers, MJE**  
HERFF JONES, MATTHEWS, NORTH CAROLINA

**Linda Bowen**  
CALIFORNIA STATE UNIVERSITY NORTHRIDGE

**Jill Chittum**  
WALSWORTH YEARBOOKS  
FORT WORTH, TEXAS

**Bobby Hawthorne**  
INDEPENDENT AUTHOR, AUSTIN, TEXAS

**Paul Jensen**  
IOWA HIGH SCHOOL PRESS ASSOCIATION  
THE VILLAGES, FLORIDA

**Jessica Votipka**  
GRAND ISLAND INDEPENDENT  
GRAND ISLAND, NEBRASKA

## Rising Star Award

**Alexis Bailey**  
RAMPART HIGH SCHOOL  
COLORADO SPRINGS, COLORADO

**Katrina Berry-Ivy**  
TUPELO (MISSISSIPPI) HIGH SCHOOL

**Sue Flaming**  
CANEY VALLEY SCHOOLS  
RAMONA, OKLAHOMA

**Kirsten Gilliland, CJE**  
OMAHA (NEBRASKA) BRYAN HIGH SCHOOL

**Joseph Maffey**  
LYONS TOWNSHIP HIGH SCHOOL  
LA GRANGE, ILLINOIS

**Sarah McCambridge**  
BISHOP MIEGE HIGH SCHOOL  
ROELAND PARK, KANSAS

**Luc Nguyen**  
CHANTILLY (VIRGINIA) HIGH SCHOOL

**Chris Percy, CJE**  
LOGANSPORT (INDIANA) HIGH SCHOOL

### NEWSGATHERING

#### Covering the hard stuff

Student journalists, like professionals, may need to cover mental health and suicide, violence and death, poverty, homelessness, intolerance and political issues that affect the day-to-day life of their audiences. But student journalists must also protect vulnerable sources and create media for an audience as young as 14. It isn't easy.

Janet Ewell, MJE, Goodheart-Willcox, Huntington Beach, California, and Hillary Davis, Student Press Law Center, Washington, D.C.

11 a.m., Republic A, Sheraton Second Floor (140)

### GENERAL AUDIENCE

#### How to avoid yearbook's top 10 mistakes

Despite all the blood, sweat, and tears, all yearbook veterans know it's inevitable: you made some mistakes, and most of them were avoidable. This session will take you through yearbook's top ten mistakes and how to avoid them. (NOTE: We'll cover most aspects of yearbooking- design, coverage, photography and more!)

Meghan Percival, MJE, McLean High School, McLean, Virginia

11 a.m., Commonwealth, Sheraton Third Floor (265)

### GENERAL AUDIENCE

#### Creating an amazing yearbook with minimal stress

The Niles West yearbook staff learned to work together to create amazing books, despite some interesting difficulties. Come and learn how to overcome just about any obstacle.

Sharon Swanson, Niles West High School, Skokie, Illinois

11 a.m., Fairfax A, Sheraton Third Floor (130)

### ADVISING

#### Get Certified: Legal and ethical issues for advisers

Do you plan to take the CJE or MJE test or just want to be more familiar with legal and ethical student media issues? If you want to know landmark court cases or understand the importance of your publication's forum status, join us here.

Rod Satterthwaite, MJE, Palo Alto High School, Palo Alto, California

11 a.m., Fairfax B, Sheraton Third Floor (85)

### GENERAL AUDIENCE

#### Cover now what you can never cover again

For journalists, the "now" is the thing. What is happening now, that will never happen again? Covering those stories — especially if they are right there in your school — is your duty as a high school journalist. Come hear stories of student journalists who found a small interesting thing that was happening at their school and turned it into something epic and, in some cases, terrifyingly meaningful.

Eric Thomas, MJE, Kansas Scholastic Press Association, Lawrence, Kansas

11 a.m., Gardner, Sheraton Third Floor (140)

# SATURDAY 1 p.m.

### ADVISERS

#### Journalism as CTE

CTE is the greatest thing ever ... and the worst thing ever all at the same time. Strategies for getting you and your journalism program the CTE money and resources. CTSO? No problem. How to use your state's journalism organization as your CTSO (or you can use mine!)

Anne Hayman, MJE, Arlington High School, Arlington, Washington

11 a.m., Hampton, Sheraton Third Floor (80)

### MEETING

#### JEA Awards Committee meeting

Committee members will meet to discuss award procedures.

Louisa Avery, MJE, The American School in London, London, England

11 a.m., Public Gardens, Sheraton Fifth Floor (80)

## Noon

### WRITING

#### Caption culture

Cancel your subscription to "Word Salad Weekly," and develop top-notch caption writing skills. Let's challenge the "No one reads copy" culture one active verb and descriptive quote at a time.

Steve Kent, Pictavo, Indianapolis, Indiana

Noon, Meeting Room 201, Hynes Level 2 (153)

### NEWSGATHERING

#### So you got 'canceled,' now what?

My first article ever was an investigative news story on misogyny taking place in school sports teams. Afterward, I was the subject of mass controversy among students due to shocking allegations and the missed perspectives in the article. In this session, I will delve into how to create a deep investigative story and portray it accurately to avoid getting "canceled." I also will cover how to recover from controversy when it does arise — as obstacles are inevitable in investigative journalism.

Lisa Zivanic, Cupertino High School, Cupertino, California

Noon, Meeting Room 204, Hynes Level 2 (153)

### CAREER ADVICE

#### So you might want to go to college in Boston

For all students thinking about coming to Boston for college (and maybe continuing with journalism) — hear from current college student journalists about how and why they came here, and all the pros and cons that comes with it.

John Vitti, Headliners in Education, Boston, Massachusetts

Noon, Meeting Room 308, Hynes Level 3 (103)

### ADVISER EVENT

#### Adviser recognition luncheon

JEA and NSPA will present awards at this special event. New and renewing Certified Journalism Educators and Master Journalism Educators will be recognized as well as several NSPA Pioneers and JEA's fall award winners. Speakers include 2023

Carl Towley, Administrator of the Year and Broadcast Adviser of the Year award winners. Preregistration was required. Please bring your ticket. Herff Jones is sponsor for this event.

Noon to 2:20 p.m., Meeting Room 312, Hynes Level 3 (500)

### GENERAL AUDIENCE

#### Journalism: The gateway to democracy

Journalism provides community members with vital information about what is going on in their worlds. When people are informed, they can effectively participate in democracy. Community media accomplishes this, and student journalism is community media. From the public journalism movement of the 90s to today's engaged journalism, students can use these concepts to support democracy in their communities, filling potential information gaps and combating the spread of news deserts.

Todd Vogts, CJE, Sterling College, Sterling, Kansas

Noon, Back Bay A, Sheraton Second Floor (250)

### CAREER ADVICE

#### The next step: making an impact beyond your school

Learn how to go beyond your school program and utilize community resources to make a larger journalistic impact. How can you gain more experience to add to your resume? How can you become your community's point person to get the best stories?

Victoria Dolan, Hull High School, Hull, Massachusetts

Noon, Republic A, Sheraton Second Floor (140)

## 1 p.m.

### GENERAL AUDIENCE

#### Trustworthy panel

Watch "Trustworthy" Friday or Saturday, then hear more from some of the journalists and experts featured in the film during a moderated panel and Q&A Saturday.

1 p.m., Auditorium, Hynes Level 2 (3250)

### PHOTOJOURNALISM

#### 10 tips to improve your sports photography

Senior editors Maya Ortiz and Arleigh Doehring have won dozens of state and national photography awards. Go behind the scenes to find 10 tips to instantly improve your publication's sports photos. Listen as they help you capture the action, win awards and have fun!

Arleigh Doehring, Kingwood Park High School, Kingwood, Texas

Maya Ortiz, Kingwood Park HS, Kingwood, Texas

1 p.m., Meeting Room 202, Hynes Level 2 (252)

# SATURDAY 1 p.m.

## WRITING

### Storytelling for reader understanding

Modern journalism requires a shift in focus toward helping the reader understand a story. These tools to help increase understanding won't require more words on the page. Editors and advisers who want to make a difference starting Monday should attend.

Logan Aimone, MJE, University of Chicago Laboratory High School, Chicago, Illinois

1 p.m., Meeting Room 203, Hynes Level 2 (259)

## LAW & ETHICS

### Opinionated? Responding to reception

Essentially, writing opinion pieces epitomizes the following quote: "Do what is right, not what is easy." In this session, we will explore each journalist's unique voice when crafting opinion stories (whether they are editorials, op-eds or columns), and we address possible outcomes and suggestions in response to controversial reception.

Sophie Nguyen, Granite Bay High School, Granite Bay, California

1 p.m., Meeting Room 204, Hynes Level 2 (153)

## GENERAL AUDIENCE

### What's the angle?

The interactive session explores how variety in the newsroom creates a sense of belonging among staff; thereby, better news coverage for the community.

Renette Smith McCargo, Arkansas Scholastic Press Association, Fayetteville, Arkansas

1 p.m., Meeting Room 207, Hynes Level 2 (310)

## LEADERSHIP & TEAM BUILDING

### The art of leadership communication

The art of leadership communication is a powerful interactive workshop that focuses on how we as leaders communicate in our style, actively listen to the conversations in and around us, and use the skill set of powerful questions to empower others to perform at their best.

Benjamin Salas, That Coaching Guy Inc., Florida

1 p.m., Meeting Room 208, Hynes Level 2 (310)

## BROADCASTING & MULTIMEDIA

### Live stream 101

Whether you want to begin a live stream for your school or you are looking to take your school's live stream to the next level, come learn everything you need for a successful live stream program from equipment to crew and operation.

Ryan Kelly, Aaron Stepp and Sydney Fuehringer-Rolles, Westside High School, Omaha, Nebraska

1 p.m., Meeting Room 310, Hynes Level 3 (270)

## GENERAL AUDIENCE

### Let's play the "Yes or No" game!

This fun and engaging session -- in a game-show format, complete with prizes! -- will exemplify how asking good questions will lead to great stories!

John Vitti, Headliners in Education, Boston, Massachusetts

1 p.m., Meeting Room 313, Hynes Level 3 (227)

## WRITING

### Artificial intelligence

How to harness the power of artificial intelligence in the classroom: best practices, best tools, where and when to use AI, how to verify and fact-check, doubling down on transparency as a journalistic value...

Tim Riley, Emerson College, Boston, Massachusetts

1 p.m., Back Bay A, Sheraton Second Floor (250)

## ONLINE

### A student's guide to tech-driven journalism

This session will unveil a range of sophisticated technological strategies that will elevate a student newspaper's content, reporting, efficiency and commitment to fostering diversity, equity and inclusion. From artificial intelligence-driven tools enhancing website accessibility on SNO to using search dorks for investigative reporting, this course will equip student journalists to work in an age defined by technology, integrating innovation with human connection.

Audrija Ghosh, Parkway West High School, Ballwin, Missouri

1 p.m., Back Bay B, Sheraton Second Floor (250)

## NEWSGATHERING

### In-depth reporting

A great investigative piece requires a lot of research and knowing exactly where to look to find it. Learn what information is available to you and where to find it from an award-winning investigative journalist.

Jenny Dial Creech, St. Mark's School of Texas, Dallas, Texas

1 p.m., Back Bay C, Sheraton Second Floor (250)

## STAFF MANAGEMENT

### How to say the quiet part loud

Staff pressures can end the very friendships that started there. If Piper's a pessimist, Sloane's a slacker, and Jackson's a jerk, what can a mere teenager do? Learn this structured workshop approach where staff members can say what they mean without saying it mean, improving staff self-awareness, empathy and communication.

Liz Palmer, CJE, duPont Manual High School, Louisville, Kentucky

1 p.m., Back Bay D, Sheraton Second Floor (250)

## BROADCASTING & MULTIMEDIA

### How to build a broadcast with a small staff

In this session, we will talk about how to start a broadcast from scratch and/or with a small staff -- from equipment to amount of crew, as well as ways to manage and schedule your broadcast.

Liz Hayes, Liberty High School, Lake St. Louis, Missouri

1 p.m., Independence West, Sheraton Second Floor (150)

## WRITING

### Beyond the norm: Writing great stories

Most journalists know the basic lead-quote-transition formula, but how do you take your journalistic writing further? This session will explore tips and tricks to move your writing from basic to brilliant. Come willing to share your ideas, as well as consider some new aspects to improve your skills as a student journalist.

Ida Hoffmann, CJE, Timberland High School, Wentzville, Missouri

1 p.m., Republic A, Sheraton Second Floor (140)

## ADVISERS

### Building meaningful relationships

Creating a fun-filled environment is important, but it starts building that connection first.

Lyndsey Piska, Saint Catherine of Siena Catholic School, Wichita, Kansas

1 p.m., Hampton, Sheraton Third Floor (80)

## 2:30 p.m.

## GENERAL AUDIENCE

### How to play a great game: Coverage

In this session, we're going to go into the specifics on how to execute quality game coverage, with step-by-step instructions for how to plan game coverage from the day before it starts to after it's over.

David Ragsdale, CJE, Clarke Central High School, Athens, Georgia

2:30 p.m., Meeting Room 202, Hynes Level 2 (252)

## GENERAL AUDIENCE

### More than both sides: Redefining objectivity

Objectivity has been the gold standard in journalism. But whose objectivity? As journalists debate their role -- especially when it comes to race -- the traditional definition of "objective" must evolve beyond detached stenography and performative balance. Learn how increasing standards of fairness and transparency can improve credibility and trust.

Logan Aimone, MJE, University of Chicago Laboratory High School, Chicago, Illinois

2:30 p.m., Meeting Room 203, Hynes Level 2 (259)

## GENERAL AUDIENCE

### Page to posterity: The role of lit mags in schools

We will explore the vital role of literary magazines in preserving student voices and fostering a sense of community. Discover how these magazines provide platforms for creative expression, share practical strategies, and learn from inspiring success stories that demonstrate their lasting impact.

Joseph Maffey, Lyons Township High School, La Grange, Illinois

2:30 p.m., Meeting Room 204, Hynes Level 2 (153)

## BROADCASTING & MULTIMEDIA

### Building and operating a live daily news operation

Producing a live, daily newscast is a huge logistical challenge! Students and advisers will learn organizational tips, individual job duties, how to plan stories in advance and ways to fill your shows with content that informs, entertains, and enlightens your viewers.

Mark Lowrie, Gahanna Lincoln High School, Gahanna, Ohio

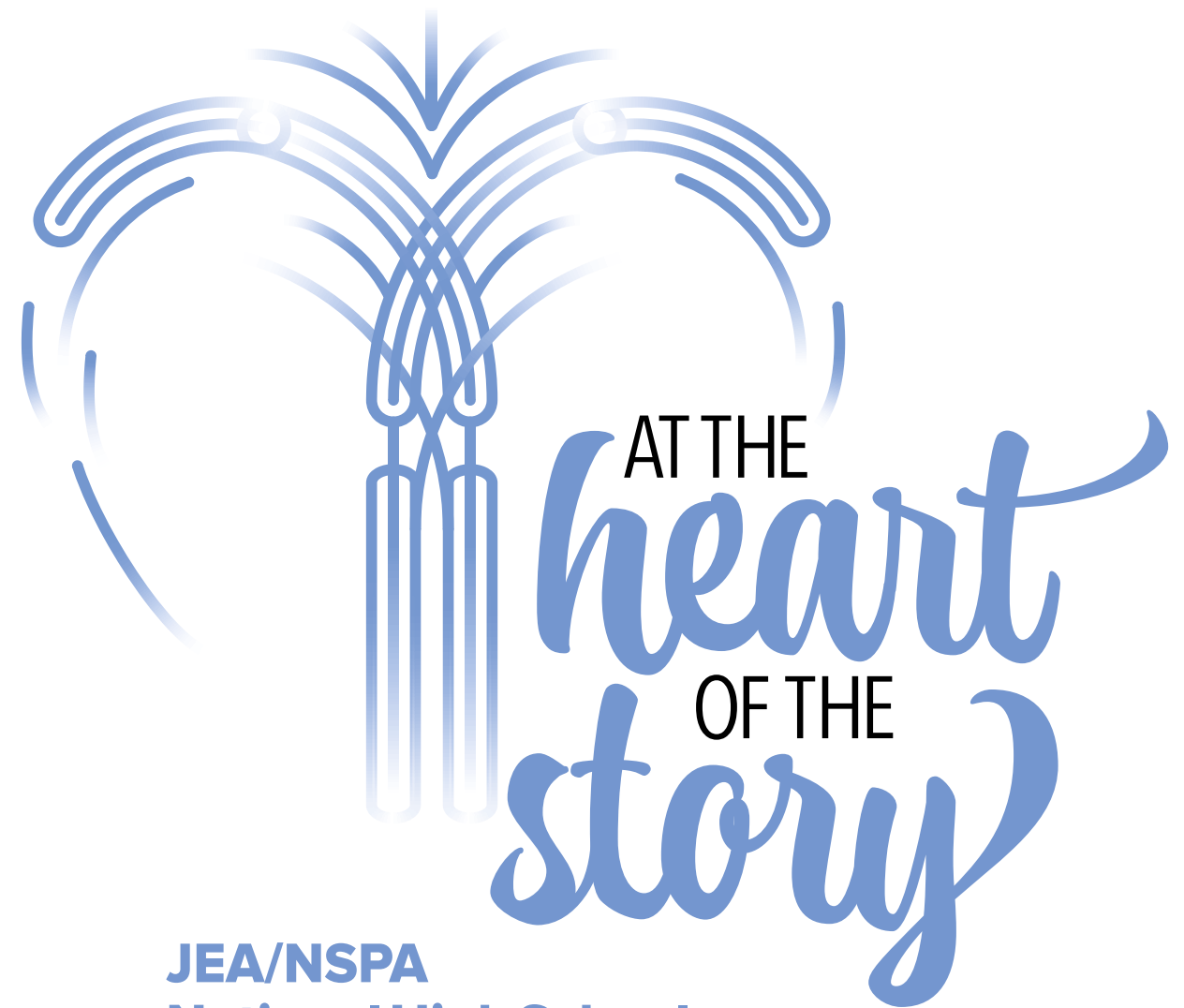
2:30 p.m., Meeting Room 207, Hynes Level 2 (310)

## STAFF MANAGEMENT

### Organizing an effective staff structure

An effective staff structure paired with logical organization of time and resources can make all the difference in creating

I'm goin' to Kansas City ... Kansas City, here I come



## JEA/NSPA National High School Journalism Convention Kansas City, Missouri, April 4-6, 2024

THE CITY OF FOUNTAINS • UNION STATION • LIBERTY MEMORIAL • CROWN CENTER • NATIONAL WORLD WAR I MEMORIAL • COUNTRY CLUB PLAZA • RIVER MARKET • STEAMSHIP ARABIA • THE MONARCHS • NATIONAL NEGRO LEAGUES MUSEUM • BARBECUE HEAVEN • THE CHIEFS • THE CURRENT • SPORTING KC • THE ROYALS • THE MONARCHS • HARRY S TRUMAN LIBRARY • KANSAS CITY ZOO • KANSAS SPEEDWAY • AMERICAN ROYAL LIVESTOCK SHOW • MORE FOUNTAINS THAN PARIS

NSPA



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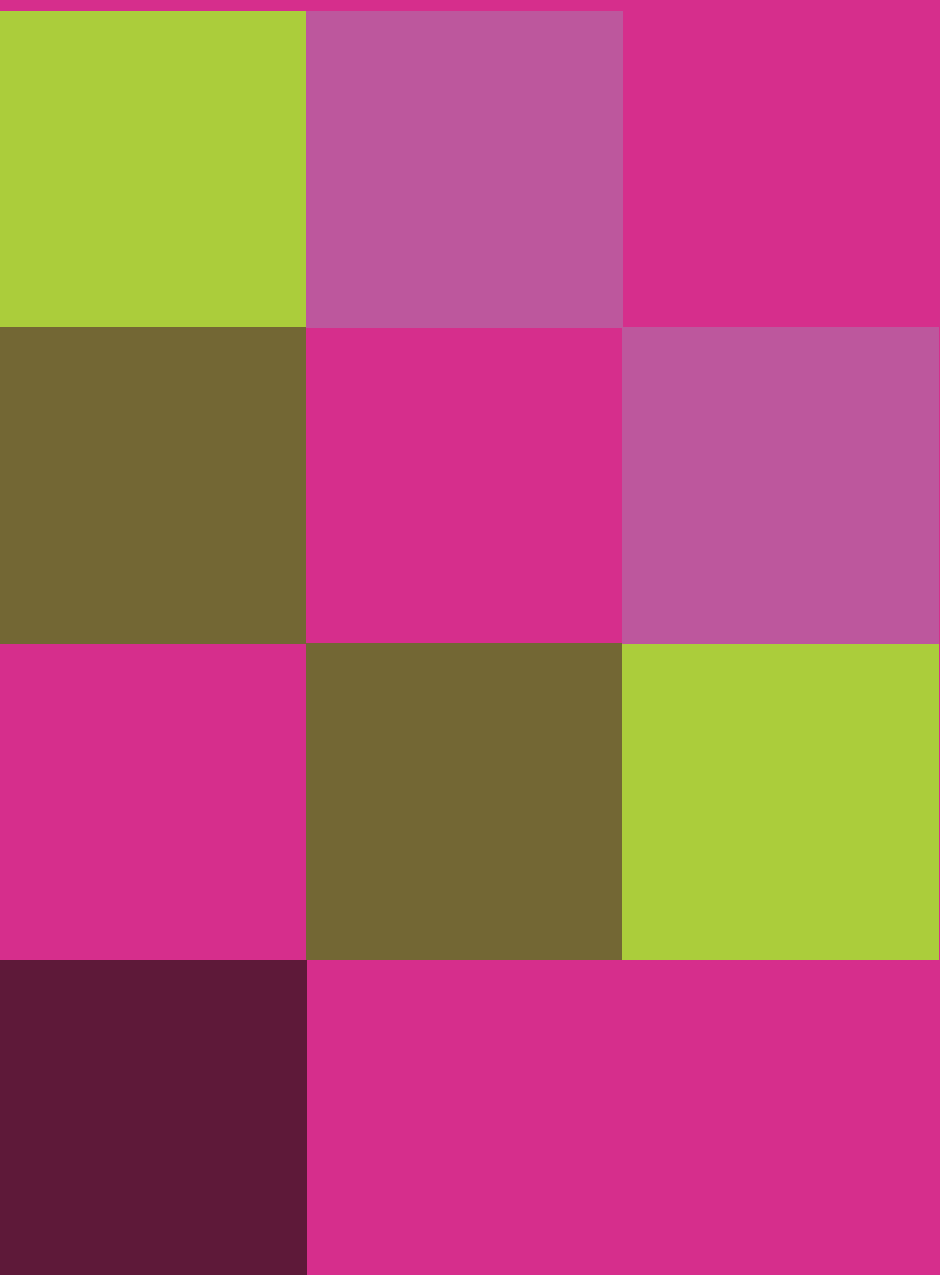
SPRING.JOURNALISMCONVENTION.ORG











## Hello, yerd.

I'm the largest printing company in our industry, led by devoted storytellers and, yeah, innovators.

You'll enjoy more flexible deadlines, my sophisticated online platforms and my love for InDesign users.

Oh, and did I mention my brand-new, 180-day curriculum?

I'm a yearbooker.  
I see you.  
I get you.  
I share your, um, obsession.

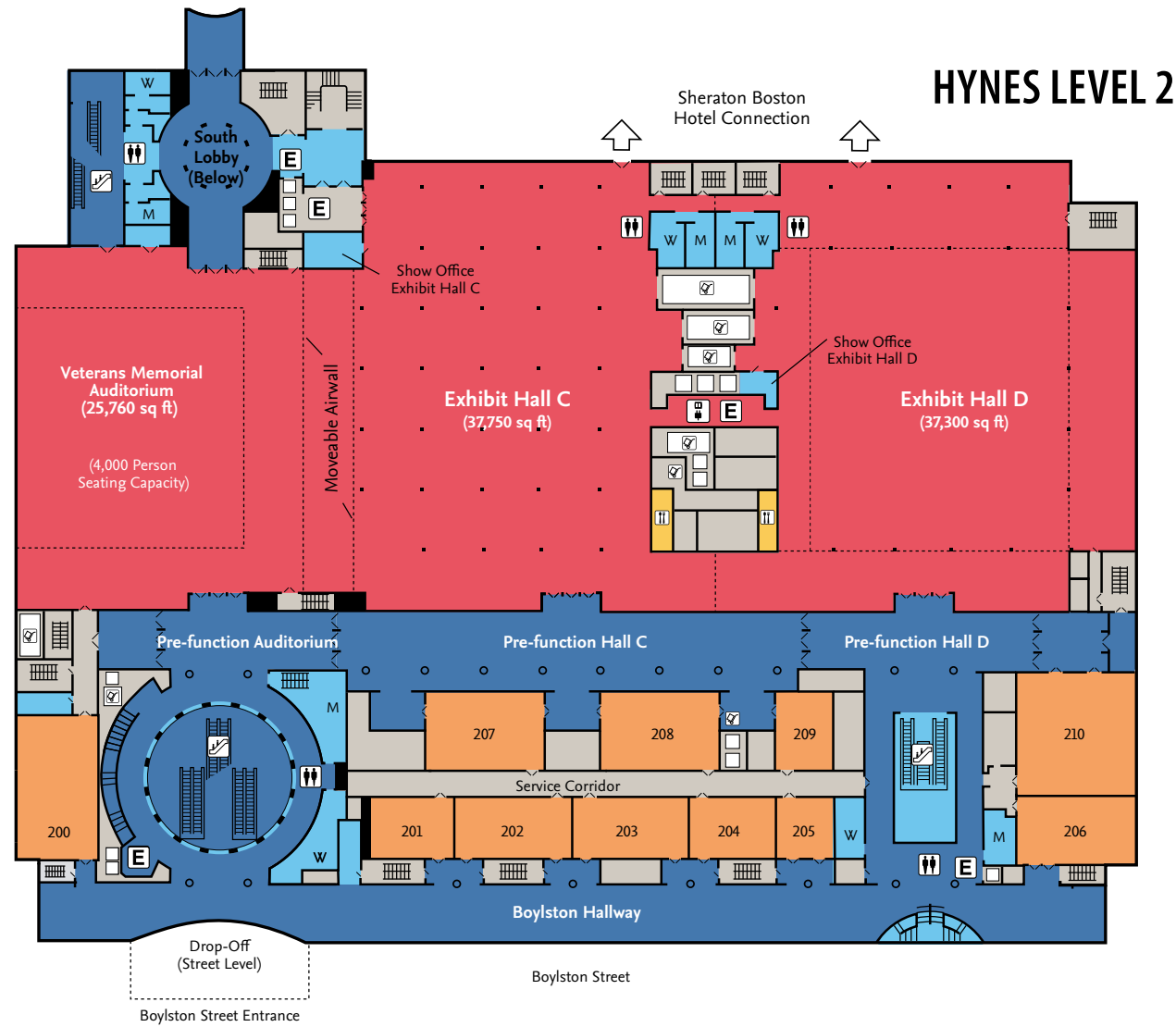
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I'm a step up.

*Shall we?*

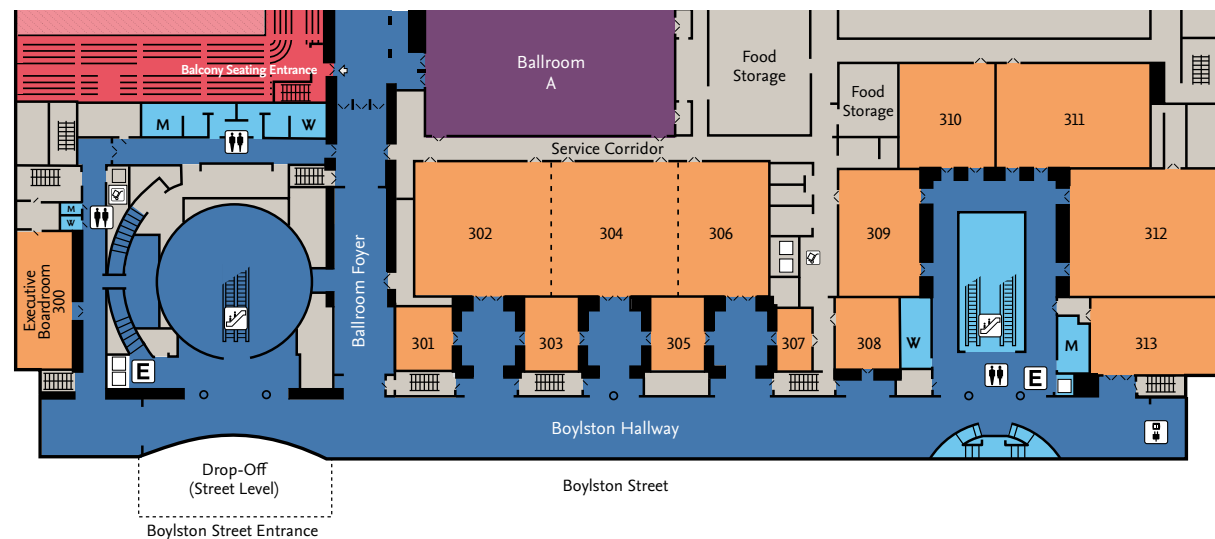
**Pictavo™**

[ShallWePictavo.com](http://ShallWePictavo.com)

# CONVENTION MAPS

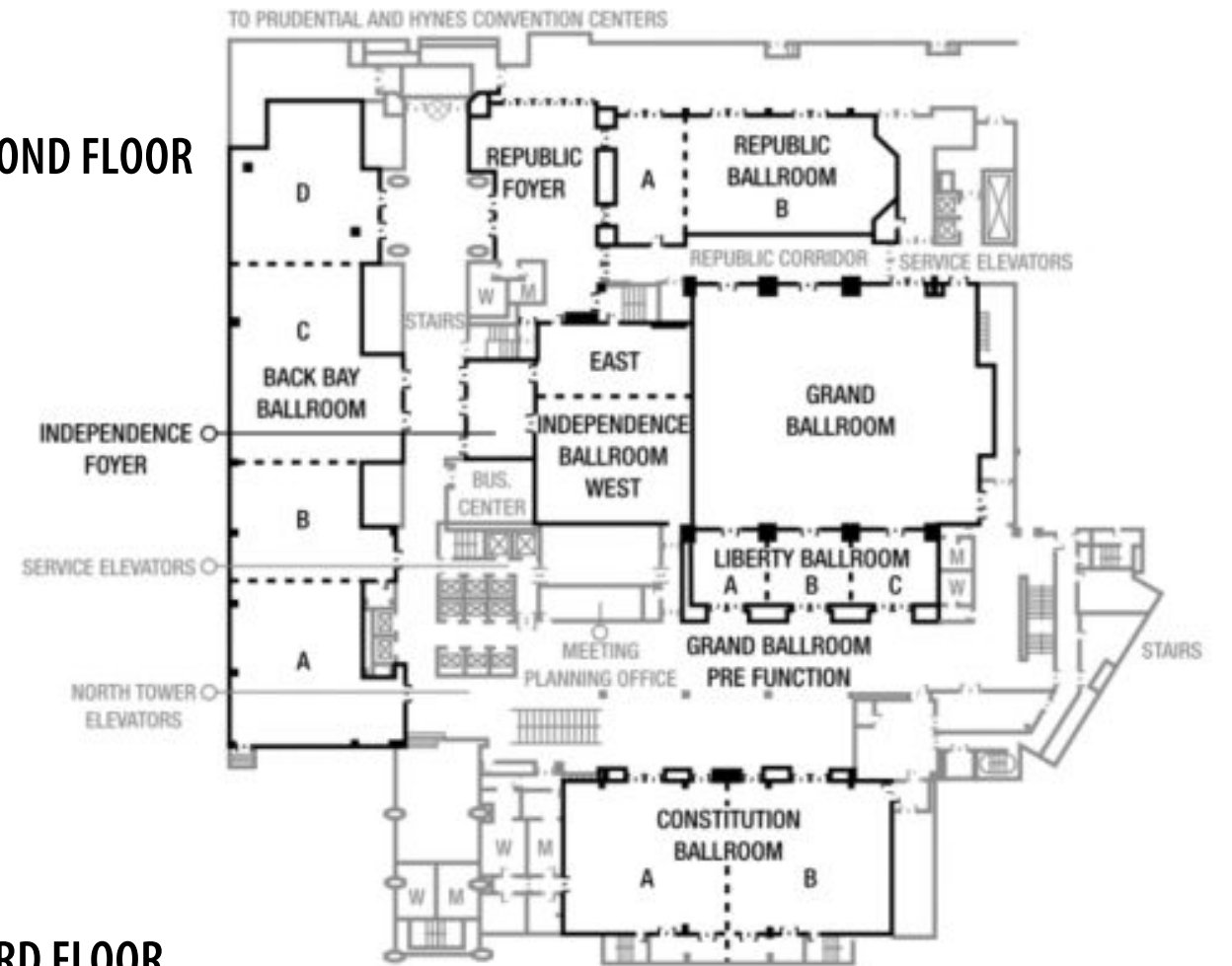


## HYNES LEVEL 3



# CONVENTION MAPS

## SHERATON SECOND FLOOR



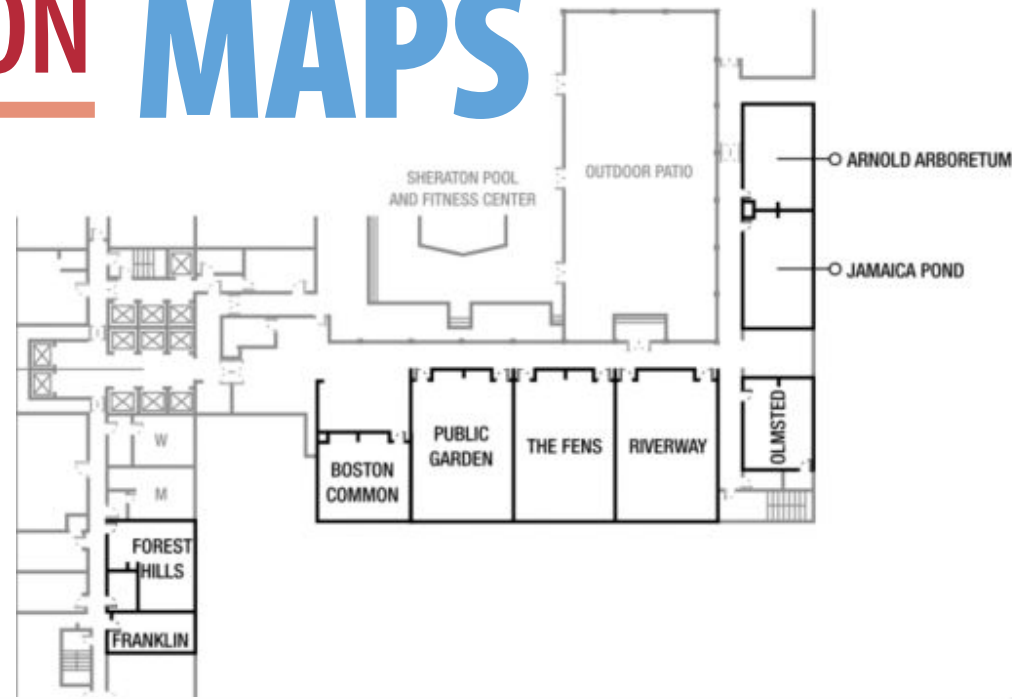
## SHERATON THIRD FLOOR



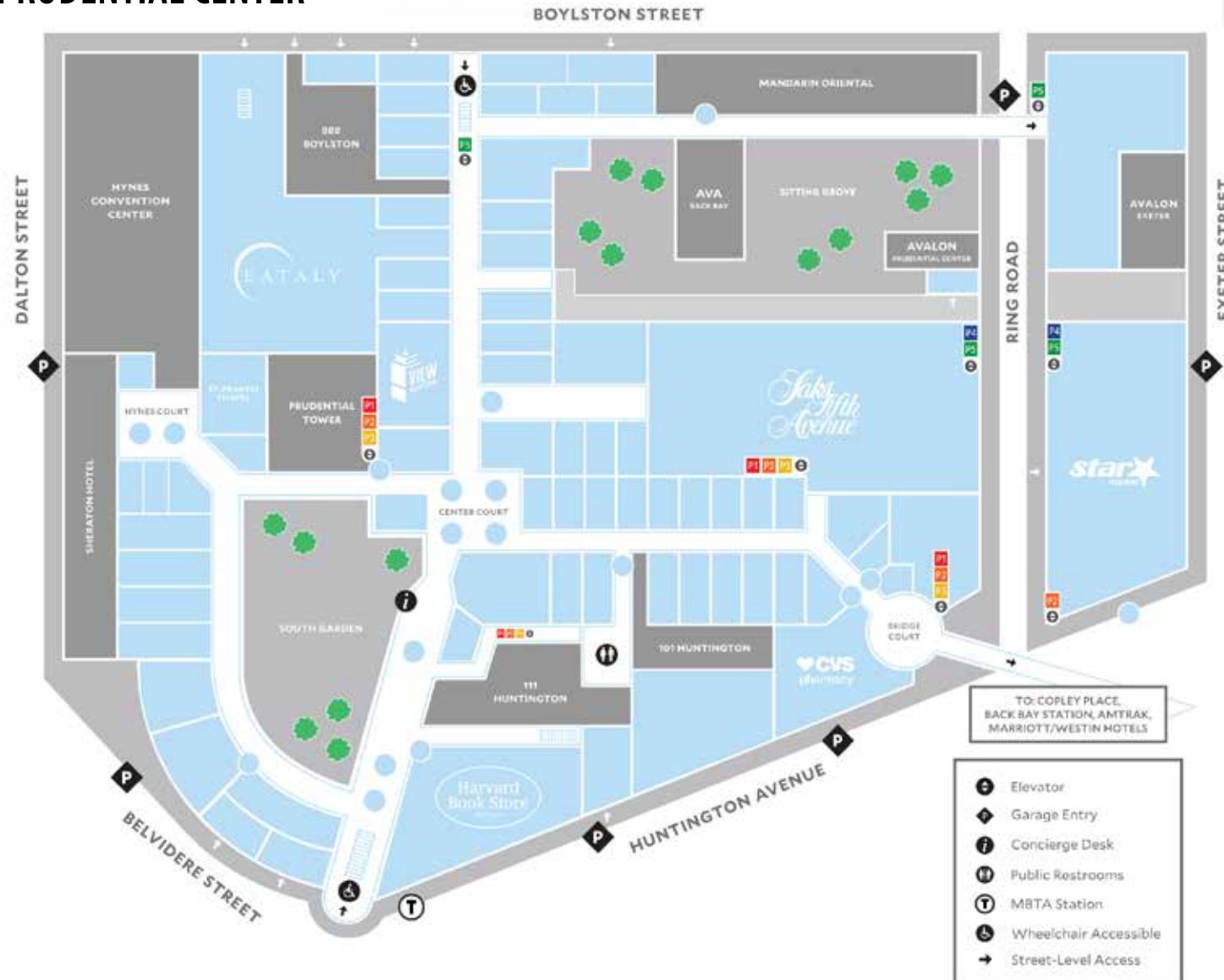


# CONVENTION MAPS

## SHERATON FIFTH FLOOR



## PRUDENTIAL CENTER



	<b>680</b> student journalists and their advisers representing
	<b>85</b> schools gathered in Dallas in 2023.
	<b>36</b> nationally recognized faculty members including
	<b>10</b> national advisers of the year
	<b>6</b> sequences include advisers, design, digital, newspaper, photography and yearbook featuring
	<b>16</b> specialized courses
	<b>4</b> scholastic journalism experts consult with staffs by appointment
	<b>5</b> optional bonus classes offered on Sunday
	<b>3</b> \$1,000 scholarships and
	<b>210</b> awards presented at the traditional closing recognition ceremony on Thursday

## Join us in Dallas this summer

Let one of the nation's top workshops take your staff to the next level.



**GLORIA SHIELDS  
NSPA MEDIA  
WORKSHOP**

**JUNE 24-27, 2024**

Bonus classes June 23  
Dallas/Addison Marriott Quorum

[GLORIASHIELDSWORKSHOP.COM](http://GLORIASHIELDSWORKSHOP.COM)

# YEARBOOK

# THE WALSWORTH WAY



## Training Videos

Watch our training videos and class starters, hosted by journalism experts and award-winning advisers, which cover timely topics.



## NEW: AI Curriculum Unit

Teach your staff the ethics of artificial intelligence in yearbook with this new unit we just added to our *Yearbook Suite* curriculum.



## Events

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