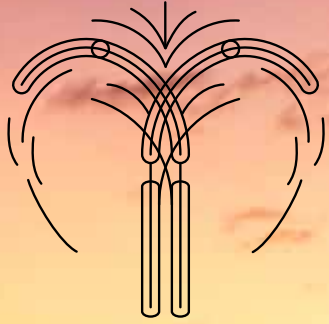


jea.  
NSPA



# AT THE HEART OF THE STORY

JEA/NSPA National High School Journalism Convention

kansas  
city

APRIL 4-6, 2024

INTRODUCING  
THE HOTTEST NEW  
YEARBOOK  
**CELEB**  
COUPLE!

**DesignIt**  
IS NOW  
**INTEGRATED WITH**  
**Adobe Express**



SCAN TO LEARN MORE  
ABOUT OUR PARTNERSHIP







# CONTENTS

1	Convention rules	22	Featured speakers
2	Convention officials	32	Friday at a glance
3	Convention app	36	Friday schedule
3	JEA Centennial	36	Boot Camp workshops
6	Sponsors	42	Mini-workshops
8	Trade show	51	NSMC schedule
12	Special events	52	Saturday at a glance
13	Keynote speaker	56	NSPA awards
15	DEI certificate	58	Saturday schedule
20	Thursday schedule	67	JEA awards
20	Thursday Tours	72	Convention maps

## CONVENTION RULES

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

- 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.**

Share your convention photos **#nhsjc**



Follow us  
**@nhsjconvention**

**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



Tucker Love  
local committee chair



Laura Widmer  
NSPA executive director



Elizabeth Smith  
NSPA president

## Journalism Education Association



### 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

### 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

### 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, Sickles High School, Tampa, Florida  
Mentoring Program: Alicia Merrifield, CJE, The Village School, Houston  
Scholastic Journalism Week: P.J. Cabrera, MJE, 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



### Headquarters staff

Laura Widmer, executive director  
Gary Lundgren, associate director  
Lori Keekley, associate director for Quill and Scroll  
Karli Keith, convention and membership manager

### 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

### 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: nhsjc24KC**

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

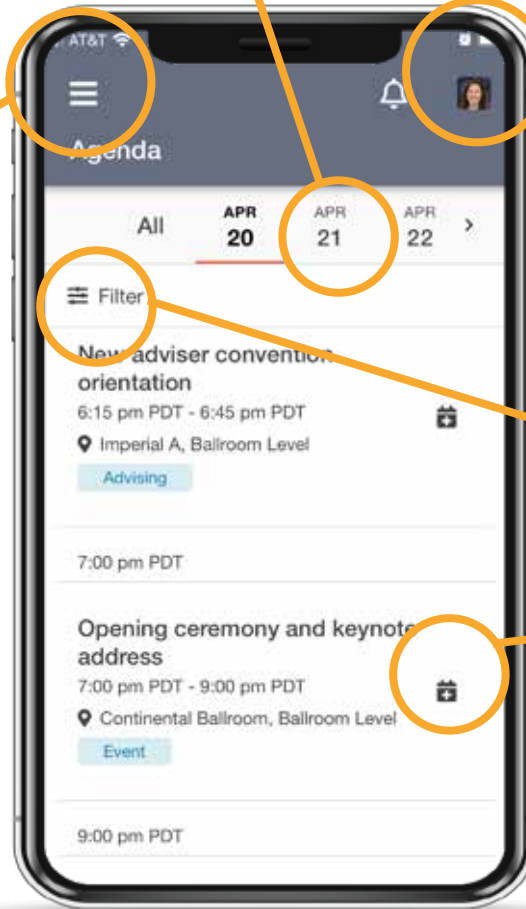


The convention app is sponsored by Arizona State University.



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

View ALL sessions or select one day



- 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.

## Thank you for being a part of our 100-year story!



JEA celebrates our centennial in 2024, and we're excited to celebrate with you at the national convention. We hope you will take part in our centennial activities this weekend and throughout the year. [100.jea.org](http://100.jea.org)

### Adviser welcome reception and JEA Centennial celebration

9-10:30 p.m. Thursday, Exhibit Hall B

Join us for the party of the century with food, friends and fun. JEA members and former JEA leaders, award winners and program participants are especially encouraged to attend the Thursday welcome reception for a JEA reunion with multi-generational group photos and giveaways. The first 100 advisers through the door receive a free gift.

### Interactive photo mosaic and photo booth

Grab some friends for a photo to help create a 10-by-6-foot photo mosaic celebrating 100 years of scholastic journalism. The photo mosaic will be on display throughout the convention weekend with the photo booth open 1-7 p.m. Thursday; 8 a.m. to 4 p.m. Friday; and 8 a.m. to 4 p.m. Saturday, or until the mosaic is filled. The mosaic is located in the Exhibit Hall Foyer.

### JEA Centennial merchandise

We've introduced nine new merchandise items. Stop by the JEA Booth in the trade show to browse the selection of new items and all-time favorites. Items are also available online at [JEA.org](http://JEA.org). JEA Store hours: 1-7 p.m. Thursday and 8 a.m. to 4 p.m. Friday in Exhibit Hall A, and 8 a.m. to noon Saturday in Washington Park Place 1.





# THE MOST TRUSTED NAME IN YEARBOOKS



**Walsworth**



AS THE ONLY MISSOURI BORN-AND-RAISED YEARBOOK PRINTER, WALSWORTH IS PROUD TO WELCOME YOU TO OUR BACKYARD IN THE HEART OF AMERICA. AND BEING **THE MOST TRUSTED NAME IN YEARBOOKS**, WE KNOW HOW TO DELIVER.

**FOR 87 YEARS AND COUNTING**, WE'VE HELD TRUE TO OUR FAMILY VALUES. THAT'S WHY WE'VE NEVER BEEN BOUGHT OR SOLD, AND WE'RE NOT GOING ANYWHERE.

WHEN YOU POUR YOUR **HEART + SOUL** INTO YOUR YEARBOOK, YOU NEED SOMEONE YOU CAN COUNT ON.

**WITH WALSWORTH, YOU'RE FAMILY**, SO WHY TRUST ANYONE BESIDES FAMILY WITH YOUR BOOK?



STOP BY OUR BOOTH TO DISCOVER THE **WALSWORTH DIFFERENCE** TODAY.



# CONVENTION SPONSORS

## PLATINUM



## DIAMOND



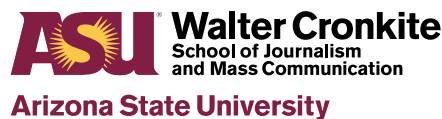
## GOLD



## BRONZE



## SILVER



Arizona State University



Missouri School of Journalism  
University of Missouri

## FRIEND







# Medill is in our Journalism Era

Join our raffle

Meet current students

Learn about our program

Northwestern | MEDILL

# TRADE SHOW

## EXHIBITORS AND SPONSORS

- |  |  |
|--|--|
| 120, 121 — Arizona State University                        | 308 — New York Film Academy                    |
| 210 — Drake University                                     | 313 — Northwest Missouri State University      |
| 200 — Friesens   | 401 — Northwestern Medill                      |
| 405 — Gloria Shields Workshop                              | 321 — Quill & Scroll                           |
| 300, 400 — Varsity Yearbooks                               | 100 — Picaboo Yearbooks                        |
| 414 — Iowa Scholastic Press Association/University of Iowa | 105 — Savannah College of Art and Design: SCAD |
| 318 — Jewish Scholastic Press Association                  | 220 — SNO Sites                                |
| 407 — Jostens  | 317 — Southeast Missouri State University      |
| 311 — Journalism Education Association                     | 208 — Student Press Law Center                 |
| 309 — Kansas State University                              | 201 — Syracuse University, S.I. Newhouse       |
| 101 — Missouri School of Journalism                        | 209 — Temple University                        |
| 119 — Missouri State University                            | 310 — University of Kansas                     |
| 319 — National Scholastic Press Association                | 104 — University of Missouri-Kansas City       |
| 315 — Neil Mandt   | 115, 215 — Walsworth                           |

## 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., and 8 a.m. to 4 p.m. Friday, Exhibit Hall A, Sheraton Mezzanine Level

## VENDOR SESSIONS

### [SPONSORED BY VARSITY YEARBOOKS]

GENERAL AUDIENCE

#### Creating connections and school community

Everyone wants to feel safe in a community that appreciates them for their unique greatness. You have the power to build positive culture and connection in your school community. This session explores why these connections are so powerfully important and how you can take action today for your classmates and teachers.

Aaron Hart, Varsity Brands / Varsity Yearbook, Cortland, New York  
10 a.m. Trade show floor, Exhibit Hall A, Sheraton Mezzanine Level

### [SPONSORED BY JOSTENS]

PHOTOJOURNALISM | YEARBOOK

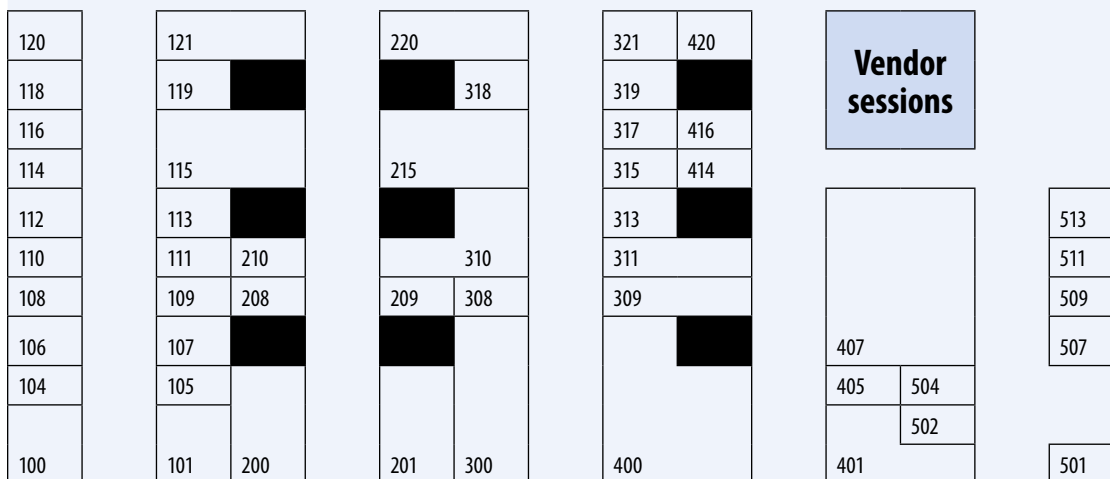
#### Fun. Fresh. Fabulous photography

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 Tina Cleavelin, CJE, Jostens, Parker, Colorado

11 a.m. Trade show floor, Exhibit Hall A, Sheraton Mezzanine Level

## Registration



Main entrance

Vendor sessions



Download EventMobi from your app store.  
Enter code: nhsjc24KC





**Mariama Jalloh '22**  
Digital News Associate  
ABC News

# INSPIRING FUTURE STORYTELLERS

At the Newhouse School, you'll discover the skills, stories, and opportunities that will transform you from a student into a journalist.

To learn more, scan the QR code or visit [newhouse.syracuse.edu](http://newhouse.syracuse.edu).



**S** Syracuse University  
Newhouse School of  
Public Communications

**BOOTH #201**



# WE'RE IN OUR NEW NAME ERA.

IT'S OFFICIAL: HERFF JONES YEARBOOKS  
IS NOW CALLED VARSITY YEARBOOK.

WE CONGRATULATE THESE 24 NSPA PACEMAKER FINALISTS

## BOUND BY US.

BRIGHTON HS • BROOKVILLE MS • CASADY SCHOOL

CHRIST PRESBYTERIAN ACADEMY • CORNING-PAINTED POST HS

CORONA DEL SOL HS • DEL NORTE HS • DESERT RIDGE JR. HS

GREENFIELD JR. HS • JAMES ENOCHS HS • LADUE HORTON WATKINS HS

LAWRENCE HS • LONGMONT HS • MEAD HS • MOUNTAIN VIEW HS

PARKWAY WEST HS • PLEASANT GROVE HS • POTOMAC FALLS HS

SHORT PUMP MS • SMOKY HILL HS • SUNNY HILLS HS

TURNER ASHBY HS • WALNUT HS • WESTFIELD MS

FOLLOW US  
ON SOCIAL MEDIA  
@VARSITY\_YEARBOOK

LEARN MORE AT  
[VARSITYYEARBOOK.COM](http://VARSITYYEARBOOK.COM)



**VARSITY**  
**YEARBOOK**

# SPECIAL EVENTS

## REGISTRATION AND EXTRAS

### Media tour check-in

Media tour check-in desk is located in the Sheraton main lobby. Please check in at the desk at least one hour before the designated media tour time listed below. Media tours will depart from the main entrance. Preregistration was required.

9 a.m. National WWI Museum and Memorial  
9:30 a.m. Union Station  
9:30 a.m. Sporting Kansas City  
10 a.m. Hallmark Cards  
10 a.m. KCTV5 CBS  
10 a.m. Kansas City Zoo & Aquarium  
10 a.m. Kauffman Stadium  
10:45 a.m. Sporting Kansas City  
11 a.m. KSHB 41 TV NBC  
11 a.m. KCUR  
11 a.m. TICO Productions and Sports  
11:30 a.m. KMBC9 News ABC  
Noon Kansas City Star  
12:30 p.m. Nelson-Atkins Museum of Art  
2 p.m. Kansas City Star

**7:30 a.m. to 1 p.m., Sheraton Main Lobby**

### Convention check-in and registration

The registration desk is at the back of the trade show 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, 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., and 8 a.m. to 4 p.m. Friday, Exhibit Hall A, Sheraton Mezzanine Level; and 8 a.m. to 1 p.m. Saturday, Terrace, Sheraton Mezzanine Level**

### 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., Exhibit Hall A, Sheraton Mezzanine Level; 8 to 10:30 a.m. Friday, Exhibit Hall A, Sheraton Mezzanine Level; and 10:30 a.m. to 3 p.m. Friday, Benton, Sheraton Mezzanine Level**

### 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., and 8 a.m. to 4 p.m. Friday, Exhibit Hall A, Sheraton Mezzanine 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., and 8 a.m. to 4 p.m. Friday, Exhibit Hall A, Sheraton Mezzanine Level; and 8 a.m. to 1 p.m. Saturday, Terrace, Sheraton Mezzanine Level**

### 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, and Staff 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 [spring.journalismconvention.org](http://spring.journalismconvention.org). **1-7 p.m. Thursday and 8 a.m. to 1 p.m. Friday, Exhibit Hall A, Sheraton Mezzanine Level**

### Convention merchandise distribution

If your school purchased the official convention merchandise — apparel and stickers — 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., and 8 a.m. to 4 p.m. Friday, Exhibit Hall A, Sheraton Mezzanine Level; and 8 a.m. to 1 p.m. Saturday, Terrace, Sheraton Mezzanine Level**

### Information desk

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

**1 p.m., Exhibit Hall Foyer, Sheraton Mezzanine Level; 8 to 10:30 a.m. Friday, Exhibit Hall Foyer, Sheraton Mezzanine Level; and 10:30 a.m. to 3 p.m. Friday, Benton, Sheraton Mezzanine Level**

### 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, Sheraton Ballroom Foyer, Sheraton Ballroom Level**

### 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., and 8 a.m. to 4 p.m. Friday, Exhibit Hall A, Sheraton Mezzanine Level; and 8 a.m. to 1 p.m. Saturday, Terrace, Sheraton Mezzanine Level**

### 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, Terrace, Sheraton Mezzanine Level**

### 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, Ambassadors, Westin Fifth Floor**

## KEYNOTE AND AWARDS

### Opening ceremony and keynote address

JEA, NSPA and the local convention team welcome you to the spring convention in Kansas City. Thursday's Opening Ceremony features Jim Richardson, environmental photojournalist who has produced more than 50 photo stories in National Geographic magazine.

**7 p.m., Sheraton Grand Ballroom, Sheraton Ballroom Level**

### Awards ceremony

The convention comes to a close with the Saturday awards presentations. JEA announces the 2024 Journalist of the Year and National Student Media Contests winners. NSPA recognizes Pacemakers for Innovation, Literary Arts Magazine, Online and Yearbook as well as Best of Show.

**3:30 p.m. Saturday, Sheraton Grand Ballroom, Sheraton Ballroom Level**



# KEYNOTE SPEAKER

7 p.m., Sheraton Grand Ballroom

## Jim Richardson



### A photographic journey from Kansas to the world

Growing up on a Kansas farm, Jim Richardson thought photography was a great hobby. He didn't realize it was a key to unlock the world. Through his images, Richardson will share his journey from the farm, through his high school yearbook, college newspaper, local newspapers and eventually to National Geographic magazine. Over a career that spanned half a century, he worked in over 80 countries on stories covering the environment and resources, cultures and history, sports, wildlife and world food. Come hear how photography and journalism opened the door for Kansas farm boy Jim Richardson.

Jim Richardson is a photographer for National Geographic magazine and a contributing editor for its sister publication, TRAVELER Magazine. Richardson has photographed more than 50 stories for National Geographic.

Richardson's work has taken him around the world, from the tops of volcanic peaks to below the surface of the soil that provides our food, from the Arctic to the Antarctic and many places in between. ABC News Nightline produced a story about the long process of assembling a National Geographic story package by following Richardson in the field and at National Geographic Society headquarters in Washington, D.C.

In addition to his color photography, Richardson has built a distinguished body of black-and-white documentary work about rural Kansas life. His audiovisual presentation, "Reflections From a Wide Spot in the Road," has toured internationally. His 40 years of photographing life in the Kansas town of Cuba, population 230, was published in National Geographic and featured twice by CBS News Sunday Morning. His 1979 study of adolescence, "High School USA," is now considered a photo essay classic and is used in college classrooms.

Richardson was named Kansan of the Year in 2007 by the Native Sons and Daughters of Kansas. In 2015 he was honored by his fellow National Geographic photographers as their "Photographer's Photographer." And in 2017 Kansas State University bestowed an honorary doctorate for his work in cultural and environmental communications. He is co-founder of Eyes On Earth, an educational collaborative seeking to inspire next generation environmental photographers.

He lives in Lindsborg, Kansas, where his work is featured at his gallery, Small World, on Lindsborg's Main Street.



# SPECIAL EVENTS

## STUDENT EVENTS

### National Journalism Quiz Bowl

A quiz bowl-style competition with questions related to current events, 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 Benton and in the convention app. Come cheer on your school Saturday morning as a member of the audience.

**Qualifying test:** 8 a.m. Friday, Century C, Westin Ballroom Level

**Finals:** 8-10 a.m. Saturday, Century C, Westin Ballroom Level

### 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. and 10 a.m. Friday, Gillham Hall, Sheraton Lobby Level**

### Media swap and student networking

These sessions are conducted as roundtables with 10 students, each from a different school. Meet with students from other publication staffs to discuss challenges and successes, and gather new ideas. Optional: Bring a laptop to show your work and bring notecards with your media URLs to exchange. Participants can also bring copies of print publications to exchange.

**Noon topics:** Broadcast, Yearbook

**1 p.m. topics:** Literary Magazine, Online, Middle School

**2 p.m. topics:** Newsmagazine, Newspaper

**Noon, 1 p.m. and 2 p.m. Friday, Garden Terrace, Westin Executive Office Level**

### Friday night fun: KC Swiftie tailgate

Join us for a free night of tailgating fun! Games like cornhole, giant Jenga and giant Connect Four will be set up for a yard games tournament. Friendship bracelet making stations will be set up to create your own KC convention bracelet swag. Taylor Swift via Spotify will be gracing us with her music to singalong with — and perhaps some of you can show off your karaoke chops. We'd love to see as many Taylor Swift and Travis Kelce lookalikes as possible for our Taylor & Travis Lookalike Contest. Don't forget to document your time at the tailgate with a photobooth opportunity with Travis and Taylor — in cardboard cutout form!

**7:30-10 p.m. Friday, Gillham Hall, Sheraton Lobby Level**

## SPECIAL ELECTION STRAND

### [2-HOUR SESSION]

GENERAL AUDIENCE

#### Documentary screening: The Future is Ours

Two-hour session includes the documentary screening and presentation with Q&A from producer Ed Madison. "The Future is Ours: Gen Z Journalists Speak Out" is a 35-minute documentary that highlights young people's perspectives on the issues of today. Gen Z is the first digitally native generation. Born in a world where information has never been more accessible, they're uniquely aware of today's most pressing problems. In many ways, however, they're not given a seat at the table. So what are the hopes, concerns, and perspectives of these young people, many of whom will be voting for the first time this year? With the 2024 presidential election just around the corner, "The Future is Ours" showcases the varying viewpoints of a cross-section of high school journalists — their generation's interpreters.

Ed Madison, University of Oregon, Eugene, Oregon  
**10 a.m. Friday, Atlanta, Sheraton Ballroom Level (450)**

NEWSGATHERING

#### Go local: Real elections that need your coverage

With the demise of so many local news sources, high school media have an opportunity to shine light on candidates who may not be very famous today but may have huge futures — or cause regret if voters lack reliable information about them. Thousands of offices are up for election this year: Learn how to cover school board, city council, state legislative and other races, whose candidates are among the most media-accessible in politics to print, podcast and video reporters.

Joelle Keene, MJE, Shalhevet High School, Los Angeles  
**11 a.m. Friday, Brookside, Westin Lobby Level (90)**

## DOCUMENTARY MOVIE SCREENINGS

### THE FUTURE IS OURS

**10 a.m. Friday, Atlanta, Sheraton Ballroom Level**

Two-hour session includes the documentary screening and presentation with Q&A from producer Ed Madison. "The Future is Ours: Gen Z Journalists Speak Out" is a 35-minute documentary that highlights young people's perspectives on the issues of today. Gen Z is the first digitally native generation. Born in a world where information has never been more accessible, they're uniquely aware of today's most pressing problems. In many ways, however, they're not given a seat at the table. So what are the hopes, concerns, and perspectives of these young people, many of whom will be voting for the first time this year? With

GENERAL AUDIENCE

#### Covering the 2024 elections

How do you make the elections relevant to your high school audience? Learn from a panel of advisers who have experience with robust election coverage from the 2020 cycle.

Ellen Austin, Birch Avenue Creative, Rockford, Illinois

**Noon Friday, Empire B, Sheraton Mezzanine Level (105)**

GENERAL AUDIENCE

#### Live coverage of Election Night 2024

Learn strategies and gain advice to create a live newsroom for the Nov. 5 election returns. Topics include what and where to report election results and how to prepare for these breaking news stories.

Ellen Austin, Birch Avenue Creative, Rockford, Illinois

**1 p.m. Friday, Empire B, Sheraton Mezzanine Level (105)**

GENERAL AUDIENCE

#### Election photography

Photographing candidates, rallies and protests: a guide for young journalists in how to do photo and video coverage of election-related events as well as protests.

Ellen Austin, Birch Avenue Creative, Rockford, Illinois

**2 p.m. Friday, Empire B, Sheraton Mezzanine Level (105)**

MARKETING & AUDIENCE ENGAGEMENT

#### Not your mama's Instagram

From the hard-hitting election coverage to more whimsical pop-culture topics, journalists are using Instagram for the storytelling forms our readers crave. We'll look at the smart ways news organizations — high school, college and the pros — are using Instagram to tell stories.

Amy DeVault, Wichita State University, Wichita, Kansas

**1 p.m. Saturday, Century Ballroom C, Westin Ballroom Level (768)**

the 2024 presidential election just around the corner, "The Future is Ours" showcases the varying viewpoints of a cross-section of high school journalists — their generation's interpreters.

### UNWARRANTED — THE RAID ON THE MARION COUNTY RECORD

**1 p.m. Friday, Atlanta, Sheraton Ballroom Level**

Two hour session. Imagine that you are a newspaper editor in a small town and your newspaper is raided by law enforcement. This is Eric Meyer's story — a story that stirred nationwide concerns that the free press was being squashed. This is also the story of "Unwarranted," a documentary about Meyer's resistance to law enforcement and the death of his mother one day later. Come for the documentary and a Q&A session with Meyer.



# DEI CERTIFICATE



## If DEI is a priority for you and your staff, prove it!

Earn JEA's DEI certificate by attending four out of seven special breakout sessions geared toward diversity, equity and inclusion. Take the lead and put these sessions on your schedule so you can come away with new strategies and insights. Below is information for all seven sessions in the special DEI strand. If you attend at least four, you'll earn a certificate from JEA based on your participation. Sessions — and the certificate — are open to all! Those earning the special DEI certificate will receive it by April 13, 2024.

### FRIDAY

GENERAL AUDIENCE

#### **Serving people with disabilities – in your stories, on your staff**

How are you covering students with disabilities? In this interactive, student-led DEI session, we'll see what you know about this type of journalistic work. Editors will share resources and best practices while facilitating discussion so we can improve representation and inclusivity — in stories and to support students with disabilities in our student media programs.

Sarah Nichols, MJE; Desiree Montejano and Isabella Tomasini, Whitney High School, Rocklin, California  
9 a.m. Friday, Century Ballroom A, Westin Ballroom Level

NEWSGATHERING

#### **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? It's time to rethink our approach toward diversifying coverage so that all voices are represented equitably in your media.

Sergio Yanes, MJE, Arvada (Colorado) High School  
10 a.m. Friday, Century Ballroom A, Westin Ballroom Level

GENERAL AUDIENCE

#### **What does DEI look like?**

DEI work is complex and unique (and even confusing) to

each community, and often we lack models for how to make progress. This panel provides a glimpse into advisers' and student editors' experiences with guiding their staffs toward building more equitable practices within their program and throughout their media coverage and storytelling.

Sarah Nichols, MJE, Whitney High School, Rocklin, California; David Ragsdale, CJE, Clarke Central High School, Athens, Georgia; Sergio Yanes, MJE, Arvada (Colorado) HS; and Jumana AlSaadoon and Jiayi Li, Harrisonburg (Virginia) HS  
11 a.m. Friday, Century Ballroom A, Westin Ballroom Level

GENERAL AUDIENCE

#### **Understand the Black-white wealth gap**

All journalists should know and understand data on the issues in the communities they cover. Ebony Reed is an expert on the Black-white wealth gap and has taught on gaps that impact women and all people at the Yale School of Management. She is the coauthor of "Fifteen Cents on the Dollar: How Americans Made the Black-White Wealth Gap." She will share data to help all student journalists understand this economic issue and all the areas it impacts.

Ebony Reed, The Marshall Project, Kansas City, Missouri  
1 p.m. Friday, Century Ballroom C, Westin Ballroom Level



### SATURDAY

MEDIA LITERACY

#### **Empower minorities with news literacy**

This session supports teachers in finding free resources for news literacy education, focusing on evaluating news

credibility, developing skills in information identification and applying journalism standards. News literacy, inclusive of acknowledging the First Amendment's role, empowers diverse individuals to actively engage in civic life with equity and awareness.

Alba Mendiola, News Literacy Project, Chicago, Illinois  
8 a.m. Saturday, Pershing Place North, Westin Ballroom Level

ADVISING

#### **Unified yearbook: Creating inclusive environments**

This session will offer advisers insight and advice to create an inclusive yearbook program that invites students from general and special education to partner and create a publication. Using the same tools of traditional yearbook with adaptations and modifications, the session will showcase collaborative work of students with and without disabilities.

Brandi Benson, Lincoln (Nebraska) Southwest High School  
9 a.m. Saturday, Pershing Place North, Westin Ballroom Level

LEADERSHIP & TEAM BUILDING

#### **We've always been here. Haven't you noticed?**

Women, LGBTQ+, immigrants and journalists of color have been telling groundbreaking stories within mainstream newsrooms for more than a century. See their inspirational work, and bring it to your own campus. Learn how to include diversity as a core element of journalism instruction.

Paul Niwa, CJE, Emerson College, Boston, Massachusetts  
10 a.m. Saturday, Pershing Place North, Westin Ballroom Level

There are more than 70 sessions in the program that incorporate diversity, equity and inclusion, but only these seven comprise JEA's DEI certificate. Diversity sessions can be identified in the session schedule by the icon to the left and by the gold highlighted blocks on the schedule charts.



# SPECIAL EVENTS

## 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., Chouteau B, Sheraton Mezzanine Level

### JEA curriculum consultations

JEA is offering 30-minute curriculum consultations for \$25. Members will meet one-on-one with curriculum specialists to learn how to best utilize JEA curriculum in their own schools. Curriculum consultations are offered, April 4, and Friday, April 5, during trade show hours. Space is limited.

1-7 p.m., and 8 a.m. to 4 p.m. Friday, Exhibit Hall A, Sheraton Mezzanine Level

### New adviser convention orientation

Advisers at their first national 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., Chouteau A, Sheraton Mezzanine Level

### Adviser welcome reception with JEA Centennial celebration

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.

Join us for the party of the century with food, friends and fun. JEA members and former JEA leaders, award winners and program participants are especially encouraged to attend the Thursday welcome reception for a JEA reunion with multi-generational group photos and giveaways.

9 p.m., Exhibit Hall B, Sheraton Mezzanine Level

### Adviser lounge

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 Picaboo Yearbooks.

7:30 a.m. to 4 p.m. Friday and 7:30 a.m. to noon Saturday, Washington Park Place 1, Westin Lobby Level

### Deeper connections

Time and space has been set aside on Friday morning for affinity group adviser meetings that are meant to connect advisers with shared professional or social identities. The goal is to help develop colleagues and support one another in a difficult profession.

#### 9 a.m. affinity groups:

- Advisers of color
- Unprotected press freedom advisers — advisers in states without New Voices or preexisting student press freedoms
- First-year advisers — first year advising any publication.

#### 10 a.m. affinity groups:

- Queer advisers — any adviser who identifies as a member of the LGBTQIA+ communities
- Rural school advisers
- Young advisers — those advisers new to the profession and under the age of 35.

#### 11 a.m. affinity groups:

- Private school advisers
- Urban school advisers
- “New publication” advisers — advisers who are wanting to create or just started a new newspaper, website, broadcast, yearbook or journalism class.

9 a.m., 10 a.m. and 11 a.m. Friday, Garden Terrace, Westin Executive Office Level

### 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 spring award winners. Dow Tate, the 2023 H.L. Hall National Yearbook Adviser of the Year, will speak.

Preregistration was required. Please bring your ticket. Varsity Yearbooks is sponsor for this event.

Noon to 2:20 p.m., Saturday, Exhibit Hall B, Sheraton Mezzanine Level

## JEA CERTIFICATION STRAND

Do you plan to take the CJE or MJE exam in the near future or just want to be more knowledgeable about scholastic journalism education topics? These sessions will highlight topics in the JEA curriculum and prepare advisers for JEA certification.

### 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.

2 p.m. Friday, Signboard 2, Westin Lobby Level

### GET CERTIFIED: COVERAGE AND CONTENT

This session will cover news values, news gathering, interviewing and sources.

9 a.m. Friday, Signboard 1, Westin Lobby Level

### GET CERTIFIED: WRITING AND EDITING

This session will focus on journalistic writing and editing.

11 a.m. Friday, Signboard 1, Westin Lobby Level

### GET CERTIFIED: PHOTO

This session will review photo basics including manual camera controls and composition, and delve into some common advising scenarios related to photojournalism.

Noon Friday, Signboard 1, Westin Lobby Level

### GET CERTIFIED: BROADCAST

This session covers the broadcast and multimedia aspects of advising.

1 p.m. Friday, Westport, Westin Ballroom Level (50)

### GET CERTIFIED: LEGAL & ETHICAL ISSUES

This session will focus on legal and ethical student media issues including landmark court cases and the importance of your publication's forum status.

2 p.m. Friday, Westport, Westin Ballroom Level

### GET CERTIFIED: MANAGING STUDENT MEDIA

This session will provide advisers tools to manage all stakeholders for one or more student publications whether the publications(s) are produced in-class or after school.

8 a.m. Saturday, Union Hill West, Westin Lobby Level

### GET CERTIFIED: DESIGN

This session will be an overview for all things design.

11 a.m. Saturday, Union Hill West, Westin Lobby Level

### PRESENTATION OF MJE PROJECTS

Teachers who recently earned JEA's Master Journalism Educator status will formally present their MJE projects, followed by a Q-and-A time. Mentoring will be available for those ready to begin an MJE project.

10 a.m. Saturday, Signboard 2, Westin Lobby Level

Share your convention photos **#nhsjc**



Hands-on training



Refresh & recharge

Adviser-specific training & networking



## JEA Advisers Institute ■ July 15-18 ■ Providence, Rhode Island

Advisers Institute is JEA's signature, immersive and transformative workshop, exclusively for journalism educators.

- Rejuvenate for the next school year.
- Focus on specific professional development needs beyond what your school provides (or requires).
- Connect with other teachers and learn from each other's experiences in this professional learning community.

JEA members — \$199. Tuesday Adviser Inspiration Luncheon — \$40  
Register by June 26 for best hotel pricing and a T-shirt.



[www.JEA.org/ai](http://www.JEA.org/ai)







Hello, Friend.

A certain ilk of advisers and their staffs dream of partnering with gurus who inspire kids to create books meeting (and capturing) the moment and carving new paths.

You know, the books you envy?

They convene here.

We're not a start up.  
We're a step up.

Shall we?

*Shall we?*

Let's yearbook,

**Pictavo**

[ShallWePictavo.com](http://ShallWePictavo.com)

# THURSDAY SCHEDULE

## MEDIA TOUR CHECK-IN

Media tour check-in is located in the Sheraton main lobby. Please check in at the desk at least one hour before the designated media tour time listed on the website and in the registration booklet. Media tours will depart from the Sheraton entrance.

Preregistration was required.

9 a.m. National WWI Museum and Memorial  
9:30 a.m. Union Station  
9:30 a.m. Sporting Kansas City  
10 a.m. Hallmark Cards  
10 a.m. KCTV5 CBS  
10 a.m. Kansas City Zoon & Aquarium  
10 a.m. Kauffman Stadium  
10:45 a.m. Sporting Kansas City  
11 a.m. KSHB 41 TV NBC  
11 a.m. KCUR  
11 a.m. TICO Productions and Sports  
11:30 a.m. KMBC9 News ABC  
Noon Kansas City Star  
12:30 p.m. Nelson-Atkins Museum of Art  
2 p.m. Kansas City Star

7:30 a.m. to 1 p.m., Sheraton main lobby,  
Sheraton Lobby Level

## 8 a.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.

All day, Sheraton Ballroom Foyer, Sheraton Ballroom Level

MEETING

### JEA board meeting

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

8 a.m. to 3 p.m., Empire B, Sheraton Mezzanine Level

## 8:30 a.m.

### 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., Chouteau B, Sheraton Mezzanine Level

### 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 X 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. Preregistration was required.

Sarah Lerner, Marjory Stoneman Douglas HS, Parkland, Florida  
8:30 a.m. to 5 p.m., Washington Park Place 1, Westin Lobby Level

### 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. Preregistration was required.

Barbara Tholen, MJE, Lawrence (Kansas) High School

8:30 a.m. to 5 p.m., Washington Park Place 2, Westin Lobby Level

### SNO Sites workshop

Join SNO Sites 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 focus primarily on site design and customization. It will include instruction from the SNO experts, work time to practice what you learned, and discussion opportunities to brainstorm and share with other participants. Workshop attendees should be familiar with the basics of site content creation (i.e. publishing a story, creating a staff profile, etc.), as these concepts will not be covered explicitly. This session is limited to 15 total programs with three attendees per school. At least one participant from each school group should bring a laptop. Preregistration was required.

8:30 a.m. to 5 p.m., Washington Park Place 3, Westin Lobby Level

### Editorial leadership

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 led by Spencer O'Daniel, associate director of student media at Texas A&M University, 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. Preregistration was required.

8:30 a.m. to 5 p.m., Mission, Westin Ballroom Level

### Yearbook leadership jump

Are you ready to get a jump start on planning your 2025 yearbook? Join Annie Gorenstein Falkenberg, CJE, adviser at Longmont (Colorado) High School, and Carrie Faust, MJE, adviser at Smoky Hill High School, Aurora, Colorado, for a day of intensive planning and goal setting, leadership training and theme development. Schools can send an individual student or groups of up to 10. Be ready to brainstorm and make decisions on everything from staff structure to color schemes. Make sure you have access to the files for your 2024 yearbook, school calendar, page counts, staff list and any other planning tools. At the end of the day you will have built a foundation for your next book. Preregistration was required.

8:30 a.m. to 5 p.m., Pershing Place North, Westin Ballroom Level

### Broadcast and video storytelling

In this hands-on workshop, beginning and intermediate students will learn the fundamentals of creating an effective news package from the ground up. Led by Academy of Scholastic Broadcasting instructor Dave Davis and Jan Sobbe, broadcast teacher at Staley High School, Kansas City, Missouri, this workshop 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. Preregistration was required.

8:30 a.m. to 5 p.m., Pershing Place South, Westin Ballroom Level

### 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

## INFORMATION DESK

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

1-7 p.m., Exhibit Hall Foyer,  
Sheraton Mezzanine Level

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

# THURSDAY SCHEDULE

camera technique. Led by Mike Simons, adviser at Corning-Painted Post High School, New York; Jed Palmer, adviser at Ranch View Middle School, Highlands Ranch, Colorado; and Clint Smith, adviser at Texas High School, Texarkana, Texas, 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. An off-site permission form is required for each student attending this workshop. Preregistration was required.

8:30 a.m. to 5 p.m., Pershing Place West, Westin Ballroom Level

## Foundations of print design

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. Preregistration was required.

Sarah Nichols, MJE, Whitney High School, Rocklin, California  
8:30 a.m. to 5 p.m., Roanoke, Westin Ballroom Level

## 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. Preregistration was required.

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

8:30 a.m. to 5 p.m., Shawnee, Westin Ballroom Level

**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., Exhibit Hall A, Sheraton Mezzanine Level

## Convention check-in and registration

The registration desk is at the back of the trade show 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, 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., Exhibit Hall A, Sheraton Mezzanine Level

## 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., Exhibit Hall A, Sheraton Mezzanine Level

## 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 [spring.journalismconvention.org](http://spring.journalismconvention.org).

1-7 p.m., Exhibit Hall A, Sheraton Mezzanine Level

## Convention merchandise distribution

If your school purchased the official convention merchandise — apparel and stickers — 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., Exhibit Hall A, Sheraton Mezzanine Level

## 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 Student Press Law Center's resident legal experts. Preregistration was required.

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

1-5 p.m., Washington Park Place 3, Westin Lobby Level

## 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. Preregistration was required.

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

1-5 p.m., Shawnee, Westin Ballroom Level

## 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, Debra Klevens, CJ, Clayton High School, St. Louis and Sergio Yanes, MJE, Arvada (Colorado) High School

6:15 p.m., Chouteau A, Sheraton Mezzanine Level

### Opening ceremony and keynote address

JEA, NSPA and the local convention team welcome you to the spring convention in Kansas City. Thursday's Opening Ceremony features Jim Richardson, environmental photojournalist who has produced more than 50 photo stories in National Geographic magazine.

7-9 p.m., Sheraton Grand Ballroom

ADVISER EVENT

### Adviser welcome reception with JEA Centennial celebration



After the keynote speech, all advisers are welcome to attend this reception. New and first-time attendee advisers will have a chance to meet the local convention team, plus JEA and NSPA board members and staffs. Join us for the party of the century with food, friends and fun. JEA members and former JEA leaders, award winners and program participants are especially encouraged to attend the Thursday welcome reception for a JEA reunion with multi-generational group photos and giveaways.

9-10:30 p.m., Exhibit Hall B, Sheraton Mezzanine Level



FEATURED SPEAKER



DIVERSITY EMPHASIS



GOOD FOR BEGINNERS



# FEATURED SPEAKERS



## Brett Akagi

Content creator at Blue Cross and Blue Shield of Kansas City  
Lenexa, Kansas

Brett Akagi is an award-winning visual journalist who earned national and regional Edward R. Murrow and National Press Photographer Association awards. He led his staff at KARE-11 in Minneapolis to four NPPA Large Market Station of the Year awards as director of photography. Akagi helped the Star Tribune in Minneapolis earn two national Murrow awards. He has taught visual journalists at the NPPA News Video Workshop, Japan, China and Denmark.

GENERAL AUDIENCE

### The importance of being a good newsroom citizen



Skills are important, but if you're a cancer in your newsroom it doesn't matter. Learn what hiring managers are looking for, what can separate you from your peers, and how to be a leader at work.

1 p.m. Friday, Century Ballroom A, Westin Ballroom Level (480)

GENERAL AUDIENCE

### From farm kid to journalist, you can do this too!



You don't need to grow up in a big city, go to a big high school, or graduate from a well-known college to be a journalist. Listen, learn, and be inspired.

2 p.m. Friday, Century Ballroom A, Westin Ballroom Level (480)



## Annie Buckles

Graphic designer for the Kansas City Mavericks  
Kansas City, Missouri

Annie Buckles is a graphic designer, illustrator, and photo editor from Kansas City, Missouri. Annie received her BFA in Visual Communications from the University of Kansas. As well as being the lead designer for the ECHL's Kansas City Mavericks, Buckles has worked alongside the exceptional creative teams at both American Century Investments and Sporting Kansas City, her local MLS team. Her work has been featured from Seattle to Dallas, with many stops in between.

DESIGN

### Sports, graphic design and photo illustration

Local sports designer Annie Buckles will lead a workshop teaching the fundamentals and the tricks and trends of using Adobe Photoshop to promote and educate your audience about athletics.

11 a.m. Saturday, Century Ballroom A, Westin Ballroom Level (480)



## Lewis W. Diuguid

Author and freelance writer  
Kansas City metropolitan area

From 1977 to 2016, Lewis Diuguid worked for The Kansas City Star as a reporter, photographer, editor, columnist, a vice president and editorial board member. He is the author of four books and is a certified diversity facilitator. His awards include the 2000 Missouri Honor Medal for Distinguished Service in Journalism from the University of Missouri-Columbia School of Journalism and the 2017 Louis M. Lyons Award for Conscience and Integrity in Journalism from Harvard University.

GENERAL AUDIENCE

### Newsrooms must reflect the communities they cover



Community journalism builds a sense of connection, but it is also a reflection. All communities evolve and adapt. The session will help students see the value of covering the increasing diversity throughout the U.S.

11 a.m. Saturday, Liberty, Westin Ballroom Level (320)



## Elizabeth Frogge

Managing editor at KOMU-TV  
Columbia, Missouri

Elizabeth Frogge is an associate professor at the Missouri School of Journalism and the managing editor at KOMU-TV. Frogge has taught a variety of television news courses and helped redesign the broadcast curriculum in 2021. She currently teaches TV Reporting 2. Before returning to MU to teach in 2010, Frogge was a reporter in New Orleans where she covered Hurricane Katrina. She also anchored, reported and produced news in Wilmington, North Carolina, and reported in Evansville, Indiana.

BROADCASTING & MULTIMEDIA

### Reporting on deadline for a commercial TV station

From pitching stories to interviewing, shooting video, writing and editing, Missouri School of Journalism students working for KOMU TV do it all. Learn how students manage their time gathering content for digital and on-air platforms for an NBC affiliated commercial television station. This session will showcase what it's like to report on and produce news on a tight deadline.

1 p.m. Saturday, Chouteau B, Sheraton Mezzanine Level (130)



## Kevin Fullerton

Owner and creative director at Springboard Creative  
Mission, Kansas

In 2006, Kevin Fullerton launched Springboard Creative. His business started in his home, but soon he was ready for another leap. He started teaching the next generation of designers at the Kansas City Art Institute. He became president of the Art+Copy Club and then president of the American Advertising Federation of Kansas City. He added staff to Springboard Creative and relocated to a larger studio in Mission. He became a member of the National American Advertising Awards Committee and was named to the AAF District 9 Board of Governors, then the AAF Central Region Board and the AAF National Board of Directors. He even founded and served as president of the Mission Business Partnership. For Fullerton, it wasn't — and never has been — about pursuing the Next Big Thing or chasing down shiny objects. It's about taking big risks to achieve great things, to do something that matters.

DESIGN

### Jumpstart creativity

How creative are you and your staff? This interactive session will show you how to get your own creative juices flowing and how to encourage creativity in your staff. If you are tired of covering the same old topics in the same old way, this session will help you break out of the mold.

with Linda Puntney, MJE, Kansas State University, Manhattan  
9 a.m. Friday, New York, Sheraton Ballroom Level (500)



# FEATURED SPEAKERS



## Reed Hoffmann

Reed Hoffmann Photography  
Overland Park, Kansas

Reed Hoffmann was a newspaper photographer for 20 years before moving to Kansas City and starting a freelance career that has included assignment work, teaching and leading workshops around the world.

PHOTOJOURNALISM

### Adventures in photography: Lessons learned

Trial and error, or error and try again? This presentation covers what Reed Hoffmann has learned — often from mistakes — during a 40-year photography career. This session may help participants avoid some of my mistakes as they continue their photography adventure.

11 a.m. Friday, New York, Sheraton Ballroom Level (500)

PHOTOJOURNALISM

### Photographing the NFL for AP Images

Behind the scenes there are always more people, more details and more mundane — yet vital — tasks and challenges than fans imagine. This session offers a glimpse into everything that goes into covering an NFL team on game day for the commercial side of Associated Press.

Noon Friday, New York, Sheraton Ballroom Level (500)



## Leonard Horton

Assistant professor of journalism at Missouri State University  
Springfield, Missouri

Leonard B. Horton III is the assistant professor for Missouri State University's broadcast journalism sequence. Horton's teaching and mentorship has helped students obtain opportunities in top news markets like Boston, Miami, Orlando, Kansas City, St. Louis and NYC.

GENERAL AUDIENCE

### Promoting yourself in the digital age

Students will leave this session with the tools necessary to promote themselves across multiple platforms for the purpose of securing an internship or job in their respective fields. (more on Page 46)

Noon Friday, Washington Park Place 3, Westin Lobby Level (130)

GENERAL AUDIENCE

### Demystifying broadcast contracts

This presentation will give participants a look at actual contracts from major companies such as Nexstar, Gray, etc. (more on Page 48)

1 p.m. Friday, Washington Park Place 3, Westin Lobby Level (130)

STAFF MANAGEMENT

### Welcome to the boardroom

This is an interactive presentation that puts participants in the role of the general manager of a local TV station. (more on Page 50)

2 p.m. Friday, Washington Park Place 3, Westin Lobby Level (130)



## Jeff Jacobsen

Photographer at Action Images  
Photography Inc.  
Topeka, Kansas

Jeff Jacobsen has photographed practically every major sporting event during a career that spans 54 years. Starting his work in newspapers as an 18-year-old, Jacobsen worked at the Topeka Capital-Journal and the Arizona Republic. Next, Jacobsen began photographing sports for Kansas Athletics as the University of Kansas' first full-time photographer.

PHOTOJOURNALISM

### Sports photography with soul

Come hear a veteran sports photographer explain how to capture the decisive and emotional moments at the sports events your publication covers. As an official athletics photographer for the University of Kansas, Jeff Jacobsen photographed national championship teams with incredible access.

2 p.m. Friday, New York, Sheraton Ballroom Level (500)

PHOTOJOURNALISM

### Can't beat the home team

Covering your high school team is the best place to create incredible sports photos. Take it from Jeff Jacobsen whose current sports photography project is taking him to every county in Kansas — often covering high school sports. His images show that you don't need to be on the professional sidelines to make extraordinary images.

1 p.m. Friday, New York, Sheraton Ballroom Level (500)



## Jared Koller

Sports anchor and producer at KCTV5-CBS  
Kansas City, Missouri

Jared Koller first started working for KCTV5, the CBS station in Kansas City, in 2015. He's currently a sports anchor-producer who has covered Chiefs Super Bowl wins, Kansas Final Four wins, Championship parades and more, leading coverage on-air and behind the scenes. Koller is a Kansas City native who graduated with a sports TV degree from the University of Missouri School of Journalism. X(Twitter): @JaredKCTV5

GENERAL AUDIENCE

### Super Bowl dreams: Climbing the sports TV ladder

Do you have dreams of one day covering the Super Bowl or other big events? Hear career advice from someone who has — sharing even while in high school you can not only start climbing the ladder of sports TV but actually enjoy the grind along the way.

Noon Friday, Century Ballroom C, Westin Ballroom Level (768)



## Meg Kumin

Senior Photographer at University of Kansas  
Lenexa, Kansas

Meg Kumin, senior photographer at the University of Kansas' marketing office, realized her love for photography by doing high school newspaper and yearbook. She earned a B.A. in American studies and M.S. in computer science at KU, and worked as a software developer at KU's Natural History Museum. However, the pull of photography remained strong. In 2015, she rebooted her career and became a KU photographer. Kumin is pursuing a Ph.D. in educational psychology, studying the intersection of creativity, mindset and learning.

GENERAL AUDIENCE, PHOTOJOURNALISM

### Behind the lens of university life

Hear about the life and work of University of Kansas photographer Meg Kumin where she describes her unconventional path into the profession, how she uses her camera as a passport to other worlds and what it is like to be a visual storyteller at the intersection of marketing and photojournalism.

2 p.m. Friday, Pershing Place North, Westin Ballroom Level (150)

More featured speakers on Page 24

# FEATURED SPEAKERS



## Neil Mandt

Producer and storyteller  
Los Angeles

Neil Mandt is a five-time Emmy-winning news reporter-producer, as well as producer of movies for Disney & A24, as well as more than 3,000 episodes of network television.

GENERAL AUDIENCE

### The future of journalism

The death of the smartphone has begun and will accelerate in 2028 when consumer augmented reality eyewear will be available to the masses. From there we will see the public capturing news stories in AR, tagging them to physical locations, which can be rediscovered later by everyone. The internet is the process of transitioning from 2D to 3D and the story of the news business will be entirely rewritten. **1 p.m. Saturday, Century Ballroom B, Westin Ballroom Level (450)**

GENERAL AUDIENCE

### How to succeed in the media industry

Five-time Emmy-winner Neil Mandt shares his hard fought-lessons of how to succeed in the media industry. From working as an on-camera talent in a top 10 market at the age of 20, to being the producer in charge of the O.J. Simpson criminal trial for ABC News, Mandt has seen it and knows how to innovate. **2 p.m. Saturday, Century Ballroom B, Westin Ballroom Level (450)**



## Nick Mathews

Assistant professor at University of Missouri School of Journalism  
Columbia, Missouri

Nick Mathews worked in the journalism industry for almost 20 years, holding positions such as sports editor at the Houston Chronicle and regional editor-in-chief in Virginia. Among his proudest moments in journalism include being honored as the Illinois High School Journalist of the Year and attending the 1997 national convention in Phoenix.

GENERAL AUDIENCE

### How to justify a journalism major to your parents

"Journalism is dying. Why would you major in that?" It's a question many journalism students face. Contrary to this assumption, journalism isn't dying — it's changing. Today, the demand for accurate, trustworthy reporting has never been higher. (more on Page 68)

**1 p.m. Saturday, Pershing Place East, Westin Ballroom Level (100)**

GENERAL AUDIENCE

### Why we share news

In today's online landscape, news content is not only consumed by individuals but redistributed by them. Across all social media platforms, users are encouraged to share and disseminate information widely. A key question arises: What does the news audiences share say about those who share it? (more on Page 70)

**2 p.m. Saturday, Century Ballroom C, Westin Ballroom Level (768)**



## Eric Meyer

Editor at The Marion County Record  
Marion, Kansas

Eric Meyer is the editor and publisher of the Marion County Record — a newspaper that made national news in the fall when it was raided by local law enforcement. Despite having their mobile phones and computers seized, Meyer's staff members put out an issue of the paper that made clear that they would not be intimidated.

GENERAL AUDIENCE

### Democracy demands an independent press

When government restrains journalism, democracy is at risk. This session will stress journalism's role in preserving democracy and explore how the student press plays a vital part. (more on Page 42)

**11 a.m. Friday, Empire B, Sheraton Mezzanine Level (105)**

### [2-HOUR SESSION]

LAW & ETHICS

### Documentary screening: Unwarranted — The raid on the Marion County Record

Imagine that you are a newspaper editor in a small town and your newspaper is raided by law enforcement. This is Eric Meyer's story — a story that stirred nationwide concerns that the free press was being squashed. This is also the story of "Unwarranted," a documentary about Meyer's resistance to law enforcement and the death of his mother one day later. Come for the documentary and a Q&A session with Meyer. **1 p.m. Friday, Atlanta, Sheraton Ballroom Level (450)**



## Cassie Nichols

Media relations manager at AMC Theatres  
Leawood, Kansas

Cassie Nichols, Tiio Watson, and Alex Martin manage local marketing campaigns for AMC Theatres through public relations efforts, paid social media and theater relationships across the country.

MARKETING & AUDIENCE ENGAGEMENT

### Promote like Hollywood

So, you want students to be wild about your publication? Then you should promote it — just like Hollywood does its movies. Come to this session from marketing and media relations pros at AMC Theatres, the nationwide chain of movie theaters. Learn from their experiences promoting "Taylor Swift: The Eras Tour," "Renaissance: A Film by Beyonce" and other recent blockbusters

with Tiio Watson and Alex Martin, AMC Theatres, Leawood, Kansas **11 a.m. Friday, Liberty, Westin Ballroom Level (320)**



## Chris Ochsner

Visuals editor at The Kansas City Star  
Overland Park, Kansas

Chris Ochsner is the visuals editor for The Kansas City Star where he leads a staff of award-winning photojournalists and video producers. He directs the daily visuals report for the print and online publications and has led his team in its coverage of two World Series and four Super Bowls.

PHOTOJOURNALISM

### What are your photos saying to your audience?

Photography is a language of its own that can sometimes communicate stories more effectively than words. This session will set you on a path to shooting photos that speak to your readers. **10 a.m. Saturday, Century Ballroom B, Westin Ballroom Level (450)**



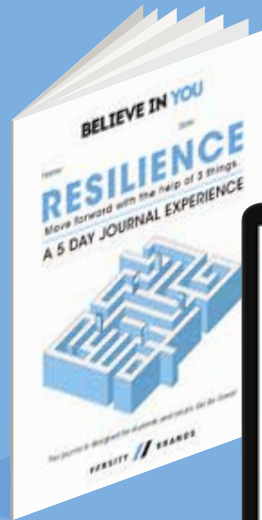
More featured speakers on Page 26

JOIN US FOR OUR JEA/NSPA VENDOR SESSION:

# Creating Connections and School Community

Everyone wants to feel safe in a community that appreciates them for their unique greatness. You have the power to build positive culture and connection in your school community.

**This session explores why these connections are so powerfully important and how you can take action today for your classmates and teachers.**



## ABOUT THE SPEAKER:

**Aaron Hart** leads the curriculum and programming team for Varsity Brands and is the author of the Believe In You Student Empowerment Program. He has co-authored several nationally recognized curriculum projects with a focus on equity of access and community empowerment. He began his career as a New York City public school teacher and is currently a faculty member at the State University of New York at Cortland. This marks Hart's 25th year of teaching.



CHECK THE SCHEDULE OR TALK TO US IN THE **VARSLTY YEARBOOK BOOTH.**



# FEATURED SPEAKERS



## Jeff Passan

Senior MLB insider at ESPN  
Prairie Village, Kansas

Jeff Passan is the senior MLB insider at ESPN and has covered the sport for more than 20 years. A two-time National Sportswriter of the Year winner, he graduated from Syracuse in 2002 and started writing about baseball for The Kansas City Star in 2004. Two years later, he moved to Yahoo! Sports, where he spent 13 years. He joined ESPN in 2019 and is a regular guest on SportsCenter, First Take and The Pat McAfee Show. He lives in Prairie Village, Kansas, with his wife and two sons.

### NEWSGATHERING

#### Learning from the 2023 Sportswriter of the Year

This is your chance to soak up decades of experience from one of the top sports journalists in the country. Sports writer Jeff Passan breaks stories and discovers trends in baseball for ESPN. You will get to shape what Passan discusses: Much of this session will be Q & A style hosted by a sports journalism student from the University of Kansas.

10 a.m. Friday, Exhibit Hall B, Sheraton Mezzanine Level (1500)



## Toriano Porter

Opinion writer at Kansas City Star  
Editorial Board  
Independence, Missouri

Toriano Porter is an award-winning opinion writer for the Kansas City Star Editorial Board. Toriano is the author of three books and has produced one audiobook.

### [2-HOUR SESSION]

#### WRITING

#### Does opinion journalism matter?

In the age of misinformation and fake news, Kansas City Star Editorial Board member and opinion writer Toriano Porter asks: Does opinion journalism matter? Porter will discuss how well-reported and well-researched op-eds and commentary can invoke change in local communities.

11 a.m. Friday, Chicago B, Sheraton Ballroom Level (150)er.

#### WRITING

#### We all have opinions

Many high school journalists are eager to share their opinions with their audiences, but a staff position is not a license to rant. This presentation examines the art of opinion journalism and the responsibility that comes with writing commentary at a major U.S. daily newspaper.

1 p.m. Friday, Chicago B, Sheraton Ballroom Level (150)



## Bella Rainey

Email marketing specialist at 6AM City  
Kansas City, Missouri

Bella Rainey is a journalist, writer, marketer and educator in the Greater Kansas City area. She has lengthy experience writing for local publications as well as marketing for larger scale media companies. Rainey takes her industry knowledge into the classroom at Avila University where she leads the minds of the future to greatness.

#### MARKETING & AUDIENCE ENGAGEMENT

#### From Google Doc to Insta post

Social media has become a vital vessel to keeping journalism alive. In this session, we will discuss the best ways to level up your social media game to stay relevant while maintaining editorial ethics.

Noon Saturday, Century Ballroom A, Westin Ballroom Level (480)

#### GENERAL AUDIENCE

#### Marketing yourself in a overly marketed world

Feeling like the media industry is oversaturated? Unsure how to make yourself stand out? Learn how to create your career personal brand and set yourself apart from the rest via social media, in-person networking and personal development.

1 p.m. Saturday, Century Ballroom A, Westin Ballroom Level (480)



## Ebony Reed

Chief strategy officer, professor and author at The Marshall Project  
Kansas City, Missouri

Ebony Reed is chief strategy officer of The Marshall Project. She is also co-author of "Fifteen Cents on the Dollar: How Americans Made the Black-White Wealth Gap." She has held other roles in reporting, editing and advertising leadership at Associated Press, The Plain Dealer, The Detroit News, Boston Business Journal and NPR's Planet Money. She was the 1996 JEA High School Journalist of the Year.

### [DEI CERTIFICATE STRAND]

#### GENERAL AUDIENCE

#### Understand the Black-white wealth gap

All journalists should know and understand data on the issues in the communities they cover. Ebony Reed is an expert on the Black-white wealth gap and has taught on gaps that impact women and all people at the Yale School of Management. She is the coauthor of "Fifteen Cents on the Dollar: How Americans Made the Black-White Wealth Gap." She will share data to help all student journalists understand this economic issue and all the areas it impacts.

1 p.m. Friday, Century Ballroom C, Westin Ballroom Level (768)



## Chad Reynolds

Senior brand director at Sporting KC  
Kansas City, Missouri

Chad Reynolds is an Emmy Award-winning, multidisciplinary brand and creative professional from Kansas City with more than 17 years of experience in the sports creative industry. In addition to his work in-house as the senior director of brand at Sporting KC, he is proud to have been part of the team that helped bring the 2026 FIFA World Cup to Kansas City as the brand and creative director for the bid process.

#### MARKETING & AUDIENCE ENGAGEMENT, GENERAL AUDIENCE

#### We got the Cup! Bringing the 2026 World Cup to KC

Branding experts will discuss the extensive planning and marketing strategies that went into convincing FIFA and North American organizers to allow underdog Kansas City to be a World Cup host city in 2026. They also will discuss the ongoing marketing communication efforts throughout the city and region in preparation for this global extravaganza.

with Chris Etheridge, University of Kansas, Lawrence, Kansas

10 a.m. Friday, New York, Sheraton Ballroom Level (500)



# FEATURED SPEAKERS



## Gabe Rosenberg

Audience editor at KCUR  
Kansas City, Missouri

Gabe Rosenberg is the audience editor for KCUR, which means he's constantly asking the questions: What do people need from us, and how can we best deliver it? He edits the KCUR podcasts *Kansas City Today* and *A People's History of Kansas City*.

GENERAL AUDIENCE

### Making the regular extraordinary through audio



KCUR's series "The Regulars" tells the stories of Kansas City's neighborhood hangouts and the people who bring them to life — through both sound-rich radio postcards and descriptive, photo-heavy digitals. This session is about how great journalism can illuminate the rich tapestry of a community by finding narrative gold in even the seemingly ordinary moments and how to reach your audiences by presenting that work in different mediums.

with Madeline Fox, KCUR, Kansas City, Missouri

10 a.m. Saturday, Liberty, Westin Ballroom Level (320)



## Ryan Takeo

Senior manager of investigative content at KSHB-41; Scripps TV  
Kansas City, Missouri

Ryan Takeo started at KSHB in September 2021 after working in several markets around the country. He graduated from the University of Missouri School of Journalism and years later had the opportunity to teach young journalists at his alma mater. Takeo's talent goes beyond reporting. He does it all — writing, filming, editing and performing. He loves connecting with people, earning trust and telling their stories.

BROADCASTING & MULTIMEDIA

### Multi-media journalism in a day

If you're a multi-media journalist, how do you get it all done in a day? Veteran MMJ Ryan Takeo will show you how to get it all done if you need to shoot, write, edit and perform all in a day.

9 a.m., Friday, Atlanta, Sheraton Ballroom Level (450)



## Jill Toyoshiba

Visual storyteller at Stowers Institute for Medical Research  
Kansas City, Missouri

Jill Toyoshiba is the Visual Storyteller at Stowers Institute for Medical Research in Kansas City. She was formerly a photojournalist and videographer for 20 years at The Kansas City Star.

PHOTOJOURNALISM, BROADCASTING & MULTIMEDIA

### Photojournalists panel

Current and former photojournalists and videographers from The Kansas City Star discuss their work and career highlights. A longtime freelancer for The Star joins the discussion.

with David Eulitt, Midwest Health; Shelly Yang, FosterAdopt Connect; Nick Smith, freelance photographer; and Emily Curiel and Nick Wagner, Kansas City Star, Kansas City, Missouri

10 a.m. Friday, Liberty, Westin Ballroom Level (320)



## Kaitlin Van Loon

Marketing and communications coordinator at University of Nebraska's College of Journalism and Mass Communications  
Lincoln, Nebraska

Kaitlin Van Loon is the marketing and communications coordinator for the College of Journalism and Mass Communications at the University of Nebraska-Lincoln. Van Loon promotes the college's programs, events and achievements through social media, stories, e-newsletter, and content creation, such as graphic design and website development. She develops and implements strategic marketing plans to strengthen effective communication among CoJMC students, faculty, staff and stakeholders.

MARKETING & AUDIENCE ENGAGEMENT

### Unlocking your social media potential



In today's fast-paced digital world, social media has become an indispensable tool for organizations to engage with their audiences effectively. Knowing the ins and outs of social media is a must for those about to embark on their college and professional journey. During this session, you'll discover how to build meaningful connections and make your mark through the power of social media. You'll also learn why it's important to customize content across differing platforms and how to decide when to (and not to) hop on the latest trend.

9 a.m. Saturday, Century Ballroom B, Westin Ballroom Level (450)



## David Von Drehle

Deputy opinion editor and columnist at The Washington Post  
Mission Hills, Kansas

David Von Drehle writes a wide-ranging column on national and world events for The Washington Post and is a senior editor of the opinion section. He is a bestselling and award-winning author of books including "Triangle: The Fire That Changed America" and "The Book of Charlie."

WRITING

### The day I learned to write

An award-winning and bestselling writer shares the most valuable lessons he has learned as a writer.

10 a.m. Friday, Century Ballroom B, Westin Ballroom Level (450)

More featured speakers on Page 28

# FEATURED SPEAKERS



## Matt Waite

Professor of practice at University of Nebraska Lincoln, Nebraska

Matt Waite is a professor of practice in the College of Journalism and Mass Communications at the University of Nebraska-Lincoln who teaches courses in artificial intelligence, data analysis and visualization. From 2007-2011, he was a programmer and journalist for the St. Petersburg Times where he developed the website PolitiFact, winner of the 2009 Pulitzer Prize for national reporting. Before that, he was an award-winning investigative reporter and author.

NEWSGATHERING

### AI for journalism



Generative AI went from nowhere to everywhere in a blink. Does it belong in the newsroom? See how you can use AI today as part of your publication, from idea generation and organization to an on-call assistant editor.

9 a.m. Saturday, Century Ballroom A, Westin Ballroom Level (480)

NEWSGATHERING

### Data visualization for free

With Google Sheets and Datawrapper, anyone can have sophisticated graphics in their publications. From interactives on the web to static graphics elsewhere, you can go from zero to published with less than an hour of training.

10 a.m. Saturday, Century Ballroom A, Westin Ballroom Level (480)



## Clay Wirestone

Opinion editor at Kansas Reflector Lawrence, Kansas

Clay Wirestone serves as Kansas Reflector's opinion editor. His columns have been published in the Kansas City Star and Wichita Eagle, along with newspapers and websites across the state and nation. He has written and edited for newsrooms in Kansas, New Hampshire, Florida and Pennsylvania. He has also fact checked politicians, researched for Larry the Cable Guy, and appeared in PolitiFact, Mental Floss and CNN.com.

WRITING

### Why opinion writing matters



As one of only two opinion editors in Kansas, Clay Wirestone understands the power of words to change minds and shape political debate. In this session, he will talk about why opinion journalism should be part of every (yes, every) news outlet and how to respond to people who claim it makes the news media look biased. He looks forward to sharing his experiences and answering students' questions!

9 a.m. Friday, Chicago B, Sheraton Ballroom Level (150)



## Tyler Wirken

Wirken Photography Kansas City, Missouri

Starting at The University of Kansas and working for various newspapers, Tyler Wirken discovered a passion for documentary photography early in his career and never looked back. Voted Top Ten Wedding Photographers in the World by American Photo in 2013, Wirken uses his photojournalism skills and passion creating authentic, meaningful photographs and stories for his wedding, family and commercial clients through his two businesses, Wirken Photography and Wirken Media.

PHOTOJOURNALISM

### Photojournalism as a small business

There is a life beyond magazine and newspaper photojournalism. Tyler Wirken shares his journey from getting a photojournalism degree to starting his own business providing documentary coverage for weddings, families and commercial clients.

Noon Saturday, Liberty, Westin Ballroom Level (320)

PHOTOJOURNALISM

### What weddings teach us about photojournalism

Come hear one of the top wedding photographers in the country talk about how candid photography can tell not just news stories but love stories as well. It's all about trust: establishing trust with subjects who are willing to be their vulnerable selves in front of your camera.

1 p.m. Saturday, Liberty, Westin Ballroom Level (320)



## Hannah Wise

Assistant managing editor, engagement and experimentation at The Kansas City Star Kansas City, Missouri

Hannah Wise is The Kansas City Star's assistant managing editor for engagement and experimentation. She oversees digital strategy and audience engagement efforts. Previously she worked at The New York Times and Dallas Morning News. She was part of The News' team named finalists for the 2017 Pulitzer Prize in breaking news and The Times' team awarded the 2021 Pulitzer Prize for public service. She holds degrees in journalism from the University of Kansas and University of North Texas.

GENERAL AUDIENCE

### Audience strategies to connect with Swifties

A Taylor Swift concert coming to town can be a great way to draw in a new audience to your publication. The Kansas City Star acted on that when Swift played two concerts in town during the summer of 2023. Hear about how the news organization approached story idea generation, search-engine optimization and social media strategies. How can your publication cover a single event in your community in ways that connect with your readers?

with Chris Etheridge, University of Kansas, Lawrence, Kansas

9 a.m. Friday, Exhibit Hall B, Sheraton Mezzanine Level (1500)



## Steve Wolgast

Professor of practice of journalism at University of Kansas Lawrence, Kansas

Steve Wolgast is the Knight Chair of audience and community engagement in news at the University of Kansas. Before becoming a professor, he spent 20 years in daily journalism including nine at The New York Times where he was on the staff that won the Pulitzer Prize for Public Service in 2002 for coverage of the aftermath of 9/11.

LAW & ETHICS

### Ethics of photo selection

How do you choose which photo to run when the photo shows something unpleasant, or awful — or really, really bad? Find out how editors evaluate the question and come to a conclusion.

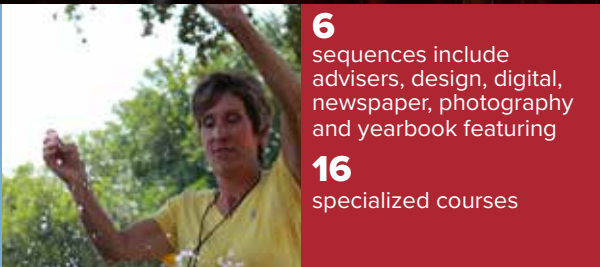
Noon Friday, Empire C, Sheraton Mezzanine Level (105)



**680**  
student journalists  
and their advisers  
representing

**85**  
schools gathered  
in Dallas in 2023.

**36**  
nationally recognized  
faculty members including  
**10**  
national advisers of the  
year



**6**  
sequences include  
advisers, design, digital,  
newspaper, photography  
and yearbook featuring

**16**  
specialized courses



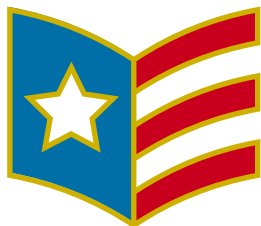
**4**  
scholastic journalism  
experts consult with staffs  
by appointment  
**5**  
optional bonus classes  
offered on Sunday



**3**  
\$1,000 scholarships and  
**210**  
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

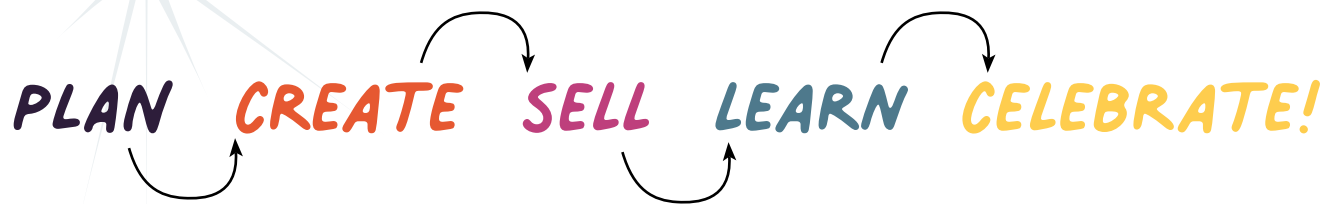
[GLORIASHIELDSWORKSHOP.COM](http://GLORIASHIELDSWORKSHOP.COM)





# WE YEARBOOK DIFFERENT

CREATE LIKE NEVER BEFORE AND ENJOY AN UNFORGETTABLE YEARBOOK EXPERIENCE.



EXPERIENCE THE JOSTENS DIFFERENCE AT BOOTH #407!



## WHAT OUR CUSTOMERS ARE SAYING...



"I absolutely love Jostens! They have a comprehensive education plan for students with tons of resources. Yearbook Avenue® is an outstanding and intuitive program that works very well for my junior staff. We are very pleased to work with Jostens; they are a top-tier company."

- Candice Thomas, Haskett Junior High | Texas



"As a first-year adviser of a yearbook program with a longstanding tradition of excellence, I am extremely grateful for the amazing support from my Jostens rep. He helped the editors develop a theme and organize our ladder, worked with my business manager to promote book sales and provided me with resources for my staff. Thank you, Jostens!"

- Katie Meyers, Kirkwood High School | Missouri



"By being a Jostens customer, I feel like I have a team behind my back making my life easier. From the service provided by my Jostens rep to the outstanding technology that supports creativity, they do it all. Jostens not only looks out for ways to make my bottom line better, but also helps us get to our final goal more efficiently."

- Sharon Kubicek, Round Rock High School | Texas



"As an adviser, I am so grateful for the community of peers and experts. Sharing ideas, getting feedback and working with others across the country creates a family of sorts! I love it and am so glad to be a part of the Jostens family."

- Kristi Rathbun, Rock Canyon High School | Colorado

## WHY JOSTENS?



We produce over  
**5 MILLION**  
yearbooks annually.



We print over  
**2 MILLION**  
pages each year.



We serve over  
**18,000**  
schools across  
the country.



We operate the  
**LARGEST**  
sheet-fed offset printer  
under one roof.



We offer superior  
**COLOR**  
matching and  
consistency.

# FRIDAY SCHEDULE

Room	8 a.m.	9 a.m.	10 a.m.	11 a.m.
<b>Gillham Hall</b> SHERATON LOBBY LEVEL		Break with a Pro	Break with a Pro	
<b>Atlanta</b> SHERATON BALLROOM LEVEL		Multi-media journalism in a day ★	The Future is Ours ★	
<b>Chicago A</b> SHERATON BALLROOM LEVEL		Find your niche: Start a podcast	Make 'em laugh, make 'em cry, make 'em feel	Finding the shot: Env
<b>Chicago B</b> SHERATON BALLROOM LEVEL		Why opinion writing matters ★	Write right	Does opinion jou
<b>Chicago C</b> SHERATON BALLROOM LEVEL	JEA general membership meeting	JEA state directors meeting	Walk the walk: Leading by example	
<b>New York</b> SHERATON BALLROOM LEVEL		Jumpstart creativity ★	We got the Cup! Bringing the 2026 World Cup to KC ★	Adventures in photography: Lessons learned ★
<b>Sheraton Ballroom Foyer</b> SHERATON BALLROOM LEVEL	Publication exchange			
<b>Sheraton Grand Ballroom</b> SHERATON BALLROOM LEVEL				
<b>The Boardroom</b> SHERATON BALLROOM LEVEL				
<b>Benton</b> SHERATON MEZZANINE LEVEL	NSMC headquarters and Quiz Bowl judging. NSMC check-in 10:30 a.m. to 2:30 p.m.			
<b>Chouteau A</b> SHERATON MEZZANINE LEVEL		Leading with excellence	Humans of [Your School]	Bringing smiles to your staff
<b>Chouteau B</b> SHERATON MEZZANINE LEVEL	NSPA and Quill & Scroll Student Advisory Board meeting	JEA Mentoring Program: Find a mentor. Be a mentor.	Starting from scratch: Literary magazines	Yearbook copy capers
<b>Exhibit Hall A</b> SHERATON MEZZANINE LEVEL	Convention registration check-in, trade show, merchandise distribution (8 a.m. to 4 p.m.) Best of Show desk (8 a.m. to noon), NSMC check-in desk (8 a.m. to 10:30 a.m.)			
<b>Exhibit Hall B</b> SHERATON MEZZANINE LEVEL		Audience strategies to connect with Swifties ★	Learning from the 2023 Sportswriter of the Year ★	How to write like Taylor Swift
<b>Exhibit Hall Foyer</b> SHERATON MEZZANINE LEVEL	Information Desk and JEA Centennial mosaic			
<b>Empire A</b> SHERATON MEZZANINE LEVEL		Writing the gamer	Coaching writers	Boss baby: Leading and empowering your peers
<b>Empire B</b> SHERATON MEZZANINE LEVEL	NSMC 43: Online News Package meeting	"Can I Use This?" How to Avoid the Copyright Bots	Bold journalism in the age of "prohibited concepts"	Democracy demands an independent press ★
<b>Empire C</b> SHERATON MEZZANINE LEVEL	NSMC 46: Broadcast Package meeting	8 great yearbook ideas	The environmental portrait	The photo story
<b>Terrace</b> SHERATON MEZZANINE LEVEL				
<b>Brookside</b> WESTIN LOBBY LEVEL		Working with administrators for stronger media	Student press freedom 101	Go local: Real elections that need your coverage
<b>Signboard 1</b> WESTIN LOBBY LEVEL		Get certified: Coverage and content	JEA CTE Committee meeting	Get certified: Writing and editing
<b>Signboard 2</b> WESTIN LOBBY LEVEL		Gotta catch them all: Staff relationship building	Building a journalism curriculum	College 101: Time management, getting involved and more

# FRIDAY SCHEDULE

Noon	1 p.m.	2 p.m.	4 p.m.	Evening
Proactive mental health: Life is a Hero's Journey	We belong together	Understanding color theory		Friday night fun: KC Swiftie tailgate
But first, theme	Unwarranted — The raid on the Marion County Record ★			<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>■ DIVERSITY CERTIFICATE</li> <li>■ GOOD FOR BEGINNERS</li> <li>■ ELECTION STRAND</li> </ul>
Environmental portraits	Build an award-winning portfolio	Lightroom library	NSMC 04: Sports Writing	
Journalism matter? ★	We all have opinions ★	So, you're in charge. Now what?	NSMC 03: Feature Writing	
Data journalism: Sources and tools for stories		Work, win and wow via reverse engineering	NSMC 01: Newswriting	
Photographing the NFL for AP Images ★	Can't beat the home team ★	Sports photography with soul ★		
Publication exchange				
			Certification test for CJE and MJE candidates	
NSMC headquarters and Quiz Bowl judging. NSMC check-in 10:30 a.m. to 2:30 p.m.				
Making icons in Illustrator	Lessons from the Pulitzers	Get published		
Be active in journalism after retirement	Get help with censorship: SPRC open forum	JEA mentors meeting	NSMC 06: Editorial Cartooning	
Convention registration check-in, trade show, merchandise distribution (8 a.m. to 4 p.m.) Best of Show desk (8 a.m. to noon), NSMC check-in desk (8 a.m. to 10:30 a.m.)				
It's a social media world: Put the print to bed	Photography basics for basic photographers	Power of a team	NSMC photo contests 27-35	
Information Desk and JEA Centennial mosaic				
All around social media coverage	AI is more than the word of the year	Consistency is key: Building a brand that sticks	NSMC 08: News Editing/Headline Writing/Current Events	
Covering the 2024 elections	Live coverage of Election Night 2024	Election photography	NSMC news layout critiques	
Ethics of photo selection ★	Censoring chosen names or preferred pronouns	How to get information through public records	NSMC 24: Graphic Design: Infographics	
On-site critiques				National Student Media Contests judges' dinner and judging
The ABCs of L-I-B-E-L	Producing the perfect editor	We have the receipts: Getting public records	NSMC 26: Graphic Design: Photo Illustration	
Get certified: Photo	Now we got bad blood	Adviser fails (and some successes)	NSMC 45: Broadcast Newswriting	
Helpful tools to upgrade your social media	How and why to cover religion in high school media	Why consider JEA certification?	NSMC 22: Literary Magazine Photography	

# FRIDAY SCHEDULE

Room	8 a.m.	9 a.m.	10 a.m.	11 a.m.
<b>Union Hill West</b> WESTIN LOBBY LEVEL	NSMC 44: Broadcast Anchor judging			
<b>Union Hill</b> WESTIN LOBBY LEVEL	NSMC 44: Broadcast Anchor meeting and work room			
<b>Washington Park Place 1</b> WESTIN LOBBY LEVEL	Adviser lounge (7:30 a.m. to 4 p.m.) Refreshments provided by Picaboo Yearbooks.			
<b>Washington Park Place 2</b> WESTIN LOBBY LEVEL			Media literacy: Analyzing messages	Jump for JOY
<b>Washington Park Place 3</b> WESTIN LOBBY LEVEL		All those little details	Mom doesn't need to check your Halloween candy	10 things I wish I had known as editor-in-chief
<b>Century Ballroom A</b> WESTIN BALLROOM LEVEL		Serving people with disabilities – in your stories, on your staff	See us, hear us	What does DEI look like?
<b>Century Ballroom B</b> WESTIN BALLROOM LEVEL		Elevate your game: Sports photography	The day I learned to write ★	Mastermind: Yearbook for Swifties
<b>Century Ballroom C</b> WESTIN BALLROOM LEVEL	National Journalism Quiz Bowl qualifying test	Spring into 2025	That yearbook session	Write copy readers care about
<b>Independence</b> WESTIN BALLROOM LEVEL				
<b>Liberty</b> WESTIN BALLROOM LEVEL		Ways you could be using AI tools for good	Photojournalists panel ★	Promote like Hollywood ★
<b>Mission</b> WESTIN BALLROOM LEVEL	Convention Boot Camp: Leadership mastery			Mini-workshop:
<b>Penn Valley</b> WESTIN BALLROOM LEVEL	Convention Boot Camp: Cutting edge design			Develop your teaching practice
<b>Pershing Place East</b> WESTIN BALLROOM LEVEL		Nurturing collaboration in the newsroom	Spring snake draft: YBK edition	Mini-workshop: Elevate
<b>Pershing Place North</b> WESTIN BALLROOM LEVEL		Mastering the Instagram micro-story	Typography: The personality of your publications	Visual storytelling
<b>Pershing Place South</b> WESTIN BALLROOM LEVEL	Convention Boot Camp: Adviser survival camp			Mini-workshop: Yearbook
<b>Pershing Place West</b> WESTIN BALLROOM LEVEL		The purpose of podcasting within your program	Enacting a New Voices bill in your state	Video on the go with Adobe Rush
<b>Presidents</b> WESTIN BALLROOM LEVEL			Seek truth and report it (your librarian can help)	Obtaining press freedom in private schools
<b>Roanoke</b> WESTIN BALLROOM LEVEL	NSMC 42: Video Package Editing			
<b>Shawnee</b> WESTIN BALLROOM LEVEL	Convention Boot Camp: Photojournalism with the pros			Beginning InDesign
<b>Westport</b> WESTIN BALLROOM LEVEL	Photography contest judging			
<b>Crossroads</b> WESTIN EXECUTIVE OFFICE LEVEL	Convention Boot Camp: Video storytelling			It's the little things — hundreds of them
<b>Garden Terrace</b> WESTIN EXECUTIVE OFFICE LEVEL		Deeper connections	Deeper connections	Youth journalist of color huddle & Deeper connections



# FRIDAY SCHEDULE

Noon	1 p.m.	2 p.m.	4 p.m.	Evening
				<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>■ DIVERSITY CERTIFICATE</li> <li>■ GOOD FOR BEGINNERS</li> <li>■ ELECTION STRAND</li> </ul>
Adviser lounge (7:30 a.m. to 4 p.m.) Refreshments provided by Picaboo Yearbooks.				
Story packaging for the web	Branding and promotion with Adobe Express		NSMC 02: Editorial Writing	
Promoting yourself in the digital age ★	Demystifying broadcast contracts ★	Welcome to the boardroom ★		
Morale, motivation and more	The importance of being a good newsroom citizen	From farm kid to journalist, you can do this too! ★	NSMC 12 & 13: Yearbook Copy/Caption: Sports and Academics	
Grand theft yearbook	Your best '25 yearbook starts now!	Never going back to last year's ladder	NSMC 14 & 15: Yearbook Copy/Caption: Clubs and Student Life	
Super Bowl dreams: Climbing the sports TV ladder ★	Understand the Black-white wealth gap ★	Kill the company	NSMC yearbook layout contests 16-18	
NSMC broadcast contests 43 and 46 taping				
Storytelling with infographics	Picture perfect by design	Comfort the afflicted and afflict the comfortable	NSMC broadcast contests 36-40	
Editorial leadership	Mini-workshop: Making a professional broadcast workflow from beginning to end		NSMC 07: Commentary Writing	
NSMC 46: Broadcast Package work time				
design with mods	Build a better broadcast	CMYK: Come meet your kind	NSMC 11: Press Law and Ethics	
Write so solid your editor can't touch this	A designer's guide to what works, 2024	Behind the lens of university life ★		
boot camp for small schools	Mini-workshop: Ask better, edit better, write better		NSMC 05: Review Writing	
Perfecting your broadcast script	New Voices and beyond: Advocating for press freedom	Designing story pages for web	NSMC graphic design critiques	
NSMC broadcast contests 43 and 46 taping				
NSMC 43: Online News Package work time				
Advanced InDesign	Mini-workshop: DSLR camera boot camp		NSMC 21: Literary Magazine Illustration	
Creating an AP course for journalism students	Get certified: Broadcast	Get certified: Legal and ethical issues	NSMC 19: Literary Magazine Layout	
Tips to optimize workflow	Stuck in the middle: Middle school programs	The 13-day plan: How to organize a yearbook staff		
Media swap and student networking	Media swap and student networking	Media swap and student networking		

# FRIDAY 8 a.m.

## Convention Boot Camp workshops

### LEADERSHIP & TEAM BUILDING

#### Convention Boot Camp: Leadership mastery

If you're a new editor-in-chief, managing editor or section editor — or an aspiring leader who's ready to learn — the organizational leadership track is for you. Prepare for your new job by delving into leadership topics, including organizational tactics and policies, staff motivation, conflict resolution and media law and ethics. Bring copies or files of your publication, policies and organizational procedures. Preregistration was required.

Susan Massy, retired journalism adviser, Shawnee, Kansas; Amy Morgan, MJE, Shawnee Mission West HS, Overland Park, Kansas; and Tamara Buck, Southeast Missouri State University, Cape Girardeau, Missouri

8 a.m. to 10:45 a.m., Mission, Westin Ballroom Level (130)

### DESIGN

#### Convention Boot Camp: Cutting edge design

Diving into trends and cutting edge design for print newspapers, magazines and yearbooks. This course prepares students for the world of publication design. Students will learn basic and advanced design principles, typography, color theory and layout techniques. Students will produce logos, modules, headline packages and layouts during the week.

Students should come prepared with Adobe InDesign installed on their computer. Access to Adobe Photoshop and Illustrator is highly encouraged. Each student will need access to their own computer. Preregistration was required.

Amy DeVault, Wichita State University, Wichita, Kansas; Gary Lundgren, NSPA, Minneapolis, Minnesota; and Dow Tate, Shawnee Mission East HS, Prairie Village, Kansas  
8 a.m. to 10:45 a.m., Penn Valley, Westin Ballroom Level

### ADVISING

#### Convention Boot Camp: Adviser survival camp

Learn tools and share successes and challenges. This class is geared toward new advisers (1-3 years experience) but any adviser is welcome. This adviser-driven class develops skills and targets the specific needs of journalism educators and student media advisers. Past topics included timely issues like team building and recruiting ideas to skill-based topics like teaching reporting and ways to navigate copyright laws. Bring your laptop with publication policies and procedures, as well as copies or files of your publication. The main thing to bring is lots of questions so we can help you succeed. Preregistration was required

Charla Harris, CJE, Pleasant Grove High School, Texarkana, Texas; Becky Tate, Shawnee Mission North HS, Overland Park, Kansas; and Julia Walker, Olathe (Kansas) West High School  
8 a.m. to 10:45 a.m., Pershing Place South, Westin Ballroom Level (150)

### PHOTOJOURNALISM

#### Convention Boot Camp: Photojournalism with the pros

Hone your photojournalism skills and practice shooting with the pros. Instruction focuses on understanding camera operations metering, learning the rules of composition, improving shooting skills, making the most of everyday assignments and working on a publication. Bring your phone or camera so you can take your new skill set and produce images for the pros to review with you. Preregistration was required.

Jim McCrossen, Blue Valley Northwest HS, Overland Park, Kansas; and Mary Schulte, Gardner (Kansas) Edgerton HS  
8 a.m. to 10:45 a.m., Shawnee, Westin Ballroom Level (100)

### BROADCASTING & MULTIMEDIA

#### Convention Boot Camp: Video storytelling

Hands-on class that will create a video story on an aspect of the workshop while learning skills to improve your videography. You will learn storytelling through video production by practicing reporting techniques, videography, audio and editing. You will explore video storytelling for multiple platforms to connect and engage with your target audience. Bring your phone or video camera to showcase your storytelling techniques. Preregistration was required.

Nick Homburg and Andrew Smith, Kansas State University, Manhattan  
8 a.m. to 10:45 a.m., Crossroads, Westin Executive Office Level (60)

## CONVENTION CHECK-IN AND REGISTRATION

The registration desk is at the back of the trade show 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, 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., Exhibit Hall A; 10:30 a.m. to 1 p.m., Benton, Sheraton Mezzanine Level

## 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 and stickers — 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.

## 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 [spring.journalismconvention.org](http://spring.journalismconvention.org).  
8 a.m. to noon

**REGISTRATION IS LOCATED IN EXHIBIT HALL A, SHERATON MEZZANINE LEVEL**



FEATURED SPEAKER



DIVERSITY EMPHASIS



GOOD FOR BEGINNERS

## ADVISER LOUNGE

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 Picaboo Yearbooks.

7:30 a.m. to 4 p.m., Washington Park Place 1, Westin Lobby Level

## 8 a.m.

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., Chicago C, Sheraton Ballroom Level (150)

MEETING

### NSPA and Quill & Scroll Student Advisory Board

NSPA Student Advisory Board and Quill and Scroll Advisory Board meeting. Only Student Advisory Board members should attend.

Lori Keekley, MJE, Quill and Scroll, St. Louis Park, Minnesota; and Laura Widmer, NSPA, Minneapolis, Minnesota  
8 a.m., Chouteau B, Sheraton Mezzanine Level (130)

CONTEST

### NSMC 43: Online News Package meeting

Students entered in the Online News Package contest will

# FRIDAY 9 a.m.

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 Roanoke to work on their entry due by 4 p.m.  
8 a.m., Empire B, Sheraton Mezzanine Level (105)

CONTEST

### NSMC 46: Broadcast Package meeting

Students will meet for the broadcast package contest presentation. Contest ID label must be shown. After a reporting time, contestants will return to Penn Valley at 1 p.m. to work on their entries. Final entries must be completed by 4 p.m.

8 a.m., Empire C, Sheraton Mezzanine Level (105)

EVENT | CONTEST

### National Journalism Quiz Bowl qualifying test

A quiz bowl-style competition with questions related to current events, journalism and civics will be part of the learning and fun at the convention. Registered four-person teams will take a written qualifying test. 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 Benton and in the convention app.

8 a.m., Century Ballroom C, Westin Ballroom Level

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.

8-11 a.m., Roanoke, Westin Ballroom Level (96)

## 9 a.m.

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.

9 a.m., Gillham Hall, Sheraton Lobby Level

BROADCASTING & MULTIMEDIA

### Multi-media journalism in a day

If you're a multi-media journalist, how do you get it all done in a day? Veteran MMJ Ryan Takeo will show you how to get it all done if you need to shoot, write, edit and perform all in a day.

Ryan Takeo, KSHB-41; Scripps TV, Kansas City, Missouri

9 a.m., Atlanta, Sheraton Ballroom Level (450)



# 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!**

Learn more



**ASU** Walter Cronkite  
School of Journalism  
and Mass Communication  
Arizona State University

# FRIDAY 9 a.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 hotel security.

8 a.m. to 4 p.m., Exhibit Hall A, Sheraton Mezzanine Level

### BROADCASTING & MULTIMEDIA

#### Find your niche: Start a podcast

If you are interested in jumping to the world of podcasting, hear from someone who did it with almost no preparation and very basic equipment. There are so many ways to engage your audience — you just have to find your niche. We will check out a few examples and brainstorm ideas for what could be your next show. Hint: Your journalism skills will save you.

Dave Davis, Hillcrest High School, Springfield, Missouri  
9 a.m., Chicago A, Sheraton Ballroom Level (140)

### WRITING

#### Why opinion writing matters

As one of only two opinion editors in Kansas, Clay Wirestone understands the power of words to change minds and shape political debate. In this session, he will talk about why opinion journalism should be part of every (yes, every) news outlet and how to respond to people who claim it makes the news media look biased. He looks forward to sharing his experiences and answering students' questions!

Clay Wirestone, Kansas Reflector, Lawrence, Kansas  
9 a.m., Chicago B, Sheraton Ballroom Level (150)

### 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.

Justin Daigle, MJE, Brighton High School, Brighton, Colorado  
9 a.m., Chicago C, Sheraton Ballroom Level (150)

### DESIGN | LEADERSHIP & TEAM BUILDING

#### Jumpstart creativity

How creative are you and your staff? This interactive session will show you how to get your own creative juices flowing and how to encourage creativity in your staff. If you are tired of covering the same old topics in the same old way, this session will help you break out of the mold.

Linda Puntney, MJE, Kansas State University, Manhattan; and Kevin Fullerton, Springboard Creative, Mission, Kansas  
9 a.m., New York, Sheraton Ballroom Level (500)

### STAFF MANAGEMENT | LEADERSHIP & TEAM BUILDING

#### Leading with excellence

You likely have the journalism stuff down, but being a great writer doesn't always mean you'll be a great leader. But you can be. This session will explore ways you can be the most effective leader in your class, no matter your job title.

Tom Gayda, North Central High School, Indianapolis, Indiana  
9 a.m., Chouteau A, Sheraton Mezzanine Level (95)

### ADVISING

#### JEA Mentoring Program: Find a mentor. 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, some of our mentors and current mentees

to learn about our extensive national mentoring program.

Alicia Merrifield, CJE, The Village School, Houston, Texas  
9 a.m., Chouteau B, Sheraton Mezzanine Level (130)

### GENERAL AUDIENCE

#### Audience strategies to connect with Swifties

A Taylor Swift concert coming to town can be a great way to draw in a new audience to your publication. The Kansas City Star acted on that when Swift played two concerts in town during the summer of 2023. Hear about how the news organization approached story idea generation, search-engine optimization and social media strategies. How can your publication cover a single event in your community in ways that connect with your readers?

Hannah Wise, Kansas City Star, Kansas City, Missouri; and Chris Etheridge, University of Kansas, Lawrence, Kansas  
9 a.m., Exhibit Hall B, Sheraton Mezzanine Level (1500)

### WRITING

#### Writing the gamer

Don't write a play-by-play story after a game that reads like something an artificial intelligence bot would construct. Instead, use your access and your skill to think in scenes and tell a story that only you can.

Colin Donohue, Elon University, Elon, North Carolina  
9 a.m., Empire A, Sheraton Mezzanine Level (105)

### NEWSGATHERING | LAW & ETHICS

#### "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.  
9 a.m., Empire B, Sheraton Mezzanine Level (105)

### DESIGN | YEARBOOK

#### 8 great yearbook ideas

Looking for ways to improve your yearbook? The speakers have eight great tips to spark new ideas, change up your coverage and elevate your design. The speakers will share ideas, inspiration and innovation from 2023 yearbooks that will have participants reimagining your 2024 book.

Kel Lemons, Jostens, Austin, Texas  
9 a.m., Empire C, Sheraton Mezzanine Level (105)

### GENERAL AUDIENCE

#### 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.

Val Kibler, MJE, Harrisonburg (Virginia) High School; and Michael Richards, Harrisonburg (Virginia) City Public Schools  
9 a.m., Brookside, Westin Lobby Level (90)

### ADVISING

#### Get certified: Coverage and content

Advisers, get your CJE and MJE certification. This session will cover news values, news gathering, interviewing and sources. Mark Hilburn, MJE, Millard West High School, Omaha, Nebraska  
9 a.m., Signboard 1, Westin Lobby Level (50)

### LEADERSHIP & TEAM BUILDING

#### Gotta catch them all: Staff relationship building

It is difficult getting everyone to get along. It is even more difficult to get people to do things they do not want to do. Here are some tips and tricks to build a staff that WANTS to be together.

Lyndsey Piska, Saint Catherine of Siena Catholic School, Wichita, Kansas  
9 a.m., Signboard 2, Westin Lobby Level (40)

### DESIGN | YEARBOOK

#### All those little details

If you'd like to see how a yearbook can meet quality markers of scholastic journalism, combined with beautiful, functional and clever design touches, come see how three NSPA Pacemaker finalists have done it.

Lizabeth Walsh, MJE, Jostens, Las Vegas  
9 a.m., Washington Park Place 3, Westin Lobby Level (130)

## [DEI CERTIFICATE STRAND]

### GENERAL AUDIENCE

#### Serving people with disabilities — in your stories, on your staff

How are you covering students with disabilities? In this interactive, student-led DEI session, we'll see what you know about this type of journalistic work. Editors will share resources and best practices while facilitating discussion so we can improve representation and inclusivity — in stories and to support students with disabilities in our student media programs.

Sarah Nichols, MJE; Desiree Montejano and Isabella Tomasini, Whitney High School, Rocklin, California  
9 a.m., Century Ballroom A, Westin Ballroom Level (480)

### PHOTOJOURNALISM

#### Elevate your game: Sports photography

Come learn where to stand to capture storytelling, high-energy photographs at various high school sporting events. Action photography is about being in the right spot at the right time.

Kelly Glasscock, CJE, JEA, Manhattan, Kansas  
9 a.m., Century Ballroom B, Westin Ballroom Level (450)

## 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. and 10 a.m., Gillham Hall, Sheraton Lobby Level

**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.

LEADERSHIP & TEAM BUILDING | YEARBOOK

## Spring into 2025

Let's focus on how to use the last two months of school to begin the development of next year's book. We'll talk about structuring theme projects, photo series and other ways to prepare for the future with the current staff.

Jim Jordan, Walsworth Yearbooks, Fair Oaks, California; and Elizabeth Luna, Athens Drive Magnet HS, Raleigh, North Carolina  
9 a.m., Century Ballroom C, Westin Ballroom Level (768)

GENERAL AUDIENCE | NEWSGATHERING

## Ways you could be using AI tools for good

Using artificial intelligence in the newsroom can be harmful. 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., Liberty, Westin Ballroom Level (320)

LEADERSHIP & TEAM BUILDING | NEWSPAPER

## Nurturing collaboration in the newsroom

Team bonding is important for news staff. Learn a few new games your staff can play to build a community and bond.

Ashley Fivecoat, Glendale Union High School District, Phoenix  
9 a.m., Pershing Place East, Westin Ballroom Level (100)

MARKETING & AUDIENCE ENGAGEMENT | ONLINE

## Mastering the Instagram micro-story

Did you know you can fit about 300 words in an Instagram caption? Since more than 50 percent of Americans get news from social media now, and Instagram has held steady in popularity for teens, it's the perfect place to reach your audience. Here's a catalog of common Instagram micro-story types, plus a few prompts to get you planning your own.

Michelle Balmeo, MJE, West Albany HS, Albany, Oregon  
9 a.m., Pershing Place North, Westin Ballroom Level (150)

BROADCASTING & MULTIMEDIA

## The purpose of podcasting within your program

Want to learn more on generating podcast ideas from scratch? Interested in taking your current podcast to award-winning levels? Join us on a journey through the growth of podcasts in our society. Explore ways to start your own podcast and shape your audio creation into a new media form for your website and social media outlets.

Spencer O'Daniel, CJE, Texas A&M University, College Station  
9 a.m., Pershing Place West, Westin Ballroom Level (118)

ADVISING

## Deeper connections

Time and space has been set aside on Friday morning for affinity group adviser meetings that are meant to connect advisers with shared professional or social identities. The goal is to help develop colleagues and support one another in a difficult profession.

9 a.m. affinity groups:

- Advisers of color
- Unprotected press freedom advisers — advisers in states without New Voices or preexisting student press freedoms
- First-year advisers — first year advising any publication.

9 a.m., Garden Terrace, Westin Executive Office Level

## 10 a.m.

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., Gillham Hall, Sheraton Lobby Level



▶ *learn it by living it*

### TEMPLE UNIVERSITY'S KLEIN COLLEGE OF MEDIA AND COMMUNICATION:

- offers eight undergraduate majors:
  - Advertising
  - Audio and Live Entertainment
  - Communication Studies
  - Journalism
  - Media Studies and Production
  - Communication and Social Influence
  - Public Relations
  - Virtual Media Management
- is home to the Claire Smith Center for Sports Media and the Logan Center for Urban Investigative Reporting
- hosts summer pre-college programs with scholarships available



Scan to learn more about our summer programs.

[klein.temple.edu](http://klein.temple.edu)

# FRIDAY 10 a.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., Exhibit Hall Foyer, Sheraton Mezzanine Level

### [2-HOUR SESSION]

GENERAL AUDIENCE | ELECTION STRAND

#### Documentary screening: **The Future is Ours**

This two-hour session includes the documentary screening and presentation with Q&A from producer Ed Madison. "The Future is Ours: Gen Z Journalists Speak Out" is a 35-minute documentary that highlights young people's perspectives on the issues of today. Gen Z is the first digitally native generation. Born in a world where information has never been more accessible, they're uniquely aware of today's most pressing problems. In many ways, however, they're not given a seat at the table. So what are the hopes, concerns, and perspectives of these young people, many of whom will be voting for the first time this year? With the 2024 presidential election just around the corner, "The Future is Ours" showcases the varying viewpoints of a cross-section of high school journalists — their generation's interpreters. Ed Madison, University of Oregon, Eugene, Oregon  
10 a.m., Atlanta, Sheraton Ballroom Level (450)

BROADCASTING & MULTIMEDIA

#### Make 'em laugh, make 'em cry, make 'em feel

Dave Davis presents — and deconstructs — a variety of serious — and no-so-serious — student projects from his 34 years as adviser of "HTV Magazine" at Hillcrest High School in Springfield, Missouri. Learn timeless storytelling techniques and get inspired to find and tell broadcast stories that take your viewers somewhere new. Expect an emotional roller coaster in this fast-paced session for students and advisers. Dave Davis, Hillcrest High School, Springfield, Missouri  
10 a.m., Chicago A, Sheraton Ballroom Level (140)

WRITING

#### Write right

Tired of the same old copy? Me too, friend. Let's break down simple solutions to develop relevant angles and gather storytelling quotes for a new era of journalism. Nelson Helm, Pictavo, Roanoke, Virginia  
10 a.m., Chicago B, Sheraton Ballroom Level (150)

### [2-HOUR SESSION]

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? This session will enable you to fulfill your job description on staff. Learn leadership styles, troubleshoot 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, CJ, Clarke Central High School, Athens, Georgia  
10-11:45 a.m., Chicago C, Sheraton Ballroom Level (150)

MARKETING & AUDIENCE ENGAGEMENT

#### We got the Cup! **Bringing the 2026 World Cup to KC**

Branding experts will discuss the extensive planning and marketing strategies that went into convincing FIFA and North American organizers to allow underdog Kansas City to be a

World Cup host city in 2026. They also will discuss the ongoing marketing communication efforts throughout the city and region in preparation for this global extravaganza. Chris Etheridge, University of Kansas, Lawrence, Kansas; and Chad Reynolds, Sporting KC, Kansas City, Missouri  
10 a.m., New York, Sheraton Ballroom Level (500)

GENERAL AUDIENCE

#### Humans of **[Your School]**

We create "Humans of New York"-inspired profiles for every member of our school's graduating class. We tell stories of success and growth to illuminate the perspectives of our school community. We'll share what Humans of Harker means to us and how you can start a "Humans of" project at your school! Whitney Huang, CJE, and Kevin Oliver, The Harker School San Jose, California  
10 a.m., Chouteau A, Sheraton Mezzanine Level (95)

ADVISING | LITERARY MAGAZINE

#### Starting from scratch: **Literary magazines**

Want to start a lit mag? Want to revise your lit mag program a bit? Join an experienced and a new adviser to discuss what might work and what might not. Advisers and interested student leaders are welcome! Bring samples of your current magazine if you have one. Marsha Kalkowski, MJE, Marian High School, Omaha, Nebraska; and Stephanie Flink, Waverly High School, Lincoln, Nebraska  
10 a.m., Chouteau B, Sheraton Mezzanine Level (130)

### [SPONSORED BY VARSITY YEARBOOKS]

GENERAL AUDIENCE

#### Creating connections and school community

Everyone wants to feel safe in a community that appreciates them for their unique greatness. You have the power to build positive culture and connection in your school community. This session explores why these connections are so powerfully important and how you can take action today for your classmates and teachers. Aaron Hart, Varsity Brands / Varsity Yearbook, Cortland, New York  
10 a.m. Trade show floor, Exhibit Hall A, Sheraton Mezzanine Level

NEWSGATHERING | WRITING

#### Learning from the **2023 Sportswriter of the Year**

This is your chance to soak up decades of experience from one of the top sports journalists in the country. Sports writer Jeff Passan breaks stories and discovers trends in baseball for ESPN. You will get to shape what Passan discusses: Much of this session will be Q & A style hosted by a sports journalism student from the University of Kansas. Jeff Passan, ESPN, Prairie Village, Kansas  
10 a.m., Exhibit Hall B, Sheraton Mezzanine Level (1500)

LEADERSHIP & TEAM BUILDING | WRITING | EDITING

#### Coaching writers

Don't get hung up on "red-tie issues" and learn how to help shepherd a group of creative people. This session will discuss

management strategies and ethics in editing that participants can take back to their newsrooms.

Colin Donohue, Elon University, Elon, North Carolina  
10 a.m., Empire A, Sheraton Mezzanine Level (105)

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.  
10 a.m., Empire B, Sheraton Mezzanine Level (105)

PHOTOJOURNALISM

#### The environmental portrait

Portraits can be more than sticking someone up against a plain background and trying to get them to smile. Come look at examples and talk about the power of portraits that tell readers something about the subject. Mark Murray, Association of Texas Photography Instructors, Santa Fe, New Mexico; and Ellen Austin, Birch Avenue Creative, Rockford, Illinois  
10 a.m., Empire C, Sheraton Mezzanine Level (105)

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.  
10 a.m., Brookside, Westin Lobby Level (90)

MEETING

#### JEA CTE Committee

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  
10 a.m., Signboard 1, Westin Lobby Level (50)

ADVISING

#### 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 will also 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  
10 a.m., Signboard 2, Westin Lobby Level (40)



# FRIDAY 11 a.m.

MEDIA LITERACY

## Media literacy: Analyzing messages



The session aims to assist participants to determine reliability, bias and intention behind media platforms. Students will look at social media content, advertisements, broadcast and news articles.

Renette McCargo, University of Arkansas/ASPA, Fayetteville

10 a.m., Washington Park Place 2, Westin Lobby Level (130)

NEWSGATHERING

## Mom doesn't need to check your Halloween candy



False claims and bad information flood our lives daily — and it's now putting our nation's democracy at risk. Even if the bad information seems harmless, it can lead to more sinister misconceptions down the road. This session will explore how you, as a journalist, can bring healthy skepticism to this problem, ask better questions and do better research to promote the truth.

Phillip Caston, CJE, Wando HS, Mount Pleasant, South Carolina

10 a.m., Washington Park Place 3, Westin Lobby Level (130)

## [DEI CERTIFICATE STRAND]

NEWSGATHERING

## 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? It's time to rethink our approach toward diversifying coverage so that all voices are represented equitably in your media.

Sergio Yanes, MJE, Arvada (Colorado) High School

10 a.m., Century Ballroom A, Westin Ballroom Level (480)

WRITING

## The day I learned to write



An award-winning and bestselling writer shares the most valuable lessons he has learned as a writer.

David Von Drehle, The Washington Post, Mission Hills, Kansas

10 a.m., Century Ballroom B, Westin Ballroom Level (450)

GENERAL AUDIENCE | YEARBOOK

## That yearbook session

Everyone has strengths and weaknesses. Our strength includes our love of all things yearbooks. Come listen to three yearbook nerds tell you some cool things to do for your 2025 yearbook. Join us for an in-depth informative journey down that yearbook path.

Mike Taylor, Walsworth Yearbooks, Kansas City, Missouri;

Jim Jordan, Walsworth Yearbooks, Fair Oaks, California; and

Sabrina Schmitz, Walsworth Yearbooks, Tampa, Florida

10 a.m., Century Ballroom C, Westin Ballroom Level (768)

PHOTOJOURNALISM | BROADCASTING & MULTIMEDIA

## Photojournalists panel



Current and former photojournalists and videographers from The Kansas City Star discuss their work and career highlights. A longtime freelancer for The Star joins the discussion.

Jill Toyoshiba, Stowers Institute for Medical Research; David

Eulitt, Midwest Health; Shelly Yang, FosterAdopt Connect;

Nick Smith, freelance photographer; and Emily Curiel and Nick

Wagner, Kansas City Star, Kansas City, Missouri

10 a.m., Liberty, Westin Ballroom Level (320)

ADVISING | YEARBOOK

## Spring snake draft: YBK edition



It's draft day for five experienced yearbook advisers. Come make your picks for the fantasy "team" as we explore our must-haves for staffs this spring and summer — so we set ourselves up for the best year ever.

Meghan Percival, MJE, McLean (Virginia) High School; Erinn

Harris, MJE, Thomas Jefferson High School for Science and

Technology, Alexandria, Virginia; Annie Gorenstein-Falkenberg,

CJE, Longmont (Colorado) High School; and Lindsay Safe, CJE,

Sunny Hills High School, Fullerton, California

10 a.m., Pershing Place East, Westin Ballroom Level (100)

DESIGN

## Typography: The personality of your publications

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

10 a.m., Pershing Place North, Westin Ballroom Level (150)

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 New Voices bill. Come talk with advisers and students from other states and leave with advice and resources that you can use to help pass a New Voices law in your state.

Morgan Bricker, Weir High School, Weirton, West Virginia

Grayson Marlow, Student Press Law Center, Washington, D.C.

10 a.m., Pershing Place West, Westin Ballroom Level (118)

ADVISING

## Seek truth and report it (your librarian can help)

Journalism teachers often feel isolated. In most schools, they're alone on their collaborative team. But did you know your librarian has the tools and resources to help? From learning how to use databases like Opposing Viewpoints to citing images on your online news site to navigating school board documents, your librarian can be an effective partner for journalism, photojournalism and broadcast advisers alike.

Erinn Harris, MJE, Thomas Jefferson High School for Science

and Technology, Alexandria, Virginia

10 a.m., Presidents, Westin Ballroom Level (45)

ADVISING

## Deeper connections

Time and space has been set aside on Friday morning for affinity group adviser meetings that are meant to connect advisers with shared professional or social identities. The goal is to help develop colleagues and support one another in a difficult profession.

10 a.m. affinity groups:

• Queer advisers — any adviser who identifies as a member of the LGBTQIA+ communities

• Rural school advisers

• Young advisers — those advisers new to the profession and under the age of 35.

Jessica Flowers, Lee's Summit (Missouri) High School; and

Lindsey Skaggs, Olathe East High School, Olathe, Kansas

10 a.m., Garden Terrace, Westin Executive Office Level

## 11 a.m.

### [2-HOUR SESSION]

PHOTOJOURNALISM

## Finding the shot: Environmental portraits

This two-hour session is designed for photographers who have a basic understanding of camera operation. David Mager will explore the ideas behind how to enhance your images by letting the environment, or space your subject is in add to the story you are telling. Students will receive instruction, and be given a group assignment to shoot within the hotel. Critique will be given after the assignment.

David Mager, New York Film Academy, New York, New York

11 a.m. to 12:45 p.m., Chicago A, Sheraton Ballroom Level (140)

### [2-HOUR SESSION]

WRITING

## Does opinion journalism matter?



In the age of misinformation and fake news, Kansas City Star Editorial Board member and opinion writer Toriano Porter asks: Does opinion journalism matter? Porter will discuss how well-reported and well-researched op-eds and commentary can invoke change in local communities.

Toriano Porter, Kansas City Star Editorial Board,

Independence, Missouri

11 a.m. to 12:45 p.m., Chicago B, Sheraton Ballroom Level

(150)

PHOTOJOURNALISM

## Adventures in photography: Lessons learned



Trial and error, or error and try again? This presentation covers what Reed Hoffmann has learned — often from mistakes — during a 40-year photography career. This session may help participants avoid some of my mistakes as they continue their photography adventure.

Reed Hoffmann, Reed Hoffmann Photography,

Overland Park, Kansas

11 a.m., New York, Sheraton Ballroom Level (500)

LEADERSHIP & TEAM BUILDING

## Bringing smiles to your staff

Having trouble motivating your staff? Our editors and advisers will share some of our favorite methods of boosting morale and building staff culture in the workroom. This will be an interactive session with opportunities to celebrate, encourage and shout out your staff with take home souvenirs to boot.

Whitney Huang, CJE; Kevin Oliver and Harker journalism

leadership, The Harker School San Jose, California

11 a.m., Chouteau A, Sheraton Mezzanine Level (95)



# FRIDAY 11 a.m.

WRITING | YEARBOOK

## Yearbook copy capers

Does reading your yearbook copy put everyone, including you, to sleep? Could your stories be cut and pasted into the book for any year? Do your captions tell what's going on before and after the shot? Are your headlines mere labels? Does your writing accurately tell the story of the year? If any of this piques your interest, come to this session and learn how to infuse your writing with jolts of pizzazz that makes readers WANT to read each and every morsel.

Mary Kay Downes, MJE, Retired journalism adviser, Centreville, Virginia

11 a.m., Chouteau B, Sheraton Mezzanine Level (130)

## [SPONSORED BY JOSTENS]

PHOTOJOURNALISM | YEARBOOK

## 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 Tina Cleavelin, CJE, Jostens, Parker, Colorado

11 a.m. Trade show floor, Exhibit Hall A, Sheraton Mezzanine Level

WRITING

## 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 Kansas City 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 HS, Shawnee, Kansas  
11 a.m., Exhibit Hall B, Sheraton Mezzanine Level (1500)

LEADERSHIP & TEAM BUILDING

## Boss baby: Leading and empowering your peers

In this session, the speakers will cover effective ways to empower your peers to get their work done while not letting the power of being in charge go to your head. We'll talk about tracking progress without micro-managing, setting boundaries and learning when to step in and when to step back.

Courtney Strayer, Class Intercom, Lincoln, Nebraska  
11 a.m., Empire A, Sheraton Mezzanine Level (105)

GENERAL AUDIENCE

## Democracy demands an independent press

When government restrains journalism, democracy is at risk. This is true whether the hand of government is a principal censoring a student publication or a local police chief raiding a community newspaper. This session will stress journalism's role in preserving democracy and explore how the student press plays a vital part.

Eric Meyer, The Marion County Record, Marion, Kansas  
11 a.m., Empire B, Sheraton Mezzanine Level (105)

PHOTOJOURNALISM

## The photo story

From short picture packages to longer photo stories, capturing a story through images takes planning and, most importantly, time. Learn tips for creating effective stories in photos, whether you are creating a spread in your yearbook or entering the Photo Story category in the NSMC.

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

11 a.m., Empire C, Sheraton Mezzanine Level (105)

NEWSGATHERING | ELECTION STRAND

## Go local: Real elections that need your coverage

With the demise of so many local news sources, high school media have an opportunity to shine light on candidates who may not be very famous today but may have huge futures — or cause regret if voters lack reliable information about them. Thousands of offices are up for election this year: Learn how to cover school board, city council, state legislative and other races, whose candidates are among the most media-accessible in politics to print, podcast and video reporters.

Joelle Keene, MJE, Shalhevet High School, Los Angeles

11 a.m., Brookside, Westin Lobby Level (90)

ADVISING | WRITING | EDITING

## 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 HS, Mount Washington, Kentucky; and R.J. Morgan, MJE, University of Mississippi, Oxford  
11 a.m., Signboard 1, Westin Lobby Level (50)

GENERAL AUDIENCE

## College 101: Time management, getting involved and more

Planning on going to college? Learn some of the ways students can be successful in the next chapter of their lives.

Hannah-Kate Kinney, University of Nebraska-Lincoln  
11 a.m., Signboard 2, Westin Lobby Level (40)

GENERAL AUDIENCE

## Jump for JOY

Thursday, we met the finalists for the JEA Journalist of the Year? Join us if you'd like to be next as we take a closer look at the JOY process and requirements.

Joe Humphrey, MJE, Sickles High School, Tampa, Florida  
Grace Hamilton, Columbia University, New York  
11 a.m., Washington Park Place 2, Westin Lobby Level (130)

LEADERSHIP & TEAM BUILDING

## 10 things I wish I had known as editor-in-chief

A former high school and college newspaper editor-in-chief — now an adviser of 18 years — shares the leadership tips he wishes he had known on the job and how he uses them to guide his current chiefs to successful leadership tenures. This

## MINI-WORKSHOPS

Two-hour, hands-on, focused workshops. Preregistration was required.

### Mini-workshop: Editorial leadership

11 a.m. to 12:45 p.m., Mission, Westin Ballroom Level

### Mini-workshop: Elevate design with mods

11 a.m. to 12:45 p.m., Pershing Place East, Westin Ballroom Level

### Mini-workshop: Yearbook boot camp for small schools

11 a.m. to 12:45 p.m., Pershing Place South, Westin Ballroom Level

### Mini-workshop: Making a professional broadcast workflow from beginning to end

12:45 p.m., Mission, Westin Ballroom Level

### Mini-workshop: Ask better, edit better, write better

12:45 p.m., Pershing Place South, Westin Ballroom Level

### Mini-workshop: DSLR camera boot camp

12:45 p.m., Shawnee, Westin Ballroom Level

session will benefit current and aspiring editors-in-chief.

Phillip Caston, CJE, Wando HS, Mount Pleasant, South Carolina  
11 a.m., Washington Park Place 3, Westin Lobby Level (130)

## [DEI CERTIFICATE STRAND]

GENERAL AUDIENCE

## What does DEI look like?

DEI work is complex and unique (and even confusing) to each community, and often we lack models for how to make progress. This panel provides a glimpse into advisers' and student editors' experiences with guiding their staffs toward building more equitable practices within their program and throughout their media coverage and storytelling.

Sarah Nichols, MJE, Whitney High School, Rocklin, California; David Ragsdale, CJE, Clarke Central High School, Athens, Georgia; Sergio Yanes, MJE, Arvada (Colorado) HS; and Jumana AlSaadoon and Jiayi Li, Harrisonburg (Virginia) HS  
11 a.m., Century Ballroom A, Westin Ballroom Level (480)

DESIGN | YEARBOOK

## 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 for a sell-out yearbook experience.

John Horvath, Pictavo, Austin, Texas  
11 a.m., Century Ballroom B, Westin Ballroom Level (450)

WRITING

## Write copy readers care about

Tired of boring, blah copy? Come listen to a published author show you how to write stories your students truly want to read. Find out how to take the same old stories you always have to cover every year and turn them into something fresh and special.

Michele Dunaway, MJE, retired journalism adviser, Lake St. Louis, Missouri  
11 a.m., Century Ballroom C, Westin Ballroom Level (768)

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



# FRIDAY 11 a.m.

GENERAL AUDIENCE | MARKETING & AUDIENCE ENGAGEMENT

## Promote like Hollywood



So, you want students to be wild about your publication? Then you should promote it – just like Hollywood does its movies. Come to this session from marketing and media relations pros at AMC Theatres, the nationwide chain of movie theaters. Learn from their experiences promoting “Taylor Swift: The Eras Tour,” “Renaissance: A Film by Beyonce” and other recent blockbusters

Cassie Nichols, Tiio Watson and Alex Martin, AMC Theatres, Leawood, Kansas  
11 a.m., Liberty, Westin Ballroom Level (320)

## [2-HOUR SESSION]

LEADERSHIP & TEAM BUILDING

### Mini-workshop: Editorial leadership

Everyone wants to have an amazing publication and family atmosphere on staff, but how do we express that goal through our actions? In this two-hour session, we'll go over the concepts of Radical Candor, Extreme Ownership and how Disney's Story Trust creative process can help your leadership build the dream team of staffers at your school. We'll discuss leadership styles, routines that inspire success and role play what to do when our best laid plans go by the wayside. Leaders

of all levels are welcome. Preregistration was required.  
Ben Langevin, CJE, Oviedo High School, Oviedo, Florida  
11 a.m., Mission, Westin Ballroom Level (130)

ADVISING

### Develop your teaching practice



The journalism lab is the perfect place for learning. It hits all the acronyms (UDL, MTSS, PL, BL, SBG) with its diversity, inquiry-based learning and real-world applications. But how do we know what to teach and when? Come to this session to recognize what makes your teaching so effective, to develop your assessment skills, to identify opportunities for instruction and to break down what student journalists need to know to be successful.  
Tiffany Kopcak, CJE, Colonial Forge High School, Stafford, Virginia  
11 a.m., Penn Valley, Westin Ballroom Level (60)

## [2-HOUR SESSION]

DESIGN

### Mini-workshop: Elevate design with mods

Learn how to create templates with mix and match mods. Ideal for upcoming design editors, section editors or editors in chief. Students should bring laptops with InDesign or other layout app installed. Preregistration was required.  
Andrew Ross, Walsworth Yearbooks, Arvada, Colorado; and

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

Laurel Wicke, Drake Middle School, Arvada, Colorado  
11 a.m., Pershing Place East, Westin Ballroom Level (100)

BROADCASTING & MULTIMEDIA

### Visual storytelling

If you want to take your student publications to the next level, consider adding meaningful stories through video production. Learn from the professional videographers who tell stories through the lenses of their cameras and touch the hearts of those who watch them.

Laura Schaub, University of Oklahoma, Claremore, Oklahoma  
11 a.m., Pershing Place North, Westin Ballroom Level (150)

# QUACKTASTIC MEMORIES AWAIT!

Come See us at Our Ducktastic Booth!

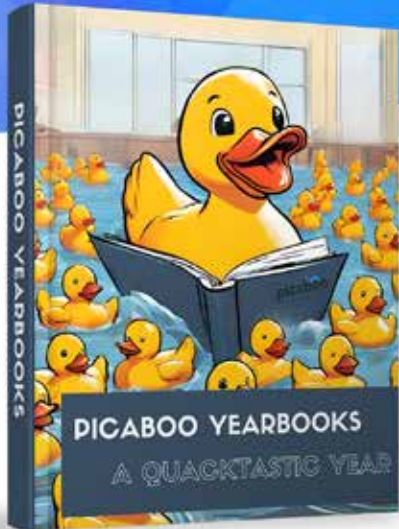

**WE WON'T DUCK YOUR CALLS!**  
Personalized service with a dedicated account manager

**DUCK & COVER!**  
Our designer services team is ready to help you design your book


**WE DON'T QUACK AROUND!**  
Receive your books in 15 business days


**DUCK SOUP SOFTWARE!**  
A professional and easy to use software. Perfect for your yearbook team's needs.

**GET YOUR DUCKS IN A ROW**  
It's never too early to start planning your yearbook. Let's make 2025 the best year yet.

**PICABOO YEARBOOKS**  
A QUACKTASTIC YEAR





Visit Our Website!

Come on by Booth #100 for a Chance to Collect your Rubber Duck and a Chance to WIN a FREE STANLEY!

# FRIDAY 11 a.m.

## [2-HOUR SESSION]

LEADERSHIP & TEAM BUILDING

### Mini-workshop: Yearbook boot camp for small schools

Whether you're a small school, starting out new or need to revitalize your publications staff, this might be your workshop. Leave with a plan for starting your own staff boot camp and staff traditions. Come join our world whether it's with boot camp, a wedding, mask parties or a paper chain. Learn tips for engaging staff, increasing coverage, selling more books and fundraising solutions. Preregistration was required. Sue Flaming, Caney Valley High School, Ramona, Oklahoma Kennedy Virden, Caney Valley High School, Ramona, Oklahoma  
**11 a.m., Pershing Place South, Westin Ballroom Level (150)**

BROADCASTING & MULTIMEDIA

### Video on the go with Adobe Rush

Learn how to use Adobe Rush on your mobile device to cover news events, create quick promotional videos and add multimedia coverage to what you are already doing. Heather Lawrenz, University of Kansas School of Journalism, Lawrence  
**11 a.m., Pershing Place West, Westin Ballroom Level (118)**

LAW & ETHICS

### 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  
**11 a.m., Presidents, Westin Ballroom Level (45)**

DESIGN

### Beginning InDesign

If you're looking for the basics of using InDesign, this is for you. Take a tour of the tools and how they make layouts come to life. Hal Schmidt, Jostens, Fredericksburg, Texas  
**11 a.m., Shawnee, Westin Ballroom Level (100)**

GENERAL AUDIENCE

### It's the little things — hundreds of them

OK, we won't have time for hundreds, but what about 17? Little things can make an impact. Take home ideas you can apply immediately to your publications. Bring an idea to share. Leslie Shipp, MJE, retired journalism adviser, Johnston, Iowa  
**11 a.m., Crossroads, Westin Executive Office Level (60)**

GENERAL AUDIENCE

### Youth journalist of color huddle

This session will have two goals: a fun space to network with and stay connected with peers, and also a break out session to help us reimagine how major newsrooms should operate. Bring your best ideas! Michael Lozano, CalMatters (Youth Journalism Initiative), Downey, California  
**11 a.m., Garden Terrace, Westin Executive Office Level**

ADVISING

### Deeper connections

Time and space has been set aside on Friday morning for affinity group adviser meetings that are meant to connect advisers with shared professional or social identities. The goal is to help develop colleagues and support one another in a difficult profession.

11 a.m. affinity groups:

- Private school advisers
- Urban school advisers
- "New publication" advisers — advisers who are wanting to create or just started a new newspaper, website, broadcast, yearbook or journalism class.

Jessica Flowers, Lee's Summit (Missouri) High School; and Lindsey Skaggs, Olathe East High School, Olathe, Kansas  
**11 a.m., Garden Terrace, Westin Executive Office Level**

## Noon

LEADERSHIP & TEAM BUILDING | GENERAL AUDIENCE

### Proactive mental health: Life is a Hero's Journey

Your story is a unique journey through boss-level challenges, epic trials, and rewarding victories. The Hero's Journey cycle is what you were built for! This session explores how you can use your journey to build resilience, support the people you care about, and share your powerful greatness with the world. Aaron Hart, Varsity Brands / Varsity Yearbook, Cortland, New York  
**Noon, Gillham Hall, Sheraton Lobby Level**

DESIGN | YEARBOOK

### But first, theme

"We have to use this font." "But I want purple and yellow." "Let's do a 70's theme." Pause. Before you talk color, before you decide you want to recreate the new Instagram logo or you are in your "2025 Era," let's learn how to really talk theme and develop our book's identity. This session will walk participants through how to develop a clear verbal-visual yearbook theme unique to your school and the 2024-2025 school year. Jordyn Kiel, CJE, Francis Howell North High School, Saint Charles, Missouri; and Sarah Kirksey, CJE, Ladue Horton Watkins High School, Saint Louis, Missouri  
**Noon, Atlanta, Sheraton Ballroom Level (450)**

## [2-HOUR SESSION]

NEWSGATHERING | MARKETING & AUDIENCE ENGAGEMENT

### Data journalism: Sources and tools for stories

Journalists rely on analysis of public data to tell compelling stories now more than ever. In this session, we will discuss places where you can find data to help you tell stories that will engage your audience and some online tools that you can use to make visually interesting stories. Peter Bobkowski, Kent (Ohio) State University; Sarah Cavanah, Southeast Missouri State University, Cape Girardeau, Missouri; and Chris Etheridge, University of Kansas, Lawrence  
**Noon, Chicago C, Sheraton Ballroom Level (150)**

## NSPA BEST OF SHOW

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

Exhibit Hall A, Sheraton Mezzanine Level

## 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., Terrace, Sheraton Mezzanine Level**

PHOTOJOURNALISM

### Photographing the NFL for AP Images

Behind the scenes there are always more people, more details and more mundane — yet vital — tasks and challenges than fans imagine. This session offers a glimpse into everything that goes into covering an NFL team on game day for the commercial side of Associated Press.

Reed Hoffmann, Reed Hoffmann Photography, Overland Park, Kansas

**Noon, New York, Sheraton Ballroom Level (500)**

DESIGN

### Making icons in Illustrator

We will learn how to use the shapebuilding tool in Illustrator to create illustrations and icons for your publication. It's helpful to have a computer with Illustrator for this session.

Sarah McCambridge, Bishop Miege HS, Roeland Park, Kansas  
**Noon, Chouteau A, Sheraton Mezzanine Level (95)**

ADVISING

### Be active in journalism after retirement

Just because you leave the publications room does not mean you still can't contribute to the journalism community as a whole. Stay connected for not only your own enjoyment, but to support those who follow in your footsteps. Now more than ever, we need a strong cadre of advisers who are in for the long-haul, and you can help achieve this worthy goal.

Mary Kay Downes, MJE, retired journalism adviser, Centerville, Virginia

**Noon, Chouteau B, Sheraton Mezzanine Level (130)**

MARKETING & AUDIENCE ENGAGEMENT | ONLINE

### It's a social media world: Put the print to bed

There are so many possibilities using social media as your primary news delivery tool. Are kids at your school racing home to read the newspaper? Or are their phones permanently attached to their hands? Give your audience what they need where they want it. Come find out about making social media your main focus.

Tom Gayda, North Central High School, Indianapolis  
**Noon, Exhibit Hall B, Sheraton Mezzanine Level**

MARKETING & AUDIENCE ENGAGEMENT | ONLINE

### All around social media coverage

Learn how to work with multiple different classes in your publication program to optimize social media coverage and



FEATURED SPEAKER



DIVERSITY EMPHASIS



GOOD FOR BEGINNERS



# FRIDAY Noon

online presence while limiting the amount of repeating coverage. By working together with various classes, media coverage can become streamlined and more effective. Lilly Brown, Liberty High School, Lake St. Louis, Missouri  
Noon, Empire A, Sheraton Mezzanine Level (105)

GENERAL AUDIENCE | ELECTION STRAND  
**Covering the 2024 elections**

How do you make the elections relevant to your high school audience? Learn from a panel of advisers who have experience with robust election coverage from the 2020 cycle. Ellen Austin, Birch Avenue Creative, Rockford, Illinois  
Noon, Empire B, Sheraton Mezzanine Level (105)

LAW & ETHICS | PHOTOJOURNALISM  
**Ethics of photo selection**

How do you choose which photo to run when the photo shows something unpleasant, or awful — or really, really bad? Find out how editors evaluate the question and come to a conclusion. Steve Wolgast, University of Kansas, Lawrence  
Noon, Empire C, Sheraton Mezzanine Level (105)



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.  
Noon, Brookside, Westin Lobby Level (90)

ADVISING | PHOTOJOURNALISM  
**Get certified: Photo**

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. Andrea Negri, MJE, Bellaire (Texas) High School  
Noon, Signboard 1, Westin Lobby Level (50)

MARKETING & AUDIENCE ENGAGEMENT | ONLINE  
**Helpful tools to upgrade your social media**

Feeling like your program's social media usage is somewhat unorganized? Think you can create higher-quality posts? This

session will show you how to level up your social media usage to a professional standard using a variety of programs and tips. Drew Johnson, Francis Howell North HS, Saint Charles, Missouri  
Noon, Signboard 2, Westin Lobby Level (40)

BROADCASTING & MULTIMEDIA | ONLINE  
**Story packaging for the web**

In this session, we will demonstrate how to add elements beyond a featured image and text into a web story. These elements can provide the reader with extra information and break up long blocks of text on the page to make it more visually appealing. We also will explore options for alternate story formats.

Andrea Bell and Kyle Phillips, CJE, SNO Sites, St. Louis Park, Minnesota  
Noon, Washington Park Place 2, Westin Lobby Level (130)

# MIZZOU

## Where college



## meets career.



# FRIDAY Noon

GENERAL AUDIENCE

## Promoting yourself in the digital age

Students will leave this session with the tools necessary to promote themselves across multiple platforms for the purpose of securing an internship or job in their respective fields. Students will learn best practices related to social media, creating a digital resume, cover letter and professional website. Leonard Horton, Missouri State University - Springfield  
Noon, Washington Park Place 3, Westin Lobby Level (130)

LEADERSHIP & TEAM BUILDING

## Morale, motivation and more

All work and no play means fewer memories and less fun. Research hints that there is a link between employee happiness and productivity. Join us in this interactive session to discuss strategies for building a happier, more cohesive and productive staff. Morgan Bricker, Weir High School, Weirton, West Virginia  
Noon, Century Ballroom A, Westin Ballroom Level (480)

GENERAL AUDIENCE | YEARBOOK

## Grand theft yearbook

Learn how to steal like an artist. That's what you're here for, right? In this session, you'll get 50 cool ideas from other staffs to make your lives easier and books better. John Horvath, Pictavo, Austin, Texas  
Noon, Century Ballroom B, Westin Ballroom Level (450)

GENERAL AUDIENCE | BROADCASTING & MULTIMEDIA

## Super Bowl dreams: Climbing the sports TV ladder

Do you have dreams of one day covering the Super Bowl or other big events? Hear career advice from someone who has — sharing even while in high school you can not only start climbing the ladder of sports TV but actually enjoy the grind along the way. Jared Koller, KCTV5-CBS, Kansas City, Missouri  
Noon, Century Ballroom C, Westin Ballroom Level (768)

DESIGN | NEWSGATHERING

## Storytelling with infographics

What do readers want? A mixture of visuals and words that will help them understand an issue. In other words, they want an infographic. But sometimes, constructing infographics seems like it would take even longer than writing a story. This session will demystify the process of making an infographic with a shopping list of all the elements you need to make great ones that your readers will love. Eric Thomas, MJE, Kansas Scholastic Press Association, Lawrence  
Noon, Liberty, Westin Ballroom Level (320)

WRITING | EDITING

## Write so solid your editor can't touch this

Let's break it down. If you want your audience to read your copy and you want to see your editor smile, learn strategies on how to make your writing all the hype and too legit to quit. Justin Daigle, MJE, Brighton (Colorado) High School; Makena Busch, Mead High School, Spokane, Washington; and Lindsey Shirack, James Bowie High School, Austin, Texas  
Noon, Pershing Place North, Westin Ballroom Level (150)

BROADCASTING & MULTIMEDIA

## Perfecting your broadcast script

What is the most important part in creating a video news story? The writing, of course. Fancy equipment can only take you so far, but the writing will capture the audience and keep them engaged. In this session, you will walk away with some strategies for writing a great broadcast script. Rachel Chrest, MJE, Spectrum High School, Elk River, Minnesota  
Noon, Pershing Place West, Westin Ballroom Level (118)

DESIGN

## Advanced InDesign

Looking to step up your InDesign skills? This session is for you. From creating multiple frames to using pathfinder, this session will cover it all. If you have an example of what you'd like to create, bring it with you. Hal Schmidt, Jostens, Fredericksburg, Texas  
Noon, Shawnee, Westin Ballroom Level (100)

ADVISING

## Creating an AP course for journalism students

A collaboration between the College Board and Northwestern University's Medill School is now underway to develop an AP Seminar course focused on building critical research skills centered around the themes of media and journalism. Come to this session to learn more about teaching this course and the possibility of becoming a pilot school site. We also will briefly discuss future efforts toward developing an AP Journalism course. Katie Fernandez, Northwestern University, Medill, Chicago, Illinois; and Michael Spikes, Northwestern University Medill School of Journalism, Media, Integrated Marketing Communications, Evanston, Illinois  
Noon, Westport, Westin Ballroom Level (50)

ADVISING

## Tips to optimize workflow

Have you ever dreaded club photo day? How about collecting seniors' activities? Does your wait time for team photos feel like eons? This session will include how to streamline your processes to work more efficiently. The session will cover how to use tech better, artificial intelligence for good and Google Forms. Devon Adams, Williams Field High School, Gilbert, Arizona  
Noon, Crossroads, Westin Executive Office Level (60)

STUDENT EVENT

## Media swap and student networking

These sessions are conducted as roundtables with 10 students, each from a different school. Meet with students from other publication staffs to discuss challenges and successes, and gather new ideas. Optional: Bring a laptop to show your work and bring notecards with your media URLs to exchange. Participants can also bring copies of print publications to exchange. Noon topics:  
• Broadcast  
• Yearbook  
Noon, Garden Terrace, Westin Executive Office Level

## 1 p.m.

LEADERSHIP & TEAM BUILDING

## We belong together

With apologies to Mariah Carey, this session will highlight ways you can help your staff be a place where everyone fits in. Learn how to build stronger bonds and unite as a team for a common goal. See what other schools are doing to make their staffs true families where everyone fits in and pitches in for big wins. Make work feel like home. Brian Martinez, CJE, Jostens, Humble, Texas  
1 p.m., Gillham Hall, Sheraton Lobby Level

[2-HOUR SESSION]

GENERAL AUDIENCE | LAW & ETHICS

## Documentary screening: Unwarranted — The raid on the Marion County Record

Imagine that you are a newspaper editor in a small town and your newspaper is raided by law enforcement. This is Eric Meyer's story — a story that stirred nationwide concerns that the free press was being squashed. This is also the story of "Unwarranted," a documentary about Meyer's resistance to law enforcement and the death of his mother one day later. Come for the documentary and a Q&A session with Meyer. Eric Meyer, The Marion County Record, Marion, Kansas  
1 p.m., Atlanta, Sheraton Ballroom Level (450)

PHOTOJOURNALISM

## Build an award-winning portfolio

There is much more to creating a portfolio than simply "collecting your 10 best pictures." Know how a portfolio should look while gaining tips to improve your photography. Bridge the gap between high school photography and college photography. Mark Murray, Association of Texas Photography Instructors, Santa Fe, New Mexico  
1 p.m., Chicago A, Sheraton Ballroom Level (140)

WRITING

## We all have opinions

Many high school journalists are eager to share their opinions with their audiences, but a staff position is not a license to rant. This presentation examines the art of opinion journalism and the responsibility that comes with writing commentary at a major U.S. daily newspaper. Toriano Porter, Kansas City Star Editorial Board  
1 p.m., Chicago B, Sheraton Ballroom Level (150)

PHOTOJOURNALISM

## Can't beat the home team

Covering your high school team is the best place to create incredible sports photos. Take it from Jeff Jacobsen whose current sports photography project is taking him to every county in Kansas — often covering high school sports. His images show that you don't need to be on the professional sidelines to make extraordinary images. Come see how he does it. Jeff Jacobsen, Action Images Photography, Inc., Topeka, Kansas  
1 p.m., New York, Sheraton Ballroom Level (500)

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



## MEDIA SWAP AND STUDENT NETWORKING

These sessions are conducted as roundtables with 10 students, each from a different school. Meet with students from other publication staffs to discuss challenges and successes, and gather new ideas. Optional: Bring a laptop to show your work and bring notecards with your media URLs to exchange. Participants can also bring copies of print publications to exchange.

Noon topics: Broadcast, Yearbook

1 p.m. topics: Literary Magazine, Online, Middle School

2 p.m. topics: Newsmagazine, Newspaper  
Noon, 1 p.m. and 2 p.m. Friday, Garden Terrace, Westin Executive Office Level

### PHOTOJOURNALISM | NEWSPAPER

#### Lessons from the Pulitzers

Learn the stories behind several Pulitzer Prize-winning photographs and take lessons from those stories back to your publications. Part eye candy, part education, this whole session is applicable to your program's needs.

Justin Turner, Sheridan High School, Sheridan, Arkansas  
1 p.m., Chouteau A, Sheraton Mezzanine Level (95)

### LAW & ETHICS

#### Get help with censorship: SPRC open forum

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

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

# FRIDAY 1 p.m.

Kristin Taylor, MJE, The Archer School for Girls, Los Angeles; and Andrea Negri, MJE, Bellaire High School, Bellaire, Texas  
1 p.m., Chouteau B, Sheraton Mezzanine Level (130)

### PHOTOJOURNALISM

#### Photography basics for basic photographers

You're not a professional photographer — neither am I. But there are tips and tricks to help you take better photos that will make your photos look like a professional took them.

Dan Sidwell, Freedom High School, Tampa, Florida  
1 p.m., Exhibit Hall B, Sheraton Mezzanine Level (1500)

### PHOTOJOURNALISM

#### AI is more than the word of the year

Artificial intelligence is changing the way photojournalists operate. Come discuss the impact of artificial intelligence on photojournalism and see how you can use it in your student media operation.

Bradley Wilson, MJE, Midwestern State University, Wichita Falls, Texas  
1 p.m., Empire A, Sheraton Mezzanine Level (105)

### GENERAL AUDIENCE | ELECTION STRAND

#### Live coverage of Election Night 2024

Learn strategies and gain advice to create a live newsroom for the Nov. 5 election returns. Topics include what and where to report election results and how to prepare for these breaking news stories.

Ellen Austin, Birch Avenue Creative, Rockford, Illinois  
1 p.m., Empire B, Sheraton Mezzanine Level (105)

### 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.  
1 p.m., Empire C, Sheraton Mezzanine Level (105)

### LEADERSHIP & TEAM BUILDING

#### Producing the perfect editor

There are fundamental elements that go into producing the perfect story, photo or design. But what pieces are necessary to create the ideal editor? Here are a few lessons from previous



## With Great Power, Comes Great Responsibility.

The future of journalism is in your hands. Let SNO SITES take care of the technology while YOU focus on reporting the news.

- ➔ Affordable Websites
- ➔ Heroic Tech Support
- ➔ Powerful Mobile Apps
- ➔ Rock-Solid Hosting
- ➔ Invincible Security

**SNO**  
sites

**855-543-9766**  
[www.snosites.com](http://www.snosites.com)

# FRIDAY 1 p.m.

editors — some successful, others not so much. And you can use all of them to lead your staff.

Ryan Gunterman, MJE, Indiana High School Press Association, Columbus

1 p.m., Brookside, Westin Lobby Level (90)

ADVISING

## Now we got bad blood

Don't let problems get you down. Let two relatively well-adjusted advisers help you brainstorm solutions to shake it off. This interactive session will cover a wide range of topics including working with administrators, classroom management and grading.

John Horvath, Pictavo, Austin, Texas

Becky Cook, CJE, Pictavo, Thurman, Ohio

1 p.m., Signboard 1, Westin Lobby Level (50)

GENERAL AUDIENCE

## How and why to cover religion in high school media

Religion plays a role in so many of today's news stories, and increasingly can be a source of tension within your school. How can your school media help untangle the web of reality, misunderstanding and prejudice, sacred text vs. interpretation — and at least avoid unnecessary mistakes? With preparation and sensitivity, stories that face religion head-on can break down barriers while strengthening the cohesiveness of your community.

Joelle Keene, MJE, Shalhevet High School, Los Angeles

1 p.m., Signboard 2, Westin Lobby Level (40)

## [2-HOUR SESSION]

BROADCASTING & MULTIMEDIA | ONLINE

## Branding and promotion with Adobe Express

Discover the magic of Adobe Express in creating social media campaigns and promoting student media. Create a brand library for you, your publication or your side hustle.

Heather Lawrenz, University of Kansas School of Journalism, Lawrence

1 p.m., Washington Park Place 2, Westin Lobby Level (130)

GENERAL AUDIENCE | BROADCASTING & MULTIMEDIA

## Demystifying broadcast contracts

This presentation will give participants a look at actual contracts from major companies such as Nexstar, Gray, etc. The speakers will discuss elements like offer letters, non-compete clauses, the 90-day probation clause, image and likeness clause, and salaries. Dr. Leonard B. Horton III will also offer tips on salary negotiation and what to do if you need to exit the newsroom prior to your contract expiration.

Leonard Horton, Missouri State University - Springfield

1 p.m., Washington Park Place 3, Westin Lobby Level (130)

GENERAL AUDIENCE

## The importance of being a good newsroom citizen

Skills are important, but if you're a cancer in your newsroom it doesn't matter. Learn what hiring managers are looking for, what

can separate you from your peers, and how to be a leader at work.

Brett Akagi, Blue Cross and Blue Shield of Kansas City, Lenexa, Kansas

1 p.m., Century Ballroom A, Westin Ballroom Level (480)

DESIGN | YEARBOOK

## Your best '25 yearbook starts now!

It's April 2024. That means it is time to develop your 2025 yearbook theme. This session will give you a solid process to develop an powerful verbal and visual presentation for your best yearbook ever.

Jed Palmer, CJE, Sierra Middle School, Parker, Colorado

1 p.m., Century Ballroom B, Westin Ballroom Level (450)

## [DEI CERTIFICATE STRAND]

GENERAL AUDIENCE

## Understand the Black-white wealth gap

All journalists should know and understand data on the issues in the communities they cover. Ebony Reed is an expert on the Black-white wealth gap and has taught on gaps that impact women and all people at the Yale School of Management. She is the coauthor of "Fifteen Cents on the Dollar: How Americans Made the Black-White Wealth Gap." She will share data to help all student journalists understand this economic issue and all the areas it impacts.

Ebony Reed, The Marshall Project, Kansas City, Missouri

1 p.m., Century Ballroom C, Westin Ballroom Level (768)

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., Liberty, Westin Ballroom Level (320)

## [2-HOUR SESSION]

BROADCASTING & MULTIMEDIA

## Mini-workshop: Making a professional broadcast workflow from beginning to end

In this mini-workshop, we will create a workflow from start to finish. As we get hands on with broadcast, we will model some of the best ways to get solid interviews, b-roll, and writing to work together and create storytelling that will increase your production value as well as grow your audience within your community. Students are encouraged to bring their own equipment, but it is not required. Preregistration was required.

Patrick Moring, CJE, Rampart HS, Colorado Springs, Colorado

1 p.m., Mission, Westin Ballroom Level (130)

BROADCASTING & MULTIMEDIA

## Build a better broadcast

Whether you're interested in starting a broadcast program or are looking for ways to improve your current program, learn

from a former multimedia journalist how to do things the way the pros do. Get tips on equipment, staffing, terminology and more to improve your workflow.

Nathan Christner, Wichita (Kansas) Southeast High School

1 p.m., Pershing Place East, Westin Ballroom Level (100)

DESIGN

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

This session will provide 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

1 p.m., Pershing Place North, Westin Ballroom Level (150)

## [2-HOUR SESSION]

WRITING | NEWSGATHERING

## Mini-workshop: Ask better, edit better, write better

Come to this workshop if you want to be able to interview anyone about anything, anytime and anywhere, and end up with a compelling, easy-to-write story. We'll work on two under-used storytelling formats — the Q&A and the round table — and learn how to either use them on their own or as the basis of an engaging, quote-driven story. This accessible, Lego-like approach to building your article takes the pressure off of beginning writers and produces compelling, interesting stories that let the students speak for themselves. Preregistration was required.

Tiffany Kopcak, CJE, Colonial Forge HS, Stafford, Virginia

1 p.m., Pershing Place South, Westin Ballroom Level (150)

LAW & ETHICS

## New Voices and beyond: Advocating for student press freedom

Seventeen states have laws against the censorship of student journalists — and it's all because students and advisers spoke up. Is your state next? Once you pass a law, then what? Join us to learn about the New Voices campaign, as well as other steps you can take to advocate for student press freedom in your district or state before and after a law passes.

Morgan Bricker, Weir High School, Weirton, West Virginia; and Grayson Marlow, Student Press Law Center, Washington, D.C.

1 p.m., Pershing Place West, Westin Ballroom Level (118)

## [2-HOUR SESSION]

PHOTOJOURNALISM

## Mini-workshop: DSLR camera boot camp

If you have ever taken that "perfect" picture only to find that it is grainy and out of focus, this session is for you. You will not only learn the rules of composition, but also how your camera actually works. No previous photo skills required. A DSLR (or similar) camera with SD card, card reader and laptop is encouraged for this hands-on workshop. Preregistration was required.

Michael Malcom-Bjorklund, CJE, Columbia HS, Lake City, Florida

1 p.m., Shawnee, Westin Ballroom Level (100)



FEATURED SPEAKER



DIVERSITY EMPHASIS



GOOD FOR BEGINNERS

## 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., Exhibit Hall Foyer, Sheraton Mezzanine Level

ADVISING | BROADCASTING & MULTIMEDIA

### Get certified: Broadcast

This adviser session is for individuals looking to take the CJE exam. This session covers the broadcast and multimedia aspects of advising.

Sandra Coyer, MJE, Puyallup High School, Puyallup, Washington  
1 p.m., Westport, Westin Ballroom Level (50)

ADVISING | MIDDLE SCHOOL

### Stuck in the middle: Middle school programs

Hello, middle school advisers! Do you ever feel like all the info out there is for high school programs? Would you like to network with other middle school teachers and learn how to improve your own middle school program? Join middle school advisers Haley Grant and Randi Stones from Washburn Rural Middle School as we discuss the unique challenges of middle school advising and brainstorm ways to make our programs better (and our jobs easier).

Randi Stones and Haley Grant, Washburn Rural Middle School, Topeka, Kansas  
1 p.m., Crossroads, Westin Executive Office Level (60)

STUDENT EVENT

### Media swap and student networking

These sessions are conducted as roundtables with 10 students, each from a different school. Meet with students from other publication staffs to discuss challenges and successes, and gather new ideas. Optional: Bring a laptop to show your work and bring notecards with your media URLs to exchange. Participants can also bring copies of print publications to exchange.

1 p.m. topics:

- Literary Magazine
- Online
- Middle School

1 p.m., Garden Terrace, Westin Executive Office Level

## 2 p.m.

DESIGN | YEARBOOK

### Understanding color theory

Understanding color theory is a MUST before selecting colors for your yearbook. Learn about the history of color theory, how colors work together and where to find new inspiring color ideas for your book.

Jane Wals, Pelham Memorial High School, Pelham, New York  
2 p.m., Gillham Hall, Sheraton Lobby Level

PHOTOJOURNALISM

### Lightroom library

Learn the power of the Lightroom library module. This session will give tips, tricks and shortcuts to organizing, keywording and creating collections so you can easily locate groups of images. No Lightroom knowledge required.

David Mager, New York Film Academy, New York, New York  
2 p.m., Chicago A, Sheraton Ballroom Level (140)

LEADERSHIP & TEAM BUILDING

### So, you're in charge. Now what?

Being an editor is more than a title. You've signed up to oversee a huge project and manage multiple personalities. Get a jump start on planning for an amazing year with two veteran advisers who have seen the chaos of bad editors and magic of great editors.

Samantha Berry, CJE, Cady, Alpharetta, Georgia; and Amanda English, Cady, St. Petersburg, Florida  
2 p.m., Chicago B, Sheraton Ballroom Level (150)

GENERAL AUDIENCE

### Work, win and wow via reverse engineering

In this session, learn how to look at what works, what wins and what wows, using the basic principles of "reverse engineering." Then, apply what you discover to produce new, vibrant products and publications that inform and inspire readers, listeners and viewers.

Lisa Roskens, Prosper High School, Prosper, Texas  
2 p.m., Chicago C, Sheraton Ballroom Level (150)

PHOTOJOURNALISM

### Sports photography with soul

Come hear a veteran sports photographer explain how to capture the decisive and emotional moments at the sports events your publication covers. As an official athletics photographer for the University of Kansas, Jeff Jacobsen photographed national championship teams with incredible access. Your view of sports photography will be forever changed.

Jeff Jacobsen, Action Images Photography, Inc., Topeka, Kansas  
2 p.m., New York, Sheraton Ballroom Level (500)

GENERAL AUDIENCE

### Get published

Dream of being a published author? Come listen to a multi-published author go through the tropes, truths and techniques needed to get your fiction or nonfiction book ready. This overview will touch on whether it's better to go the traditional or indie route, and will dig into money and marketing.

Michele Dunaway, MJE, retired journalism adviser, Lake St. Louis, Missouri  
2 p.m., Chouteau A, Sheraton Mezzanine Level (95)

MEETING

### JEA mentors meeting

Current mentors will to 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  
2 p.m., Chouteau B, Sheraton Mezzanine Level (130)

LEADERSHIP & TEAM BUILDING

### Power of a team

Have a hard time motivating your staff? Making deadlines? Making class fun? We'll take a team inventory and then use the results to create a plan for creating a community, building the skills and getting the work done.

Meghan Percival, MJE, McLean High School, McLean, Virginia  
2 p.m., Exhibit Hall B, Sheraton Mezzanine Level (1500)

# FRIDAY 2 p.m.

MARKETING & AUDIENCE ENGAGEMENT

### Consistency is key: Building a brand that sticks

This session will cover the importance of consistent messaging across all of forms of communication and how participants can be strategic when telling their school's story while still having fun with it. If you're feeling like your content is all over the place instead of covering all of the things, you'll walk away with actionable steps to change the tide.

Courtney Strayer, Class Intercom, Lincoln, Nebraska  
2 p.m., Empire A, Sheraton Mezzanine Level (105)

GENERAL AUDIENCE | ELECTION STRAND

### Election photography

Photographing candidates, rallies and protests: a guide for young journalists in how to do photo and video coverage of election-related events as well as protests.

Ellen Austin, Birch Avenue Creative, Rockford, Illinois  
2 p.m., Empire B, Sheraton Mezzanine Level (105)

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.  
2 p.m., Empire C, Sheraton Mezzanine Level (105)

NEWSGATHERING

### We have the receipts: Getting public records

The law requires many records for public entities to be open. They're there for the taking; you just have to know to ask. We'll share more than a dozen records you can get from your school district and talk about what to do with them.

Megan Moser, The Manhattan Mercury, Manhattan, Kansas  
2 p.m., Brookside, Westin Lobby Level (90)

ADVISING

### Adviser fails (and some successes)

After 15 years advising at schools of all sizes, Ryan Gunterman has been supporting Indiana student media programs since 2017 as the state's press association director. Basically, I've experienced/witnessed a lot that has gone wrong. Let's learn from these mistakes (mostly mine), and talk about how they were corrected.

Ryan Gunterman, MJE, Indiana High School Press Association, Columbus  
2 p.m., Signboard 1, Westin Lobby Level (50)

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 (Ohio) Local School, Antwerp  
2 p.m., Signboard 2, Westin Lobby Level (40)



# FRIDAY 2 p.m.

## STAFF MANAGEMENT

### Welcome to the boardroom

This is an interactive presentation that puts participants in the role of the general manager of a local TV station. Participants are tasked with looking at positions and salaries on the screen and then deciding how to cut 25% from the budget. The goal of this exercise is to teach participants about having multiple skills and seeing things from a general manager's perspective. Leonard Horton, Missouri State University - Springfield  
2 p.m., Washington Park Place 3, Westin Lobby Level (130)

## GENERAL AUDIENCE

### From farm kid to journalist, you can do this too!

You don't need to grow up in a big city, go to a big high school, or graduate from a well known college to be a journalist. Listen, learn, and be inspired.

Brett Akagi, Blue Cross and Blue Shield of Kansas City, Lenexa, Kansas

2 p.m., Century Ballroom A, Westin Ballroom Level (480)

## DESIGN | YEARBOOK

### Never going back to last year's ladder

Welcome to your own Renaissance. 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; and Becky Cook, CJE, Pictavo, Thurman, Ohio

2 p.m., Century Ballroom B, Westin Ballroom Level (450)

## LEADERSHIP & TEAM BUILDING

### Kill the company

In this workshop-style session, participants will work to "put student media out of business" at their schools and then build it back up by identifying weaknesses and developing strategies for how to address those weaknesses. Participants will leave this session with an action plan for improving the student media program at their schools.

Jessica Hunziker, MJE, Castle View HS, Castle Rock, Colorado  
2 p.m., Century Ballroom C, Westin Ballroom Level (768)

## GENERAL AUDIENCE

### Comfort the afflicted and afflict the comfortable

Hear from editors and advisers about how to cover controversial issues and exercise your First Amendment freedoms while maintaining a strong relationship with your school community. We will address sensitive topics like the Israel-Gaza conflict, academic integrity, school event shortcomings, activism, DEI and school safety.

Whitney Huang, CJE; Kevin Oliver and Harker journalism leadership, The Harker School San Jose, California

2 p.m., Liberty, Westin Ballroom Level (320)

## LEADERSHIP & TEAM BUILDING

### CMYK: Come meet your kind

On our best days, we are a family of j-nerds working toward common goals. On our worst days, we put the "fun" in dysfunctional. Being part of a journalism program doesn't pay well, unless you count snacks, but the atmosphere, organization and camaraderie result in a productive environment where individuals can learn, grow, and contribute. This session will be led by a 26-year adviser veteran and a few of her students. Come grow with us.

Lisa Sage, Jefferson West High School, Topeka, Kansas  
2 p.m., Pershing Place East, Westin Ballroom Level (100)

## GENERAL AUDIENCE | PHOTOJOURNALISM

### Behind the lens of university life

Hear about the life and work of University of Kansas photographer Meg Kumin where she describes her unconventional path into the profession, how she uses her camera as a passport to other worlds and what it is like to be a visual storyteller at the intersection of marketing and photojournalism.

Meg Kumin, University of Kansas, Lenexa, Kansas

2 p.m., Pershing Place North, Westin Ballroom Level (150)

## BROADCASTING & MULTIMEDIA | ONLINE

### Designing story pages for web

This session will look at optimizing stories and story packages for web display. Andrea Bell, an education and training specialist at SNO Sites, will go over the SNO story creation and story template tools and share all the customization and design potential.

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

2 p.m., Pershing Place West, Westin Ballroom Level (118)

## ADVISING | LAW & ETHICS

### Get certified: Legal and ethical issues

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.

Andrea Negri, MJE, Bellaire (Texas) High School

2 p.m., Westport, Westin Ballroom Level (50)

## STAFF MANAGEMENT | YEARBOOK

### The 13-day plan: How to organize a yearbook staff

You have a yearbook staff, now what? Organizing a staff can be a hard task: who takes photos, who designs the spreads and who plans the coverage? After being on a silver CSPA Crown and NSPA Pacemaker award-winning staff, Tiffany Hutcheson has devised a system she calls the 13-day plan. This plan helps advisers and editors organize their staff by creating a calendar that outlines steps for a staff to complete. By the end of the 13 days, they have completed full spreads.

Tiffany Hutcheson, Apache Junction (Arizona) High School  
2 p.m., Crossroads, Westin Executive Office Level (60)

## STUDENT EVENT

### Media swap and student networking

These sessions are conducted as roundtables with 10 students, each from a different school. Meet with students from other publication staffs to discuss challenges and successes, and gather new ideas. Optional: Bring a laptop to show your work and bring notecards with your media URLs to exchange. Participants can also bring copies of print publications to exchange.

2 p.m. topics:

- Newsmagazine
- Newspaper

2 p.m., Garden Terrace, Westin Executive Office Level

## 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 1/2-hour test session. Please bring your laptop.

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

3 p.m., The Boardroom, Sheraton Ballroom Level

## 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., Terrace, Sheraton Mezzanine Level

## STUDENT EVENT

### Friday night fun: KC Swiftie tailgate

Join us for a free night of tailgating fun! Games like cornhole, giant Jenga and giant Connect Four will be set up for a yard games tournament. Friendship bracelet making stations will be set up to create your own KC convention bracelet swag. Taylor Swift via Spotify will be gracing us with her music to singalong with — and perhaps some of you can show off your karaoke chops. We'd love to see as many Taylor Swift and Travis Kelce lookalikes as possible for our Taylor & Travis Lookalike Contest. Don't forget to document your time at the tailgate with a photobooth opportunity with Travis and Taylor — in cardboard cutout form!

7:30-10 p.m. Friday, Gillham Hall, Sheraton Lobby Level

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



# nsmc

national student media contests



**Advisers:** Check in at the National Student Media Contests desk in Benton, Sheraton Mezzanine Level, 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 morning. 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 Benton, Sheraton Mezzanine Level.

**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](http://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, Roanoke, Westin Lobby Level
- 43 Broadcast Online News Package meeting, Empire B, Sheraton Mezzanine Level
- 44 Broadcast Anchor work room, Union Hill, Westin Lobby Level
- 44 Broadcast Anchor judging, Union Hill West, Westin Lobby Level
- 46 Broadcast Package meeting, Empire C, Sheraton Mezzanine Level

### 1 p.m.

- 43 Broadcast Online News Package work room, Roanoke, Westin Lobby Level
- 46 Broadcast Package work room, Penn Valley, Westin Lobby Level

### 4 p.m.

- 01 Newswriting, Chicago C, Sheraton Ballroom Level
- 02 Editorial Writing, Washington Park Place 2, Westin Lobby Level
- 03 Feature Writing, Chicago B, Sheraton Ballroom Level
- 04 Sports Writing, Chicago A, Sheraton Ballroom Level
- 05 Review Writing, Pershing Place South, Westin Ballroom Level
- 06 Editorial Cartooning, Chouteau B, Sheraton Mezzanine Level
- 07 Commentary Writing, Mission, Westin Ballroom Level
- 08 News Editing/Headline Writing/Current Events, Empire A, Sheraton Mezzanine Level
- 09 Newspaper Layout critique, Empire B, Sheraton Mezzanine Level
- 10 Newsmagazine Layout critique, Empire B, Sheraton Mezzanine Level
- 11 Press Law and Ethics, Pershing Place East, Westin Ballroom Level
- 12 Yearbook Copy/Caption Sports, Century Ballroom A, Westin Ballroom Level
- 13 Yearbook Copy/Caption Academics, Century Ballroom A, Westin Ballroom Level
- 14 Yearbook Copy/Caption Clubs, Century Ballroom B, Westin Ballroom level
- 15 Yearbook Copy/Caption Student Life, Century Ballroom B, Westin Ballroom level

- 16 Yearbook Layout Theme critique, Century Ballroom C, Westin Ballroom Level
- 17 Yearbook Layout Inside Pages critique, Century Ballroom C, Westin Ballroom Level
- 18 Yearbook Cover/End Sheets critique, Century Ballroom C, Westin Ballroom Level
- 19 Literary Magazine Layout critique, Westport, Westin Lobby Level
- 20 Literary Magazine Poetry, Roanoke, Westin Ballroom Level
- 21 Literary Magazine Illustration, Shawnee, Westin Ballroom Level
- 22 Literary Magazine Photography, Signboard 2, Westin Lobby Level
- 23 Graphic Design Logo critique, Pershing Place West, Westin Ballroom Level
- 24 Graphic Design Infographics critique, Empire C, Sheraton Mezzanine Level
- 25 Graphic Design Advertising critique, Pershing Place West, Westin Ballroom Level
- 26 Graphic Design Photo Illustration, Brookside, Westin Lobby Level
- 27 Themed Photography critique, Exhibit Hall B, Sheraton Mezzanine Level
- 28 Sports Action Photography critique, Exhibit Hall B, Sheraton Mezzanine Level
- 29 Sports Feature Photography critique, Exhibit Hall B, Sheraton Mezzanine Level
- 30 Feature Photography critique, Exhibit Hall B, Sheraton Mezzanine Level
- 31 General or Spot News Photography critique, Exhibit Hall B, Sheraton Mezzanine Level
- 32 Photo Story critique, Exhibit Hall B, Sheraton Mezzanine Level
- 33 Portfolio critique, Exhibit Hall B, Sheraton Mezzanine Level
- 34 Photo Portrait critique, Exhibit Hall B, Sheraton Mezzanine Level
- 35 First-year Photo critique, Exhibit Hall B, Sheraton Mezzanine Level
- 36 Broadcast News Story critique, Liberty, Westin Lobby Level
- 37 Broadcast Sports Story critique, Liberty, Westin Lobby Level
- 38 Broadcast Feature Story critique, Liberty, Westin Lobby Level
- 39 Broadcast Commercial/PSA critique, Liberty, Westin Lobby Level
- 40 Videography critique, Liberty, Westin Lobby Level
- 45 Broadcast Newswriting, Signboard 1, Westin Lobby Level

## Judges

Lead judges: Pick up material for contests between 1-3:30 p.m. in Benton, Sheraton Mezzanine Level

Photography judges: 8 a.m. to noon, Westport, Westin Lobby Level

Broadcast judges: Check schedule for assigned time and location.

NSMC judges' dinner and judging: 6 p.m., Terrace, Sheraton Mezzanine Level

# SATURDAY SCHEDULE

Room	8 a.m.	9 a.m.	10 a.m.	11 a.m.
<b>Gillham Hall</b> SHERATON LOBBY LEVEL	Fabulous photography	Let's get social	Solving the teamwork puzzle	Visualizing data in print and online
<b>Sheraton Ballroom Foyer</b> SHERATON BALLROOM LEVEL	Publication exchange			
<b>Sheraton Grand Ballroom</b> SHERATON BALLROOM LEVEL				
<b>The Boardroom</b> SHERATON BALLROOM LEVEL				
<b>Benton</b> SHERATON MEZZANINE LEVEL	National Student Media Contests office			
<b>Chouteau A</b> SHERATON MEZZANINE LEVEL	Up your interview game	10 habits of a highly effective editor	Behind the bylines: How to make your newsroom work	Breaking down effective column writing
<b>Chouteau B</b> SHERATON MEZZANINE LEVEL	Colorful storytelling: Verbal into vivid design	Empower your staff	So, you want to be a global journalist?	Caption culture
<b>Exhibit Hall A</b> SHERATON MEZZANINE LEVEL				
<b>Exhibit Hall B</b> SHERATON MEZZANINE LEVEL				
<b>Exhibit Hall Foyer</b> SHERATON MEZZANINE LEVEL	Information Desk and JEA Centennial mosaic			
<b>Empire A</b> SHERATON MEZZANINE LEVEL	Write here, write now	Mastering the deadline	Welp! You're an editor. What now?	Top advisers discuss yearbook trends
<b>Empire B</b> SHERATON MEZZANINE LEVEL	It's never too early	Using color wisely	Details matter	Less is more: Making every word count
<b>Empire C</b> SHERATON MEZZANINE LEVEL	What's the big idea?	Meet Murrow: An AI journalistic writing coach	Legal and ethical considerations of AI	From pitch to print
<b>Terrace</b> SHERATON MEZZANINE LEVEL	Convention registration check-in, merchandise distribution (8 a.m. to 1 p.m.) On-site critiques (9 a.m. to noon), NSMC check-in desk			
<b>Brookside</b> WESTIN LOBBY LEVEL	Intro to generative AI	Using TikTok and reels for your publication	Get your MOJO on!	Memes... and other great ideas for teaching
<b>Signboard 1</b> WESTIN LOBBY LEVEL	Convention Boot Camp: Cutting edge design			Reading books creates better journalists
<b>Signboard 2</b> WESTIN LOBBY LEVEL	Best thing I ever did	JEMKC member meet up	Presentation of MJE projects	Connecting with students
<b>Union Hill West</b> WESTIN LOBBY LEVEL	Get certified: Managing student media	Journalism as CTE	So, you want to be a journalist?	Get certified: Design
<b>Union Hill</b> WESTIN LOBBY LEVEL	Creating a culture of fun	A crash course in standards reference grading	AI and the adviser	Editing essentials: Tone, research, bias, AP Style
<b>Washington Park Place 1</b> WESTIN LOBBY LEVEL	Adviser lounge			

# SATURDAY SCHEDULE

Noon	1 p.m.	2 p.m.	3:30 p.m.
The Lasso way: 10 leadership lessons	Many skills = Many jobs	Careers in journalism	
Publication exchange			
			Awards ceremony
National Student Media Contests office			
Managing a large yearbook staff	Organizing your production	(Re)building staff culture	
Serving full yerd	Reporting on deadline ★ for a commercial TV station	Navigating journalism in college	
Adviser recognition luncheon			
Information Desk and JEA Centennial mosaic			
Connecting the whole newsroom to your community	Leading your peers to professional success	Stop their scroll with stop motion photography	
10 strategies for effective logo design	Extreme work ethic	Being a go-getter: How to grasp opportunities	
Investigative reporting	Doing better interviews	Searching the web like an investigative reporter	
How to avoid becoming a yearbook dictator	Insert headline here	How to be a groundbreaking designer	
Feeling through the lens	Creating a promo	Small staff, large project/school? No problem.	
	Copy editing for the next generation	Using social media to market your program	
Covering banned books	Tacking student publications at private and independent schools	How to write award-worthy opinion articles	

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

# SATURDAY SCHEDULE

Room	8 a.m.	9 a.m.	10 a.m.	11 a.m.
<b>Washington Park Place 2</b> WESTIN LOBBY LEVEL	Quill and Scroll Writing, Photo/ Design and Multimedia Awards	Quill and Scroll Private School Journalism Association Awards	Holding powerful people accountable	Avoid exploding whales: 7 habits of strong leaders
<b>Washington Park Place 3</b> WESTIN LOBBY LEVEL	News stories that changed America	Covering #MeToo	Planning for your program	
<b>Century Ballroom A</b> WESTIN BALLROOM LEVEL	College: Taylor's (best friend's) version	AI for journalism ★	Data visualization for free ★	Sports, graphic design ★ and photo illustration ★
<b>Century Ballroom B</b> WESTIN BALLROOM LEVEL		Unlocking your social media potential ★	What are your photos saying to your audience? ★	24-plus inspiring ideas
<b>Century Ballroom C</b> WESTIN BALLROOM LEVEL	National Journalism Quiz Bowl		32 ways to share everyone's story visually	Brand for bosses: So you want to work for Nike
<b>Liberty</b> WESTIN BALLROOM LEVEL		Southern storytelling	Making the regular extraordinary through audio ★	Newsrooms must reflect ★ the communities they cover
<b>Mission</b> WESTIN BALLROOM LEVEL	Convention Boot Camp: Leadership mastery			Beginning Photoshop
<b>Pershing Place East</b> WESTIN BALLROOM LEVEL	In the editor's chair: HS journalism leadership	Field to file: Streamlining your photo workflow	EIC: How it's done	Small book, big dreams
<b>Pershing Place North</b> WESTIN BALLROOM LEVEL	Empower minorities with news literacy	Unified yearbook: Creating inclusive environments	We've always been here. Haven't you noticed?	Pushing the envelope in web journalism
<b>Pershing Place South</b> WESTIN BALLROOM LEVEL	Convention Boot Camp: Adviser survival camp			Happy journalists draw and sketch
<b>Pershing Place West</b> WESTIN BALLROOM LEVEL	Broadcast writing matters	Why should you be livestreaming?	Podcasting 101	Visual hierarchy: Telling your reader where to go
<b>Presidents</b> WESTIN BALLROOM LEVEL		JOY meet and greet		Read all about it!
<b>Shawnee</b> WESTIN BALLROOM LEVEL	Convention Boot Camp: Photojournalism with the pros			Advisers' legal roundtable
<b>Westport</b> WESTIN BALLROOM LEVEL	Get help with censorship: SPRC open forum	Censored: How students can fight press censorship		Hey youuu guys!
<b>Crossroads</b> WESTIN EXECUTIVE OFFICE LEVEL	Convention Boot Camp: Video storytelling			What's wrong with
<b>Garden Terrace</b> WESTIN EXECUTIVE OFFICE LEVEL				
<b>Ambassadors</b> WESTIN FIFTH FLOOR		Adobe certification testing		
<b>Congressional</b> WESTIN FIFTH FLOOR			Scholastic press association roundtable	
<b>Governors</b> WESTIN FIFTH FLOOR	JEA Digital Media Committee meeting	SPRC studio		
<b>Senators</b> WESTIN FIFTH FLOOR	JEA Scholastic Press Rights Committee meeting	JEA Certification Committee meeting		JEA Awards Committee meeting



# SATURDAY SCHEDULE

Noon	1 p.m.	2 p.m.	3:30 p.m.	
Hazelwood unpacked		Style guide smackdown: A word nerd competition	<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>■ DIVERSITY CERTIFICATE</li> <li>■ GOOD FOR BEGINNERS</li> <li>■ ELECTION STRAND</li> </ul>	
Use AI for content — don't let it use you	Planning your summer retreat workshop	Cultivating columnists, producing podcasters		
From Google Doc to Insta post ★	Marketing yourself in a overly marketed world ★	Reach more people with your social media content		
Cover now what you can never cover again	The future of journalism ★	How to succeed in the media industry ★		
Design: Know the basics to do the advanced	Not your mama's Instagram	Why we share news ★		
Photojournalism as a small business ★	What weddings teach us about photojournalism ★	Start well, end well		
Advanced Photoshop	Privacy law 101	Power of portfolios		
Don't give PR a bad rap	How to justify a journalism major to your parents ★	It's all in the details		
Intro into sports media	Stereotypical Barbie: The base for interviewing	MCMA-MBEA awards		
99 grammar and style errors (and how to fix them)	Reviews you can use	Yerds and sports: Navigating two different worlds		
How to diversify your podcast	How to start a broadcast	Media: Using the enneagram to teach media literacy		
Let's play the "yes or no" game!	They won't say "yes" unless you ask them			
Win-win-win: Producing an award-winning newspaper	When students take charge	Survival guide to student leadership		
Taking the dead out of deadlines	Effectively using JEA's curriculum	Showcase your work		
being confident?	Making the classroom flow	Using hip hop to understand news literacy		
		JEA Outreach Academy wrap-up		
		JEA board wrap-up		

**You can be a speaker at the fall convention in Philly!**

We're now accepting speaker proposals for the fall convention, Nov. 7-10. Whether you are a teacher, professional journalist or student leader, we know you have something to share.

Sessions are accepted on all topics related to scholastic journalism.

Proposals must be received by Aug. 15 for priority scheduling. We will continue to accept proposals through September or until the program fills.

**Scan to learn more and apply**



[JEA.org/wp/nhsjc-speaker-portal/](https://JEA.org/wp/nhsjc-speaker-portal/)

# Congratulations to our Pacemaker finalists and award winners

Pacemaker finalists will be recognized at 7 p.m. Thursday, April 4. Pacemaker winners will be announced announced at 3:30 p.m. Saturday, April 6.

## 2023 Literary Arts Magazine Pacemaker finalists

- La Pluma**  
Monta Vista High School  
Cupertino, California
- Reflections**  
Gulliver Preparatory School  
Miami, Florida
- Literati**  
Our Lady of Lourdes Academy  
Miami, Florida
- Graphite**  
Hagerty High School  
Oviedo, Florida
- Artifex**  
Marjory Stoneman Douglas  
High School, Parkland, Florida
- Seeds in the Black Earth**  
Alexander W. Dreyfoos School of  
the Arts, West Palm Beach, Florida
- Iliad Literary-Art Magazine**  
Clarke Central High School  
Athens, Georgia
- Phantasm**  
Saint Ignatius College Prep  
Chicago, Illinois
- Menagerie**  
Lyons Township High School  
La Grange, Illinois
- Iris: Art + Lit**  
St. Paul Academy and Summit  
School, St. Paul, Minnesota
- Mindprints**  
Jackson Preparatory Middle School  
Flowood, Mississippi
- The Hickman Review**  
Hickman High School  
Columbia, Missouri
- Melodrama**  
Ladue Horton Watkins High School  
St. Louis, Missouri
- Roars and Whispers**  
Providence Senior High School  
Charlotte, North Carolina
- Itinerary**  
The Episcopal School of Dallas  
Dallas, Texas

- Vibrato**  
The Hockaday School, Dallas, Texas
- The Tartan**  
McLean High School,  
McLean, Virginia

## 2023 Yearbook Pacemaker finalists

- Junior high/middle school**
- Oro**  
Cactus Canyon Junior High School  
Apache Junction, Arizona
- Ingenium**  
Greenfield Junior High School  
Gilbert, Arizona
- La Cresta**  
Desert Ridge Junior High School  
Mesa, Arizona
- The Round-Up**  
Woodland Junior High School  
Fayetteville, Arkansas
- Lair**  
Drake Middle School  
Arvada, Colorado
- Views**  
Pine Crest School  
Boca Raton, Florida
- The Scrapbook**  
Westfield Middle School  
Westfield, Indiana
- The Prowler**  
Short Pump Middle School  
Glen Allen, Virginia
- The Stinger**  
Brookville Middle School  
Lynchburg, Virginia
- High school**
- La Vista**  
Mountain View High School  
Mesa, Arizona
- Sunset**  
Corona del Sol High School  
Tempe, Arizona
- Helios**  
Sunny Hills High School  
Fullerton, California
- Wingspan**  
James Enochs High School  
Modesto, California
- Traditions**  
Del Norte High School  
San Diego, California
- Cayuse**  
Walnut High School  
Walnut, California
- Summit**  
Smoky Hill High School  
Aurora, Colorado
- Reflections**  
Brighton High School  
Brighton, Colorado
- Black & Gold**  
Rock Canyon High School  
Highlands Ranch, Colorado
- Priam**  
Longmont High School  
Longmont, Colorado
- Raider**  
Gulliver Preparatory School  
Miami, Florida
- Fusion**  
Hagerty High School  
Oviedo, Florida
- Aerie**  
Marjory Stoneman Douglas  
High School, Parkland, Florida
- The Crusader**  
Keswick Christian School  
St. Petersburg, Florida
- Panther**  
H.B. Plant High School  
Tampa, Florida
- The Stampede**  
J.W. Mitchell High School  
Trinity, Florida
- The Marquee**  
Alexander W. Dreyfoos School of  
the Arts, West Palm Beach, Florida
- Etruscan**  
Glenbrook South High School  
Glenview, Illinois
- Red & Black**  
Lawrence High School  
Lawrence, Kansas
- Horizon**  
Blue Valley Northwest High School  
Overland Park, Kansas
- Brickhouse**  
Shawnee Mission North  
High School, Overland Park, Kansas
- Heritage**  
Shawnee Mission South  
High School, Overland Park, Kansas
- Hauberk**  
Shawnee Mission East High School  
Prairie Village, Kansas
- The Lair**  
Shawnee Mission Northwest  
High School, Shawnee, Kansas
- Pawesehi**  
Parkway West High School  
Ballwin, Missouri
- Pioneer**  
Kirkwood High School  
Kirkwood, Missouri
- Reflector**  
Lee's Summit High School  
Lee's Summit, Missouri
- Rambler**  
Ladue Horton Watkins High School  
St. Louis, Missouri
- The Howl**  
Southwest Career and Technical  
Academy  
Las Vegas, Nevada
- Tesserae**  
Corning-Painted Post High School  
Corning, New York
- The Torch**  
Athens Drive Magnet High School  
Raleigh, North Carolina
- Twister**  
Casady School  
Oklahoma City, Oklahoma
- Lion's Roar**  
Christ Presbyterian Academy  
Nashville, Tennessee
- Ledoian**  
Aledo High School  
Aledo, Texas
- The Bard**  
Hill Country Christian School  
Austin, Texas
- Lone Star**  
James Bowie High School  
Austin, Texas
- Carillon**  
Episcopal School of Dallas  
Dallas, Texas
- The Legend**  
El Dorado High School  
El Paso, Texas
- The Frontier**  
Chisholm Trail High School  
Fort Worth, Texas
- Portfolio**  
Patricia E. Paetow High School  
Katy, Texas
- Dragon**  
Round Rock High School  
Round Rock, Texas
- The Hawk**  
Pleasant Grove High School  
Texarkana, Texas
- Crag**  
Turner Ashby High School  
Bridgewater, Virginia

**Apollo**  
Colonial Forge High School  
Stafford, Virginia

**The Legacy**  
Potomac Falls High School  
Sterling, Virginia

**The Edge**  
Glacier Peak High School  
Snohomish, Washington

**Pantera**  
Mead High School  
Spokane, Washington

## 2024 Innovation Pacemaker finalists

**The Prospector**  
Apache Junction High School  
Apache Junction, Arizona

**The Image**  
Dos Pueblos High School  
Goleta, California

**NCHS Live!**  
North Central High School  
Indianapolis, Indiana

**FHN Media**  
Francis Howell North High School  
St. Charles, Missouri

**Ladue Publications**  
Ladue Horton Watkins High School  
St. Louis, Missouri

**Talon**  
Lincoln Southwest High School  
Lincoln, Nebraska

## 2024 Online Pacemaker finalists

**M-A Chronicle**  
Menlo-Atherton High School  
Atherton, California

**Scot Scoop**  
Carlmont High School  
Belmont, California

**The Wildcat**  
Brea Olinda High School  
Brea, California

**The Oracle**  
The Archer School for Girls  
Los Angeles, California

**The Mirror**  
Van Nuys High School  
Van Nuys, California

**The Foothill Dragon Press**  
Foothill Technology High School  
Ventura, California

**The Blueprint**  
Hagerty High School  
Oviedo, Florida

**Eagle Eye News**  
Marjory Stoneman Douglas  
High School, Parkland, Florida

**The Southerner**  
Midtown High School  
Atlanta, Georgia

**Sequoit Media**  
Antioch Community High School  
Antioch, Illinois

**U-High Midway**  
University of Chicago Laboratory  
High School, Chicago, Illinois

**Wildcat Chronicle**  
West Chicago Community  
High School, West Chicago, Illinois

**HiLite**  
Carmel High School  
Carmel, Indiana

**The Harbinger**  
Shawnee Mission East High School  
Prairie Village, Kansas

**Mill Valley News**  
Mill Valley High School  
Shawnee, Kansas

**The Gator**  
Brimmer and May School  
Chestnut Hill, Massachusetts

**Wayland Student Press Network**  
Wayland High School  
Wayland, Massachusetts

**The Communicator**  
Community High School  
Ann Arbor, Michigan

**The Rubicon**  
St. Paul Academy and Summit  
School, St. Paul, Minnesota

**FHCtoday**  
Francis Howell Central High School  
Cottleville, Missouri

**FHNtoday**  
Francis Howell North High School  
St. Charles, Missouri

**Southwest Shadow**  
Southwest Career and Technical  
Academy, Las Vegas, Nevada

**Coppell Student Media**  
Coppell High School  
Coppell, Texas

**Wingspan**  
Liberty High School, Frisco, Texas

**The Rider Online**  
Legacy High School  
Mansfield, Texas

**The Highlander**  
McLean High School  
McLean, Virginia

## 2024 Leadership Award in Student journalism

*The award recognizes journalistic contributions and leadership in student media. Congratulations to our 2024 recipients.*



2024 Leadership Award in Student Journalism

## 2023-24 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.*

### Spring convention inductees

**Pawesehi yearbook**  
Parkway West High School  
Ballwin, Missouri

**The Ayrie yearbook**  
Liberty North High School  
Liberty, Missouri

### 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

## Fall 2023 Clips & Clicks

*Congratulations to our fall-semester winners. The deadline for spring-semester submissions is May 8.*



Fall 2023 Clips & Clicks

## Fall 2023 Pacemakers

Broadcast  
Newspaper/  
Newsmagazine  
Specialty Magazine

*The deadline for 2024 submissions is June 7.*



Fall 2023 awards

## 2023 Individual Awards

*Congratulations to the 2023 Individual Award winners, announced in the fall.*

*The deadline for 2024 submissions is June 1.*



Fall 2023 awards

## NSPA contest overview & rules



NSPA contest overview & rules

# SATURDAY 8 a.m.

## 8 a.m.

### PHOTOJOURNALISM

#### Fabulous photography

Strong visuals start every yearbook story and lure readers onto every spread. Learn how to use composition to create powerful images. 2023 Jostens Photo Contest winners will be featured.

Bonus Content: choosing the best dominant for a spread.

Margaret Sorrows, CJE, Jostens, Sherwood, Arkansas; and Marci Pieper, retired journalism adviser, Troy, Missouri

8 a.m., Gillham Hall, Sheraton Lobby Level

### 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 HS, Delaware, Ohio

8 a.m., Chouteau A, Sheraton Mezzanine Level (95)

### DESIGN

#### Colorful storytelling: Verbal into vivid design

This session is all about yearbook theme and the verbal that drives it. It will cover how to take your words and create a vivid, cohesive design. The speakers will even discuss fonts, colors and graphics, examining several yearbooks and other sources of inspiration.

Heather Nagel, CJE, Christ Presbyterian Academy, Nashville

8 a.m., Chouteau B, Sheraton Mezzanine Level (130)

### WRITING

#### Write here, write now

Pictures are pretty, but words tell the full story. In this session, explore why writing is a critical part of any yearbook. Get some

tips and tricks for multiple forms of writing that will make your book better.

Sharon Kubicek, Round Rock (Texas) High School

8 a.m., Empire A, Sheraton Mezzanine Level (105)

### DESIGN | YEARBOOK

#### It's never too early

It's that time of year when ambitious staffs begin seeking visual and verbal inspiration as they start thinking about the theme for the 2025 yearbook. But that's not where the best staffs stop 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 and spreads of related coverage.

Ann Akers, MJE, Varsity Yearbooks, Matthews, North Carolina

8 a.m., Empire B, Sheraton Mezzanine Level (105)

### GENERAL AUDIENCE | NEWSGATHERING

#### What's the big idea?

Covering the same old thing every year in your newspaper or yearbook? Let's shake things up. Come to this session and leave with actual story ideas you can bring to your publication immediately. Learn how to cover the same old things in a different way.

Chris Heady, Shawnee Mission Northwest HS, Shawnee, Kansas

8 a.m., Empire C, Sheraton Mezzanine Level (105)

### LAW & ETHICS

#### Intro to generative AI

Yes, 2023 was the year we all got to be hands-on with Artificial Intelligence. But what if we still don't understand how to use it? This session will walk you through the most popular generative AI tools and discuss how you can — and if you should — use them for your publications. Tools include ChatGPT, DALL-E 3, Midjourney, ElevenLabs, D-ID and more.

Chris Snider, Drake University, Des Moines, Iowa

8 a.m., Brookside, Westin Lobby Level (90)

## ADVISER LOUNGE

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.

7:30 a.m. to noon, Washington Park Place 1, Westin Lobby Level

### ADVISING

#### Best thing I ever did

We've been there, we've done that and we're sharing our knowledge. Two former advisers team up to show and share strategies from decades of experience that worked for staff management, marketing, grading and more.

Samantha Berry, CJE, Cady, Alpharetta, Georgia; and Amanda English, Cady, St. Petersburg, Florida

8 a.m., Signboard 2, Westin Lobby Level (40)

### ADVISING | STAFF MANAGEMENT

#### Get certified: Managing student media

This session will provide those seeking JEA certification some ways to manage all stakeholders for one or more student publications whether the publications(s) are produced in-class or after school. This session will also include a Q&A at the end.

Jane Blystone, MJE, retired journalism adviser, North East, Pennsylvania

8 a.m., Union Hill West, Westin Lobby Level (35)

### ADVISING

#### Creating a culture of fun

In order for students to want to be a part of your program, it is vital for advisers to create a culture of fun. This session will give participants ideas to implement in their programs.

PJ Cabrera, MJE, JEA, San Antonio, Texas

8 a.m., Union Hill, Westin Lobby Level (35)

### EVENT

#### Quill and Scroll Ceremony for Writing, Photo/Design and Multimedia Awards

Winners of our Writing, Photo/Design and Multimedia will be announced at this event. Schools with finalists were notified in March.

8 a.m., Washington Park Place 2, Westin Lobby Level (130)

## 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 and stickers. 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 hotel 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., Sheraton Ballroom Foyer

## SATURDAY REGISTRATION ACTIVITIES LOCATED IN TERRACE, SHERATON MEZZANINE LEVEL

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



## CONVENTION BOOT CAMP SATURDAY SESSIONS

Convention Boot Camp workshops continue Saturday morning from 8 a.m. to 10:45 a.m. Preregistration was required.

Convention Boot Camp: Cutting edge design  
Signboard 1, Westin Lobby Level

Convention Boot Camp: Leadership mastery  
Mission, Westin Ballroom Level

Convention Boot Camp: Adviser survival camp  
Pershing Place South, Westin Ballroom Level

Convention Boot Camp: Photojournalism with the pros  
Shawnee, Westin Ballroom Level

Convention Boot Camp: Video storytelling  
Crossroads, Westin Executive Office Level

## 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 a.m. to noon, Terrace, Sheraton Mezzanine Level

GENERAL AUDIENCE

### News stories that changed America

We will examine news stories that were pivotal in American history using "Journalism in Action," PBS NewsHour Classroom's free interactive site. Students will explore stories ranging from Ida B. Wells' coverage of civil rights issues to broadcast segments of scientific innovation and invention by NewsHour's Miles O'Brien.

Victoria Pasquantonio, PBS NewsHour Classroom,  
Arlington, Virginia

8 a.m., Washington Park Place 3, Westin Lobby Level (130)

GENERAL AUDIENCE

### College: Taylor's (best friend's) version

Excited about life after high school? Feel a bit overwhelmed with the college process? That's normal. Join admissions and recruitment professionals as they provide participants with the skills to successfully navigate the college search process and learn how to continue using your journalistic skills after high school.

Frances Lyons, William Allen White School of Journalism and Mass Communications, The University of Kansas, Lawrence  
8 a.m., Century Ballroom A, Westin Ballroom Level (480)

### [2-HOUR SESSION]

EVENT | CONTEST

### National Journalism Quiz Bowl (2 hours)

Four-person teams will compete in the live buzzer rounds. Come cheer on your school as a member of the audience.

8-9:45 a.m., Century Ballroom C, Westin Ballroom Level (768)

# SATURDAY 9 a.m.

LEADERSHIP & TEAM BUILDING

### In the editor's chair: HS journalism leadership

As a student journalist, you play a pivotal role in shaping the narrative of your staff and school community, and this session is crafted to empower you with the skills and strategies needed to lead effectively.

Mitch Eden, MJE, NSPA, Columbia, Illinois

8 a.m., Pershing Place East, Westin Ballroom Level (100)

### [DEI CERTIFICATE STRAND]

MEDIA LITERACY

### Empower minorities with news literacy

This session supports teachers in finding free resources for news literacy education, focusing on evaluating news credibility, developing skills in information identification and applying journalism standards. News literacy, inclusive of acknowledging the First Amendment's role, empowers diverse individuals to actively engage in civic life with equity and awareness.

Alba Mendiola, News Literacy Project, Chicago, Illinois

8 a.m., Pershing Place North, Westin Ballroom Level (150)

BROADCASTING & MULTIMEDIA

### Broadcast writing matters

Frequently the key to a good broadcast is the writing, but this is not like your average English class. We'll use professional and real student samples to discuss how good writing can improve your production value and what it looks like in the broadcast setting.

Patrick Moring, CJE, Rampart HS, Colorado Springs, Colorado

8 a.m., Pershing Place West, Westin Ballroom Level (118)

LAW & ETHICS

### Get help with censorship: SPRC open forum

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

Andrea Negri, MJE, Bellaire (Texas) High School; Kristin Taylor, MJE, The Archer School for Girls, Los Angeles; and Jonathan Gaston-Falk, Student Press Law Center, Washington, D.C.

8 a.m., Westport, Westin Ballroom Level (50)

MEETING

### JEA Digital Media Committee

Committee members will meet to discuss digital media.

Aaron Manfull, MJE, Francis Howell North High School,  
Saint Charles, Missouri

8 a.m., Governors, Westin Fifth Floor (25)

MEETING

### JEA Scholastic Press Rights Committee

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

8 a.m., Senators, Westin Fifth Floor (25)

## 9 a.m.

MARKETING & AUDIENCE ENGAGEMENT | ONLINE

### 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 HS, Parkland, Florida  
9 a.m., Gillham Hall, Sheraton Lobby Level

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, Delaware, Ohio  
9 a.m., Chouteau A, Sheraton Mezzanine Level (95)

LEADERSHIP & TEAM BUILDING

### Empower your staff

Sharing responsibility produces better yearbooks and happier people. This session will discuss proven ways to delegate work, organize the classroom and develop confidence in staff members, empowering them to lead.

Heather Nagel, CJE, Christ Presbyterian Academy, Nashville  
9 a.m., Chouteau B, Sheraton Mezzanine Level (130)

STAFF MANAGEMENT

### Mastering the deadline

Yearbook deadlines are a necessary evil, but they don't have to do us in. This session will explore tips and tricks to make deadlines work for you. Learn from our experience in going from underperforming to performing at our peak.

Sharon Kubicek, Round Rock (Texas) High School

9 a.m., Empire A, Sheraton Mezzanine Level (105)

DESIGN

### Using color wisely

Beyond color theory, strategy and applications make all the difference. Give your designs additional impact by making great decisions about the messages you want to communicate. We'll look at how and why colorful accents can increase the visual appeal of your pages.

Ann Akers, MJE, Varsity Yearbooks, Matthews, North Carolina  
9 a.m., Empire B, Sheraton Mezzanine Level (105)

GENERAL AUDIENCE | ONLINE

### Meet Murrow: An AI journalistic writing coach

Join the conversation about recent developments with AI and its potential impacts in your journalism classroom. Then meet Murrow, an AI-powered coaching tool designed by journalism educators to help students with journalistic news writing, and hear some suggestions for positive uses in your news publications.

Ellen Austin, Birch Avenue Creative, Rockford, Illinois

9 a.m., Empire C, Sheraton Mezzanine Level (105)

# SATURDAY 9 a.m.

MARKETING & AUDIENCE ENGAGEMENT | ONLINE

## Using TikTok and reels for your publication

High school students are addicted to short-form video, so why aren't you seeing better results with your publication's TikTok account? This session will explain how the algorithms work, how it's changing in 2024 and how to get more people watching your videos.

Chris Snider, Drake University, Des Moines, Iowa  
9 a.m., Brookside, Westin Lobby Level (90)

ADVISING

## JEMKC member meet up

The greater Kansas City metropolitan area contains tons of schools producing great student journalism. Journalism Educators of Metropolitan Kansas City exists to assist advisers of metro schools. This session is an opportunity to meet up with other advisers in the area, connect with the JEMKC board and continue finding your journalism squad.

Tucker Love, Shawnee Mission South HS, Overland Park, Kansas  
9 a.m., Signboard 2, Westin Lobby Level (40)

ADVISING

## 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. Learn how to use your state's journalism organization as your CTSO. Or you can use mine!

Anne Hayman, MJE, Arlington (Washington) High School  
9 a.m., Union Hill West, Westin Lobby Level (35)

ADVISING

## A crash course in standards reference grading

Topics, bodies of evidence, scales, success criteria ... what does it all mean and how do educators use it to access student learning? Learn the basics of Standards Reference Grading from the Des Moines Public Schools journalism teachers who have been using SRG for over a decade in Intro to Journalism and publications classes.

Natalie Niemeyer-Lorenz, MJE, Des Moines (Iowa) East High School; Sarah Hamilton, Hoover High School, Des Moines, Iowa; Jennifer Epping, Des Moines (Iowa) North High School; and Carly Triplett, Roosevelt High School, Des Moines, Iowa  
9 a.m., Union Hill, Westin Lobby Level (35)

EVENT

## Quill and Scroll Ceremony for Private School Journalism Association Awards

Winners of our Private School Journalism Association Awards will be announced at this event. Schools with finalists were notified in March.

9 a.m., Washington Park Place 2, Westin Lobby Level (130)

GENERAL AUDIENCE | NEWSGATHERING | LAW & ETHICS

## 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.  
9 a.m., Washington Park Place 3, Westin Lobby Level (130)

NEWSGATHERING | WRITING

## AI for journalism

Generative AI went from nowhere to everywhere in a blink. Does it belong in the newsroom? See how you can use AI today as part of your publication, from idea generation and organization to an on-call assistant editor.

Matt Waite, University of Nebraska-Lincoln  
9 a.m., Century Ballroom A, Westin Ballroom Level (480)

MARKETING & AUDIENCE ENGAGEMENT | ONLINE

## Unlocking your social media potential

In today's fast-paced digital world, social media has become an indispensable tool for organizations to engage with their audiences effectively. Knowing the ins and outs of social media is a must for those about to embark on their college and professional journey. During this session, you'll discover how to build meaningful connections and make your mark through the power of social media. You'll also learn why it's important to customize content across differing platforms and how to decide when to (and not to) hop on the latest trend.

Kaitlin Van Loon, University of Nebraska-Lincoln's College of Journalism and Mass Communications  
9 a.m., Century Ballroom B, Westin Ballroom Level (450)

GENERAL AUDIENCE | WRITING

## Southern storytelling

The Southern Interscholastic Press Association presents advisers from across the South who will share 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; Larry Steinmetz, MJE, Bullitt East High School, Mount Washington, Kentucky; R.J. Morgan, MJE, University of Mississippi, Oxford; Phillip Caston, CJE, Wando High School, Mount Pleasant, South Carolina; and A.J. Chambers, MJE, Horse Creek Academy, Columbia, South Carolina  
9 a.m., Liberty, Westin Ballroom Level (320)

PHOTOJOURNALISM

## Field to file: Streamlining your photo workflow

Photographers: Are you struggling to find a workflow that is fast, efficient and organized? This session will explore tips and tricks while shooting, as well as best practices in post-production. Software options and alternatives will be discussed for maximum flexibility.

Sarah Kirksey, CJE, and Vincent Hsiao, Ladue Horton Watkins High School, St. Louis, Missouri  
9 a.m., Pershing Place East, Westin Ballroom Level (100)

## PUBLICATIONS 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.

Sheraton Ballroom Foyer,  
Sheraton Ballroom Level

## [DEI CERTIFICATE STRAND]

ADVISING | YEARBOOK

## Unified yearbook: Creating inclusive environments

This session will offer advisers insight and advice to create an inclusive yearbook program that invites students from general and special education to partner and create a publication. Using the same tools of traditional yearbook with adaptations and modifications, the session will showcase collaborative work of students with and without disabilities.

Brandi Benson, Lincoln (Nebraska) Southwest High School  
9 a.m., Pershing Place North, Westin Ballroom Level (150)

BROADCASTING & MULTIMEDIA | ONLINE

## Why should you be livestreaming?

A lot of programs are trying to incorporate live streaming events into their programs. We'll talk about the benefits and difficulties that come with the livestreaming format, as well as the different methods you can use ranging from a simple iPad live stream to a multi-camera HD livestream.

Patrick Moring, CJE, Rampart HS, Colorado Springs, Colorado  
9 a.m., Pershing Place West, Westin Ballroom Level (118)

GENERAL AUDIENCE

## JOY meet and greet

We welcome state Journalist of the Year winners to join us for this informal meet-and-greet to build connections with fellow winners — who may be potential future classmates.

Joe Humphrey, MJE, Sickles High School, Tampa, Florida; and Grace Hamilton, Columbia University, New York  
9 a.m., Presidents, Westin Ballroom Level (45)

LAW & ETHICS

## Censored: How students can fight press censorship

Mountain View High School students will explain how to identify censorship in newspapers, the importance of knowing student press rights and the harms of censorship for a free society. Additionally, this session delves into personal experiences with censorship and how to advocate for press freedom through outreach with legal teams and interviews with press media.

Renuka Mungee, Hanna Olson and Myesha Phukan, Mountain View (California) High School  
9 a.m., Westport, Westin Ballroom Level (50)

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., Ambassadors, Westin Fifth Floor (25)



FEATURED SPEAKER



DIVERSITY EMPHASIS



GOOD FOR BEGINNERS

# SATURDAY 10 a.m.

## MEETING

### JEA Certification Committee

Committee members will meet to discuss JEA certification procedures.

Amy Sorrell, MJE, Antwerp (Ohio) Local School  
9 a.m., Senators, Westin Fifth Floor (25)

## 10 a.m.

## LEADERSHIP & TEAM BUILDING

### Solving the teamwork puzzle

One of the best parts of being on a staff is the relationships. Building them can seem puzzling, but with any good puzzle, the satisfaction of success is worth the effort. If you're ready for a little brain break and change of pace, come help figure out how all of the pieces come together to create a product that not only makes everyone proud but also represents all the things a media team does.

Cindy Horchem, CJE, retired journalism adviser,  
Manhattan, Kansas  
10 a.m., Gillham Hall, Sheraton Lobby Level

## STAFF MANAGEMENT

### Behind the bylines: How to make your newsroom work

Whether you are struggling to make things work or are on the lookout for new ideas, come hang with us and hear how we structure our staff of 40. This adviser/editor-in-chief trio will go over how to: work with a large staff while ensuring everyone has something meaningful to do, build your online presence, grade everyone when they're doing different things and lead your editors and staffers in a way that inspires collaboration and community.


Sarah Kirksey, CJE, Arti Jain and Rory Lustberg, Ladue Horton Watkins High School, St. Louis  
10 a.m., Chouteau A, Sheraton Mezzanine Level (95)

## GENERAL AUDIENCE

### So, you want to be a global journalist?

Foreign correspondents cover some of the most important stories of our time — war, politics, climate change. But there are many ways to practice global journalism. Find out about them and the many opportunities you can begin to prepare for this career.

Ceci Rodgers, Northwestern University, Chicago  
10 a.m., Chouteau B, Sheraton Mezzanine Level (130)



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

## LEADERSHIP & TEAM BUILDING

### Welp! You're an editor. What now?

This session prepares incoming editors for the huge job ahead of them while also providing advice to anyone about the treacherous job of being an editor.

Danie Eaves, Shawnee Mission Northwest HS, Shawnee, Kansas  
10 a.m., Empire A, Sheraton Mezzanine Level (105)

## GENERAL AUDIENCE | YEARBOOK

### Details matter

While many aspects of yearbooking are creative and offer endless options for innovation, these guidelines ensure the best possible reader experience and allow you to tick off some



## USC Annenberg

School for Communication and Journalism

# Be at the global crossroads of media, technology and culture.



Meet an Admissions Officer at the trade show.

Learn more about USC Annenberg's graduate degree programs at [annenberg.usc.edu](https://annenberg.usc.edu)



# SATURDAY 10 a.m.

boxes when it come to contest and competition. Perfect for rising editors and advisers who want to raise the bar, these checklists and formulas make your book easy to use and will be even more important for readers in years to come.

Ann Akers, MJE, Varsity Yearbooks, Matthews, North Carolina; and Hollie Dutcher, Lecanto High School, Lecanto, Florida  
**10 a.m., Empire B, Sheraton Mezzanine Level (105)**

LAW & ETHICS | NEWSGATHERING

## Legal and ethical considerations of AI

What legal risks and ethical guardrails should you consider as you use — or think about using — artificial intelligence in your newsroom? Whether you're generating text or images or even cloning voices, join us to unpack questions you should be asking to protect yourself from liability, and examine how traditional media law concepts like defamation, copyright and privacy might play out in the face of such dynamic new technology.

Ellen Austin, Birch Avenue Creative, Rockford, Illinois  
**10 a.m., Empire C, Sheraton Mezzanine Level (105)**

BROADCASTING & MULTIMEDIA

## Get your MOJO on!

You don't need expensive cameras and equipment to do great visual storytelling. The most powerful tool is already in your hands: your mobile device. In this session, learn to elevate your visual content with best practices, cool apps and innovative ways to publish as a mobile journalist (mojo).

Patty Zamarripa, Texas Christian University, Fort Worth, Texas  
**10 a.m., Brookside, Westin Lobby Level (90)**

ADVISERS

## Presentation of MJE projects

Teachers who recently earned JEA's Master Journalism Educator status will formally present their MJE projects, followed by a Q-and-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; PJ Cabrera, MJE, JEA, San Antonio, Texas; Rachel Chrest, MJE, Spectrum High School, Elk River, Minnesota; and Morgan Bricker, Weir High School, Weirton, West Virginia

**10 a.m., Signboard 2, Westin Lobby Level (40)**

GENERAL AUDIENCE

## So, you want to be a journalist?

The media world is exciting and in flux — now more than ever. Come check out the opportunities that continually arise and figure out how you can make this exciting world not just your career but your passion!

Timm Pilcher, Drake University, Des Moines, Iowa  
**10 a.m., Union Hill West, Westin Lobby Level (35)**

STAFF MANAGEMENT

## AI and the adviser

Just as your student media operation should have a social media policy, it should have an artificial intelligence policy.

Come see some of the things artificial intelligence can do and start to draft a policy.

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

**10 a.m., Union Hill, Westin Lobby Level (35)**

NEWSGATHERING

## Holding powerful people accountable

This session is an examination of our responsibility to practice journalism as a public good and techniques for reporting on public officials and institutions

Sherman Smith, Kansas Reflector, Topeka, Kansas

**10 a.m., Washington Park Place 2, Westin Lobby Level (130)**

GENERAL AUDIENCE

## Planning for your program

Let's set goals for the program we want and work backward to create an action plan to make it happen. Think five and 10 years down the road plus next week and next year. Building the program of your dreams starts now.

Anne Hayman, MJE, Arlington (Washington) High School

**10 a.m., Washington Park Place 3, Westin Lobby Level (130)**

NEWSGATHERING | ONLINE

## Data visualization for free

With Google Sheets and Datawrapper, anyone can have sophisticated graphics in their publications. From interactives on the web to static graphics elsewhere, you can go from zero to published with less than an hour of training.

Matt Waite, University of Nebraska-Lincoln

**10 a.m., Century Ballroom A, Westin Ballroom Level (480)**

PHOTOJOURNALISM

## What are your photos saying to your audience?

Photography is a language of its own that can sometimes communicate stories more effectively than words. This session will set you on a path to shooting photos that speak to your readers.

Chris Ochsner, The Kansas City Star, Overland Park, Kansas

**10 a.m., Century Ballroom B, Westin Ballroom Level (450)**

DESIGN

## 32 ways to share everyone's story visually

This session will show participants how to engage their readers with 32 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

**10 a.m., Century Ballroom C, Westin Ballroom Level (768)**

GENERAL AUDIENCE | BROADCASTING & MULTIMEDIA

## Making the regular extraordinary through audio

KCUR's series "The Regulars" tells the stories of Kansas City's neighborhood hangouts and the people who bring them to life — through both sound-rich radio postcards and descriptive, photo-heavy digitals. This session is about how great journalism

## 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 1 p.m., Terrace, Sheraton Mezzanine Level**

can illuminate the rich tapestry of a community by finding narrative gold in even the seemingly ordinary moments and how to reach your audiences by presenting that work in different mediums.

Gabe Rosenberg and Madeline Fox, KCUR, Kansas City, Missouri  
**10 a.m., Liberty, Westin Ballroom Level (320)**

LEADERSHIP & TEAM BUILDING

## EIC: How it's done

Join us and become proficient in all things editor-in-chief. From organization to theme planning, the session will cover everything a current co-editor-in-chief learned through trial and error and what they think you need to know whether it's your first year as editor or you're coming back as a veteran.

Brady Knutson, Laci Lister and Elizabeth Taylor, Olathe (Kansas) West High School

**10 a.m., Pershing Place East, Westin Ballroom Level (100)**

## [DEI CERTIFICATE STRAND]

LEADERSHIP & TEAM BUILDING

## We've always been here. Haven't you noticed?

Women, LGBTQ+, immigrants and journalists of color have been telling groundbreaking stories within mainstream newsrooms for more than a century. See their inspirational work, and bring it to your own campus. Learn how to include diversity as a core element of journalism instruction.

Paul Niwa, CJE, Emerson College, Boston

**10 a.m., Pershing Place North, Westin Ballroom Level (150)**

BROADCASTING & MULTIMEDIA | ONLINE

## Podcasting 101

Explore how to craft compelling narratives, perfect your audio production set-up and gain practical tips to level-up your podcasting game. Get ready to unlock the full potential of your voice in Podcasting 101.

Jessica Newman, Wichita (Kansas) State University

**10 a.m., Pershing Place West, Westin Ballroom Level (118)**

## [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.

Justin Daigle, MJE, Brighton (Colorado) High School,

**10 a.m., Congressional, Westin Fifth Floor (25)**

## 11 a.m.

GENERAL AUDIENCE | ONLINE

## Visualizing data in print and online

Stop making bad pie charts. Data is everywhere, and creating clear, precise data visualizations is easier than it's ever been. Come geek out with others who share your love for statistics, design and computer science. Leave with tangible strategies for your staff to try.

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

**11 a.m., Gillham Hall, Sheraton Lobby Level**

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



# SATURDAY 11 a.m.

## WRITING

### Breaking down effective column writing

This session will focus on how effective columns are put together. We will explore writing techniques, descriptive language choices, capturing your reader's attention, and how columnists can confront both the humorous and controversial in a relatable voice.

Kristen Grimmer and Maria Stover, Washburn University, Topeka, Kansas

11 a.m., Chouteau A, Sheraton Mezzanine Level (95)

## WRITING | PHOTOJOURNALISM

### 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

11 a.m., Chouteau B, Sheraton Mezzanine Level (130)

## GENERAL AUDIENCE | YEARBOOK

### Top advisers discuss yearbook trends

Join a panel of honorees in JEA's 2023 H.L. Hall National Yearbook Adviser of the Year competition for a far-reaching discussion and Q&A session.

Kristi Rathbun, MJE, Rock Canyon HS, Highlands Ranch, Colorado; Dow Tate, Shawnee Mission East HS, Prairie Village, Kansas; and Sharon Kubicek, Round Rock (Texas) HS

11 a.m., Empire A, Sheraton Mezzanine Level (105)

## WRITING | EDITING

### Less is more: Making every word count

Improve your writing and publication by learning to write concisely, like this session description.

David Levy, Kansas State University, Manhattan

11 a.m., Empire B, Sheraton Mezzanine Level (105)

## GENERAL AUDIENCE

### From pitch to print

Three student-journalists and the adviser of the award-winning ReMarker talk about the process of executing a story from the first pitch to the final product. Hilton Sampson, Matthew Hofmann and Lawrence Gardner will discuss where they get ideas, how to pitch, how to come up with sources and find visual direction that will help tell a compelling story in print and online.

Jenny Creech, St. Mark's School of Texas, Dallas

11 a.m., Empire C, Sheraton Mezzanine Level (105)

## ADVISING

### Memes ... and other great ideas for teaching

Tired of teaching the same concepts in the same old ways? What if I said a meme can teach your students about failure, shifting expectations and storytelling? Or that your students can learn "the power of sound" through TikTok? In this session, I'll provide innovative ideas and engaging activities you can use right away to teach storytelling, editing, and even newsroom team building.

Patty Zamarripa, Texas Christian University, Fort Worth, Texas

11 a.m., Brookside, Westin Lobby Level (90)

## WRITING

### Reading books creates better journalists

Books of all kinds can be impactful on your journey to become a better journalist. Learn how to create a reading list that covers all of your bases, from enjoyment to practical to utterly inspirational.

Regina Cassell, Washburn University, Topeka, Kansas

11 a.m., Signboard 1, Westin Lobby Level (50)

## ADVISING

### Connecting with students

Feeling like you can't relate to your students? Struggling to establish community in your classroom or publication? Learn how to build those professional relationships so students can relate to you, trust you and feel like you are a safe space for them.

Eilidh Gill, Varsity Yearbooks, Colorado Springs, Colorado

11 a.m., Signboard 2, Westin Lobby Level (40)

## ADVISING | DESIGN

### Get certified: Design

For those ready to take the CJE/MJE exams, this session will be a refresher for all things design.

Timm Pilcher, Drake University, Des Moines, Iowa

11 a.m., Union Hill West, Westin Lobby Level (35)

## EDITING

### Editing essentials: Tone, research, bias, AP Style

In journalism, the editing process is equally as important as the writing part, and in a culture driven by objective and accurate reporting, proper editing is needed more than ever. This session will explore the essentials of editing, from AP Style and tone to research and bias.

Sophie Nguyen, Granite Bay (California) High School

11 a.m., Union Hill, Westin Lobby Level (35)

## 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 seven practical ways you can find your leadership strengths and applicable 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 (Nebraska) Burke High School

11 a.m., Washington Park Place 2, Westin Lobby Level (130)

## DESIGN

### Sports, graphic design and photo illustration

Local sports designer Annie Buckles will lead a workshop teaching the fundamentals and the tricks and trends of using Adobe Photoshop to promote and educate your audience about athletics.

Annie Buckles, Kansas City Mavericks, Kansas City, Missouri

11 a.m., Century Ballroom A, Westin Ballroom Level (480)

## DESIGN | YEARBOOK

### 24-plus inspiring ideas

Come get inspiration to incentivize your team, influence your design and improve your visual and verbal approaches to coverage. As always, those who share with the group will take home a prize.

Margaret Sorrows, CJE, Jostens, Sherwood, Arkansas; Jeff Moffitt, Jostens, Dallas; Rick Brooks, CJE, Jostens, Port Matilda, Pennsylvania; Mitch Eden, MJE, NSPA, Columbia, Illinois; Tina Cleavelin, CJE, Jostens, Parker, Colorado; Brian Martinez, CJE, Jostens, Humble, Texas; Kel Lemons, Jostens, Austin, Texas; and Marci Pieper, retired journalism adviser, Troy, Missouri

11 a.m., Century Ballroom B, Westin Ballroom Level (450)

## MARKETING & AUDIENCE ENGAGEMENT

### Brand for bosses: So you want to work for Nike

Those athlete profiles on Nike's website? Patagonia's sustainability stories? Amazing reels from the Lakers win? That's brand media — the close editorial cousin to traditional journalism. Companies pay big bucks to creatives who can write, film, podcast and sell their products. In this session, participants will learn how!

Jennifer Wilson, Drake University, Des Moines, Iowa

11 a.m., Century Ballroom C, Westin Ballroom Level (768)

## GENERAL AUDIENCE

### Newsrooms must reflect the communities they cover

Community journalism builds a sense of connection, but it is also a reflection. All communities evolve and adapt. The session will help students see the value of covering the increasing diversity throughout the U.S.

Lewis W. Diuguid, Author/freelance writer, Kansas City, Missouri

11 a.m., Liberty, Westin Ballroom Level (320)

## PHOTOJOURNALISM

### Beginning Photoshop

Come learn the basics for color correcting, cropping and more. Bring any questions or examples of how to best prepare a photo for use.

Hal Schmidt, Jostens, Fredericksburg, Texas

11 a.m., Mission, Westin Ballroom Level (130)

## GENERAL AUDIENCE | YEARBOOK

### Small book, big dreams

Even if your book is small, you can still go big with your coverage. This session will discuss important ways to cover your entire community. If you have ever looked at coverage inspiration and felt like you don't have the space to do something like that, this is the session for you.

Annie Gorenstein-Falkenberg, CJE, Longmont (Colorado) High School; and Sergio Yanes, MJE, Arvada (Colorado) High School

11 a.m., Pershing Place East, Westin Ballroom Level (100)

# SATURDAY 11 a.m.

BROADCASTING & MULTIMEDIA | NEWSPAPER | ONLINE

## Pushing the envelope in web journalism

Student editors from Pacemaker-nominated websites join each other in a panel discussion about their shared (and divergent) visions, common problems and solutions. Moderated by Chase Pray from Francis Howell North High School and FHNtoday.com. Aaron Manfull, MJE, Francis Howell North High School, Saint Charles, Missouri

11 a.m., Pershing Place North, Westin Ballroom Level (150)

STAFF MANAGEMENT | LEADERSHIP & TEAM BUILDING

## Happy journalists draw and sketch

Come ready to draw, doodle and create. In this session, you'll learn how to leverage sketchbooks to support your work as a journalist between deadlines and see how two staffs from Colorado captured their creative processes.

Tina Barber, CJE, and Lyndsie Riggs, Cherokee Trail High School, Aurora, Colorado

11 a.m., Pershing Place South, Westin Ballroom Level (150)

DESIGN

## Visual hierarchy: Telling your reader where to go

Too many competing elements on a spread can confuse your reader. Learn how to design using visual hierarchy to direct the reader where you want them to go on a spread through size, color, graphics and fonts. Master the tricks to take your spread from good to great!

Carolyn Henderson, CJE, Walsworth Yearbooks, Matthews, North Carolina; and Missy Green, Walsworth Yearbooks, New Smyrna Beach, Florida

11 a.m., Pershing Place West, Westin Ballroom Level (118)

GENERAL AUDIENCE | MARKETING & AUDIENCE ENGAGEMENT

## Read all about it!

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

11 a.m., Presidents, Westin Ballroom Level (45)

ADVISING | LAW & ETHICS

## 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.

11 a.m., Shawnee, Westin Ballroom Level (100)

ADVISING

## Hey youuu guys!

Goonies never say die, and neither do advisers. Learn how The Goonies can teach us what we really need to know about building an adviser friend army so you have the confidence and strength to never say die.

Ronna Sparks-Woodward, MJE, and Jennifer Higgins, Liberty (Missouri) North HS; Karen Johnson, Lawson (Missouri) HS; and Jessica Flowers, Lee's Summit (Missouri) HS

11 a.m., Westport, Westin Ballroom Level (50)

## [2-HOUR SESSION]

GENERAL AUDIENCE

## What's wrong with being confident?

Two-hour session. Knowledge and skills can help you succeed in life, but often one trait will give you an extra advantage toward success — confidence. Students will work to see how far confidence can get them in the industry, talk and work through which different internships and ambassadorships would best complement them, and work on confidence techniques to help stay calm and collected.

Ava Garza, Brazoswood High School, Lake Jackson, Texas

11 a.m., Crossroads, Westin Executive Office Level (60)

MEETING

## JEA Awards Committee

Committee members will meet to discuss award procedures. Louisa Avery, MJE, The American School in London, England

11 a.m., Senators, Westin Fifth Floor (25)

## Noon

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 (North Dakota) Public Schools

Noon, Gillham Hall, Sheraton Lobby Level

STAFF MANAGEMENT | YEARBOOK

## Managing a large yearbook staff

If you're looking for creative, innovative ways to organize your yearbook program, then this session is for you! Discover new ways to organize your staff, manage multiple classes of yearbook and ensure there is a place for everyone in yearbook. Hollie Dutcher, Lecanto (Florida) High School

Noon, Chouteau A, Sheraton Mezzanine Level (95)

GENERAL AUDIENCE | YEARBOOK

## Serving 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

Noon, Chouteau B, Sheraton Mezzanine Level (130)

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 spring award winners. Dow Tate, the 2023 H.L. Hall National Yearbook Adviser of the Year, will speak. Preregistration was required. Please bring your ticket. Varsity Yearbooks is sponsor for this event.

Noon, Exhibit Hall B, Sheraton Mezzanine Level

GENERAL AUDIENCE

## Connecting the whole newsroom to your community



Community engagement journalism works to build trust in newsrooms — and can be applied in every corner of your publication. This interactive session will give tools and resources to build a practice of community engagement at every level, including reporters, editors, social media and marketing staff, and even advisers. Two college students with experience in community-centric journalism will break down ways to hear your whole community, not just those with the most power or the loudest voices.

Anna Colletto, University of Missouri School of Journalism, Columbia

Noon, Empire A, Sheraton Mezzanine Level (105)

DESIGN

## 10 strategies for effective logo design



Logos come in many shapes and forms, but effective ones memorably capture the essence of the people, organizations or products they represent. What are the common characteristics of great logos, and how are they created? This session will provide tangible tips and strategies participants can put into practice to recognize and achieve strong, compelling logo design.

Alex Treaster, University of Kansas, Overland Park, Kansas

Noon, Empire B, Sheraton Mezzanine Level (105)

WRITING

## Investigative reporting

Learn tips and tricks of investigative journalism from an award-winning reporter. From whom to interview to how to find public information to how to sift through lawsuits and other legal documents, this session will dive into the most effective ways to complete an investigation.

Jenny Creech, St. Mark's School of Texas, Dallas

Noon, Empire C, Sheraton Mezzanine Level (105)

STAFF MANAGEMENT | YEARBOOK

## How to avoid becoming a yearbook dictator

Learn how to effectively take charge within your program without being overbearing.

Tabatha Morales and Kayden Spicer, Apache Junction (Arizona) HS

Noon, Brookside, Westin Lobby Level (90)



FEATURED SPEAKER



DIVERSITY EMPHASIS



GOOD FOR BEGINNERS

## 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., Exhibit Hall Foyer, Sheraton Mezzanine Level

### PHOTOJOURNALISM

#### Feeling through the lens



Capturing pure emotion in photographs can be one of the most powerful tools for a publication. Wondering how you can get those photos that make everyone say “wow”? Join this short session to learn how to capture those emotional moments the right way.

Eilidh Gill, Varsity Yearbooks, Colorado Springs, Colorado  
Noon, Signboard 2, Westin Lobby Level (40)

### NEWSGATHERING | WRITING

#### Covering banned books



Come learn how to teach censored books and strategies for reporting on libraries. This session will include lessons learned from Florida controversy so far, what best practices in censorship involve and how to write a truth sandwich lede.

Tim Riley, Emerson College, Boston

Noon, Union Hill, Westin Lobby Level (35)

### [2-HOUR SESSION]

#### LAW & ETHICS

#### Hazelwood unpacked



Cathy Kuhlmeier, the 1983 editor of The Spectrum newspaper at Hazelwood East High School, shares her perspective of the landmark U.S. Supreme Court ruling.

Cathy Kuhlmeier, Cathy Kuhlmeier Foundation, Warrenton, Missouri

Noon to 1:45 p.m., Washington Park Place 2, Westin Lobby Level (130)

#### GENERAL AUDIENCE | ONLINE

#### Use AI for content — don't let it use you



Artificial intelligence tools can be very helpful in creating great news and informational content, but only if the human user knows what they are doing. We will talk about the best ways to use some common AI tools for creating content — without getting burned in the process.

Sarah Cavanah, Southeast Missouri State University, Cape Girardeau, Missouri

Noon, Washington Park Place 3, Westin Lobby Level (130)

### MARKETING & AUDIENCE ENGAGEMENT | ONLINE

#### From Google Doc to Insta post



Social media has become a vital vessel to keeping journalism alive. In this session, we will discuss the best ways to level up your social media game to stay relevant while maintaining editorial ethics.

Bella Rainey, 6AM City, Kansas City, Missouri

Noon, Century Ballroom A, Westin Ballroom Level (480)

#### 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 there 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

Noon, Century Ballroom B, Westin Ballroom Level (450)

#### DESIGN

#### Design: Know the basics to do the advanced

Design is both about how something looks and works. This session will go over graphic design principles and look at those



## VISIT OUR BOOTH

Meet our staff  
Adviser giveaways  
Student swag

**KU** WILLIAM ALLEN WHITE  
SCHOOL OF JOURNALISM  
& MASS COMMUNICATIONS  
The University of Kansas

Learn how students get involved from day one and gain valuable, real media experience on campus.

[journalism.ku.edu/undergraduate-degree](http://journalism.ku.edu/undergraduate-degree)





# SATURDAY Noon

principles in action across all kinds of design — advertising, newspaper, magazine, yearbook and more.

Amy DeVault, Wichita (Kansas) State University

Noon, Century Ballroom C, Westin Ballroom Level (768)

## PHOTOJOURNALISM

### Photojournalism as a small business

There is a life beyond magazine and newspaper photojournalism. Tyler Wirken shares his journey from getting a photojournalism degree to starting his own business providing documentary coverage for weddings, families and commercial clients.

Tyler Wirken, Wirken photography, Kansas City, Missouri

Noon, Liberty, Westin Ballroom Level (320)

## GENERAL AUDIENCE

### Advanced Photoshop

Ready to take your Photoshop skills beyond the basics? This session is for you. We'll look at some tools that will help speed up your production. Bring questions and any examples you may have.

Hal Schmidt, Jostens, Fredericksburg, Texas

Noon, Mission, Westin Ballroom Level (130)

## GENERAL AUDIENCE | MARKETING & AUDIENCE ENGAGEMENT

### Don't give PR a bad rap

This session will detail the opportunities and challenges of working in public relations and corporate communications. Learn what a typical career in the field involves and the different types of jobs available.

Matt Tidwell, University of Kansas, Shawnee

Noon, Pershing Place East, Westin Ballroom Level (100)

## GENERAL AUDIENCE

### Intro into sports media

Participants will learn the basics of sports photography, video editing, graphic design and social media posting. They will be able to take what they learn from this session and apply it to their class work or high school sports team.

Rylee Hackmann, RH Sports Media, Basehor, Kansas; and Jana

Rochel, Basehor Linwood High School, Basehor, Kansas

Noon, Pershing Place North, Westin Ballroom Level (150)

## EDITING

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

Tired of correcting the same grammar and style errors? Vexed by punctuation? Annoyed that no one learns AP style? This countdown will speed through the 99 most annoying student journalist mistakes and offer some quick tips to get your copy editors and staff on the same page.

David Nathan, St. John's School, Houston

Noon, Pershing Place South, Westin Ballroom Level (150)

## BROADCASTING & MULTIMEDIA | ONLINE

### How to diversify your podcast

This session will entail how to start and build a creative, successful podcast. The session will describe how a publication

staff can use its specific resources and environment to improve sound quality and diversify conversation topics and the skills needed to hold a quality recorded conversation.

Pancho Morris, Mountain View (California) High School

Noon, Pershing Place West, Westin Ballroom Level (118)

## NEWSGATHERING

### 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

Noon, Presidents, Westin Ballroom Level (45)

## GENERAL AUDIENCE | NEWSPAPER

### Win-win-win: Producing an award-winning newspaper

Under my leadership, the student newspaper The Mirror has won first place Best of Show twice in the past two years. This session will reveal how to methodically and artfully combine storytelling, page layout, graphic design and photography to elevate your publication, execute your vision and win over any audience.

Angelina Gevorgyan, Van Nuys High School, Los Angeles

Noon, Shawnee, Westin Ballroom Level (100)

## STAFF MANAGEMENT

### Taking the dead out of deadlines

Does your staff struggle to make deadlines? Deadlines are like a Chipotle burrito; they can't be eaten in one bite. You have to make it through them bite by bite. Explore how to structure mini-deadlines, so you can make all your deadlines.

Ronna Sparks-Woodward, MJE, Liberty (Missouri) North High School; Karen Johnson, Lawson (Missouri) High School; and Jessica Flowers, Lee's Summit (Missouri) High School

Noon, Westport, Westin Ballroom Level (50)

## 1 p.m.

## GENERAL AUDIENCE

### Many skills = Many jobs

With so many industries merging and a wider set of skills needed, it's important to learn how to best utilize different tools across multiple jobs. Versatility is an underrated trait, but has become more prominent in today's workforce. This session will highlight how to utilize media skills across multiple industries and the art of building side jobs into your life for extra experience, money and connections.

Alex Fernando, University of Nebraska-Lincoln College of Journalism and Mass Communications

1 p.m., Gillham Hall, Sheraton Lobby Level

## STAFF MANAGEMENT | ONLINE

### 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 HS, Parkland, Florida

1 p.m., Chouteau A, Sheraton Mezzanine Level (95)

## 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., Exhibit Hall Foyer, Sheraton Mezzanine Level

## BROADCASTING & MULTIMEDIA

### Reporting on deadline for a commercial TV station

From pitching stories to interviewing, shooting video, writing and editing, Missouri School of Journalism students working for KOMU-TV do it all. Learn how students manage their time gathering content for digital and on-air platforms for an NBC-affiliated commercial television station. This session will showcase what it's like to report on and produce news on a tight deadline.

Elizabeth Frogge, KOMU TV, Missouri School of Journalism, Columbia

1 p.m., Chouteau B, Sheraton Mezzanine Level (130)

## LEADERSHIP & TEAM BUILDING

### Leading your peers to professional success

Leading is hard. Leading other students as a student is even harder. This interactive session will give students the tools to lead with empathy and build a positive, productive culture within their staff. Coming from two college students with years of experience leading peers at the high school and college levels, this session will help students discover their own leadership style and lead their newsroom with confidence.

Anna Colletto and Sydney Lewis, University of Missouri School of Journalism, Columbia

1 p.m., Empire A, Sheraton Mezzanine Level (105)

## GENERAL AUDIENCE

### Extreme work ethic

This presentation will focus on defining, identifying and finding ways to improve one's work ethic. It will be important to dive into the three key components of an extreme work ethic. These components are: persistence, productivity and ownership. The session will include examples of what extreme work ethic looks like, how to apply actionable steps and steps on how to help improve that work ethic.

Cliff Bunville, Cliff Bunville Solutions LLC, Salina, Kansas

1 p.m., Empire B, Sheraton Mezzanine Level (105)

## NEWSGATHERING

### Doing better interviews

Learn how to better prepare for interviews and how to get just about anyone to talk to you. We'll talk about strategies to overcome your own fear of asking tough questions and ways to be ethically fair with sources.

Mark Horvit, University of Missouri School of Journalism, Columbia

1 p.m., Empire C, Sheraton Mezzanine Level (105)

## WRITING | EDITING

### Insert headline here

Learn how to write clever, accurate headlines to draw readers into stories using strong verbs, puns and alliteration in this interactive session. Student editors will demonstrate how they brainstorm ideas, audience members will create their own headlines, and winners will get prizes.

Susan Sutton, MJE, Archbishop Riordan HS, San Francisco

1 p.m., Brookside, Westin Lobby Level (90)

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



## Spring award winners



**H.L. Hall National Yearbook Adviser of the Year**  
**C. Dow Tate**  
 SHAWNEE MISSION EAST HIGH SCHOOL  
 PRAIRIE VILLAGE, KANSAS



**Linda S. Puntney Teacher Inspiration Award**  
**Becky Tate**  
 SHAWNEE MISSION NORTH HIGH SCHOOL  
 OVERLAND PARK, KANSAS

### Distinguished Yearbook Advisers

**Makena Busch, CJE**  
 MEAD HIGH SCHOOL  
 SPOKANE, WASHINGTON

**Jim McCrossen**  
 BLUE VALLEY NORTHWEST HIGH SCHOOL  
 OVERLAND PARK, KANSAS

**Barbara Tholen, MJE**  
 LAWRENCE (KANSAS) HIGH SCHOOL

### Special Recognition Yearbook Advisers

**Jason Davis, CJE**  
 APACHE JUNCTION (ARIZONA) HIGH SCHOOL  
 AND CACTUS CANYON JUNIOR HIGH SCHOOL

**Glenn Krake, CJE**  
 WEST LINN (OREGON) HIGH SCHOOL

**Sharon Kubicek**  
 ROUND ROCK (TEXAS) HIGH SCHOOL

**Christina Manolis, MJE**  
 OAKVILLE HIGH SCHOOL, ST. LOUIS

### Future Administrator Scholarship

**Diala Chaney**  
 OXFORD (MISSISSIPPI) HIGH SCHOOL

### Diversity Award

**Sergio Yanes, MJE**  
 ARVADA (COLORADO) HIGH SCHOOL

### Lifetime Achievement

**William B. Allen**  
 CHARLOTTE, NORTH CAROLINA

**Candace Perkins Bowen, MJE**  
 STOW, OHIO

**John Bowen, MJE**  
 STOW, OHIO

**Michele Dunaway, MJE**  
 KIRKWOOD, MISSOURI

**Mark Goodman**  
 AKRON, OHIO

**Marva Hutchinson**  
 CHARLOTTE, NORTH CAROLINA

**Jeff Kuchno**  
 ST. LOUIS

**Kathy Schrier, MJE**  
 SEATTLE

**Nancy Smith, MJE**  
 EUREKA, MISSOURI

Learn more about upcoming JEA awards deadlines, JEA certification and other JEA programs at [JEA.org](http://JEA.org)

## Recent certification and renewal recipients



### Master Journalism Educator

**Morgan Bricker**, Weir HS, West Virginia  
**Pedro Cabrera**, University of Texas at San Antonio  
**Sarah Weekley**, Shawnee Heights HS, Kansas

### Certified Journalism Educator

**Meredith Bledsoe**, Varsity Yearbooks, Texas  
**Mackenzie Brockman**, Varsity Yearbooks, Kansas  
**Lindsay Coppens**, Algonquin Regional HS, Massachusetts  
**Eilidh Gill**, Pictavo, Minnesota  
**Matt Johnson**, Varsity Yearbooks, Washington  
**Scott Kreher**, Clayton HS, Missouri  
**Cassidy Kyle**, Leonard's Studios, Florida  
**Ed Larsen**, Walsworth Yearbooks, Missouri  
**Patrisa Marciano**, Varsity Yearbooks, Indiana  
**Zachary Morrison-Ruiz**, McKinney North HS, Texas  
**Erin Schneider**, Redwood, California  
**Mauri Sparks**, Austin High School, Texas  
**Christy Transier**, Seabreeze HS, Florida  
**Nicki Weiss**, Naperville Central HS, Illinois  
**Jacob Wilkin**, Wichita West HS, Kansas

**Devin Wolfel**, Varsity Yearbooks, Kansas  
**Matt Wyatt**, St. Andrew's College, Ontario

### MJE renewals

**Erin Coggins**, Sparkman HS, Alabama  
**Sandra Coyer**, Puyallup HS, Washington  
**Janet Ewell**, retired, California  
**Joann Gage**, Mount Vernon HS, Iowa  
**Christina Geabhart**, Oak Park HS, Missouri  
**Brenda Gorsuch**, retired, North Carolina  
**Kathy Habiger**, Mill Valley HS, Kansas  
**Nancy Hastings**, retired, Indiana  
**Ann Hayman**, Arlington HS, Washington  
**Jessica Hunziker**, Castle View HS, Colorado  
**Amy Morgan**, Shawnee Mission West HS, Kansas  
**Natalie Niemeyer-Lorenz**, Des Moines East HS, Iowa  
**Alana Van Der Sluys**, Kinnelon HS, New Jersey  
**Audrey Wagstaff**, Wilmington College, Ohio  
**Anita Wertz**, retired, Wyoming  
**Bretton Zinger**, New Bedford HS, Massachusetts  
**Stan Zoller**, retired, Illinois

### CJE renewals

**Jessica Augustine**, Hays HS, Kansas  
**Angela Banfield**, Odyssey Early College and Career Options, Colorado  
**Bonnie Blackman**, Jostens, Minnesota  
**Jason Block**, Prospect HS, Illinois  
**Laura Bowe**, King School, Connecticut  
**Rick Brooks**, Jostens, Minnesota  
**Tim Cain**, Pinkerton Academy, New Hampshire  
**Shari Chumley**, Tupelo HS, Mississippi  
**Kristen DiGiorgio-Kadich**, Metea Valley HS, Illinois  
**Scott Geesey**, Jostens Yearbooks, Pennsylvania  
**Susan Gillam**, Walsworth, Pennsylvania  
**Leah Glotzbach**, Episcopal School of Jacksonville, Florida  
**Karl Grubaugh**, Sacramento State University, California  
**Cody Harrell**, East Lansing High School, Michigan  
**Marina Hendricks**, South Dakota State University  
**Krystle Hoisington**, Lindbergh Schools, Missouri  
**Alex Intihar**, Jostens, Minnesota

**Donald Johnson**, Webster Groves HS, Missouri  
**Dan Kerns**, retired, Illinois  
**Leland Mallett**, Legacy HS, Texas  
**Brian Martinez**, Jostens, Minnesota  
**Patrick Moring**, Rampart HS, Colorado  
**April Moss**, Pike HS, Indiana  
**Emily Pyeatt Arnold**, Aledo HS, Texas  
**Cynthia Reves**, McKinley HS, Hawaii  
**Kari Riemer**, Hendrickson HS, Texas  
**Tripp Robbins**, Eastside College Preparatory School, California  
**Bridget Sherrill**, Varsity Yearbooks, Indiana  
**Heather Springer**, Olathe South HS, Kansas  
**Staci Toporek**, Governor Livingston HS, New Jersey  
**Mitch Ziegler**, retired, California  
**Beth Zilk**, Mountain View HS, Oregon  
**Kathleen Zwiebel**, Columbia Scholastic Press Association, New York

# SATURDAY 1 p.m.

## MARKETING & AUDIENCE ENGAGEMENT

### Creating a promo

Learn how to make an effective advertisement from understanding the product to reaching your target audience and beyond. This hands-on workshop will show you step-by-step how to take your product marketing to the next level! Put these skills to the test creating your own advertisement. Emma Dostal, University of Nebraska-Lincoln College of Journalism and Mass Communications, Roscoe, Illinois  
1 p.m., Signboard 2, Westin Lobby Level (40)

## EDITING

### Copy editing for the next generation

In this session, students and advisers will hear from a longtime journalist and journalism professor about crafting a style guide for a newsroom of up-and-coming journalists. From crafting guidance that's relevant to the next generation of writers to finding new and creative ways to deliver the information, this session is designed to get everyone in your newsroom engaged with the copy editing process. Laura Davis, University of Southern California, Los Angeles  
1 p.m., Union Hill West, Westin Lobby Level (35)

## LAW & ETHICS

### Tacking student publications at private and independent schools

Join David Cutler, director of the Private School Journalism Association, for a dynamic session exploring the unique challenges and opportunities in student journalism at private and independent schools. Engage in discussions about navigating limited protections, sharing success stories and gaining support to overcome obstacles. Advisers and students are welcome! David Cutler, Brimmer and May School, Chestnut Hill, Massachusetts  
1 p.m., Union Hill, Westin Lobby Level (35)

## LEADERSHIP & TEAM BUILDING

### Planning your summer retreat workshop

If you're looking for ways to improve your program, you need to run a great summer retreat. Participants will learn how to plan, schedule and run workshops at their own summer retreat. Wendy Connelly, Amador Valley HS, Pleasanton, California  
1 p.m., Washington Park Place 3, Westin Lobby Level (130)

## GENERAL AUDIENCE

### Marketing yourself in a overly marketed world

Feeling like the media industry is oversaturated? Unsure how to make yourself stand out? Learn how to create your career personal brand and set yourself apart from the rest via social media, in-person networking and personal development. Bella Rainey, 6AM City, Kansas City, Missouri  
1 p.m., Century Ballroom A, Westin Ballroom Level (480)

## GENERAL AUDIENCE

### The future of journalism

The death of the smartphone has begun and will accelerate in 2028 when consumer augmented reality eyewear will be available to the masses. From there we will see the public capturing news stories in AR, tagging them to physical locations, which can be rediscovered later by everyone. The internet is the process of transitioning from 2D to 3D and the story of the news business will be entirely rewritten. Neil Mandt, Los Angeles  
1 p.m., Century Ballroom B, Westin Ballroom Level (450)

## MARKETING & AUDIENCE ENGAGEMENT | ONLINE | ELECTION STRAND

### Not your mama's Instagram

From the hard-hitting election coverage to more whimsical pop-culture topics, journalists are using Instagram for the storytelling forms our readers crave. We'll look at the smart ways news organizations — high school, college and the pros — are using Instagram to tell stories. Amy DeVault, Wichita (Kansas) State University  
1 p.m., Century Ballroom C, Westin Ballroom Level (768)

## PHOTOJOURNALISM

### What weddings teach us about photojournalism

Come hear one of the top wedding photographers in the country talk about how candid photography can tell not just news stories but love stories as well. It's all about trust: establishing trust with subjects who are willing to be their vulnerable selves in front of your camera. Come for the photos and stay for some incredible wedding stories. Tyler Wirken, Wirken photography, Kansas City, Missouri  
1 p.m., Liberty, Westin Ballroom Level (320)

## LAW & ETHICS | NEWSGATHERING

### 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.  
1 p.m., Mission, Westin Ballroom Level (130)

## GENERAL AUDIENCE

### How to justify a journalism major to your parents

"Journalism is dying. Why would you major in that?" It's a question many journalism students face. Contrary to this assumption, journalism isn't dying — it's changing. Today, the demand for accurate, trustworthy reporting has never been higher. Students are pivotal in driving journalism forward amid these transformations, shaping decisions regarding the production and distribution of news. In this session, we will discuss strategies for explaining your career path to the skeptics in your life. Nick Mathews, University of Missouri School of Journalism  
1 p.m., Pershing Place East, Westin Ballroom Level (100)

## 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 1 p.m., Terrace, Sheraton Mezzanine Level

## BROADCASTING & MULTIMEDIA | NEWSGATHERING

### Stereotypical Barbie: The base for interviewing

If you want to make your interviews look beautiful, sound crisp and feel amazing, this is the session for you. Walk away with a comprehensive list to kickstart their quality — from the interview to the editing room. Beginner to intermediate journalists and filmmakers can gain insights. Ethan Fey and Pancho Morris, Mountain View (California) HS  
1 p.m., Pershing Place North, Westin Ballroom Level (150)

## WRITING

### Reviews you can use

This session will focus on pop culture, school and local reviews and opinions. We'll cover film, TV, music, theater, dance, restaurants and attractions and 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  
1 p.m., Pershing Place South, Westin Ballroom Level (150)

## BROADCASTING & MULTIMEDIA

### How to start a broadcast

In this session we will talk about how to start a broadcast from scratch, even with a small staff — from equipment to number of crew, ways to manage your team and how to schedule your broadcast. Liz Hayes, Liberty High School, Lake St. Louis, Missouri  
1 p.m., Pershing Place West, Westin Ballroom Level (118)

## NEWSGATHERING

### They won't say "yes" unless you ask them

If journalists really want access, interviews, and fresh and fabulous content, they have to go get them. Uncover some tips, tricks and strategies to reach the people you want to reach and get what you want to get. John Vitti, Headliners in Education, Boston  
1 p.m., Presidents, Westin Ballroom Level (45)

## STAFF MANAGEMENT | LEADERSHIP & TEAM BUILDING

### When students take charge

What does it take for students to truly run their school's publication? From staff building to ad sales, attendees will see real-life examples of what students can (and should) be doing to successfully run their school's publication. Raylynn Thompson, Plant City (Florida) High School  
1 p.m., Shawnee, Westin Ballroom Level (100)

## 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. Meag Abo, Bryant (Arkansas) Middle School  
1 p.m., Westport, Westin Ballroom Level (50)



FEATURED SPEAKER



DIVERSITY EMPHASIS



GOOD FOR BEGINNERS

# SATURDAY 1 p.m.

ADVISING

## Making the classroom flow

How do you organize your classroom to get the best flow for student success? Let's take a look at how to break down your classroom and organizational tips to ensure that your students are being given all the tips they need to get the yearbook done that is on time and sold out. (I have handouts with this, too, if you want.)

Sara Gonzales, Paetow High School, Katy, Texas

1 p.m., Crossroads, Westin Executive Office Level (60)

## 2 p.m.

GENERAL AUDIENCE

## Careers in journalism

You are not limited to traditional reporting, designing and broadcasting roles in the media. Learn more about the fascinating and rewarding careers connected to journalism from a seasoned professional.

Steve Rottinghaus, University of Kansas, Lawrence

2 p.m., Gillham Hall, Sheraton Lobby Level



LEADERSHIP & TEAM BUILDING

## (Re)building staff culture

Creating a team from scratch? Recalibrating after a big graduating class? Rebooting after a full-on staff meltdown? Whether you're starting over or just starting out, come get ideas (and share your own) for finding connections, forging bonds and building bridges between staff members.

Margaret Robertson, CJE, St. Mary's Episcopal School, Memphis, Tennessee

2 p.m., Chouteau A, Sheraton Mezzanine Level (95)



GENERAL AUDIENCE

## Navigating journalism in college

For seniors heading off to college or juniors beginning the application process, learn how to make the most of studying communications after high school. We'll also discuss strategies for making your college admissions and financial aid applications as strong as possible.

Kelly Furnas, MJE, Elon (North Carolina) University

2 p.m., Chouteau B, Sheraton Mezzanine Level (130)



PHOTOJOURNALISM

## Stop their scroll with stop motion photography

Need to freshen up your publication's Instagram account? Looking for a way to stop your audience from scrolling



past your content on socials? Consider tossing stop motion photography into the mix to add a new visual element and stop your audience in their tracks. Francis Howell North High School students will share their process, challenges and successes, and what it can do for your social media.

Jordyn Kiel, CJE, Francis Howell North High School, Saint Charles, Missouri

2 p.m., Empire A, Sheraton Mezzanine Level (105)

GENERAL AUDIENCE

## Being a go-getter: How to grasp opportunities

Life doesn't always fall into place the way you plan it. If you can be open to facing your challenges and working through them, you also might be opening your life to amazing, unexpected opportunities.

Sheridan Fawcett, Daphne High School, Fairhope, Alabama

2 p.m., Empire B, Sheraton Mezzanine Level (105)

NEWSGATHERING

## Searching the web like an investigative reporter

Learn how to search for information and background individuals using the methods investigative reporters use. You'll leave the session with new skills and new ways of searching for information online.

Mark Horvit, University of Missouri School of Journalism, Columbia

2 p.m., Empire C, Sheraton Mezzanine Level (105)

# IOWA



**WRITE  
YOUR OWN STORY**



During speed networking students interact with professionals working across media industries.



Students get to know peers and faculty members at School events throughout the year.



Students meet with SJMC alumna and professionals in our Student Center and classes.



SJMC students create audio stories in our podcast studio.

## School of Journalism and Mass Communication

The School of Journalism and Mass Communication prepares students for careers across a range of communication and media professions.

We are the only unit in Iowa that specializes in teaching reporting, strategic communication, and multimedia storytelling. At the UI-SJMC, we prepare students to take the first steps in their communication and media careers. This preparation includes robust academic advising, opportunities to participate in student groups including the award-winning *Daily iowan* and *Daily iowan TV*, and an extensive internship and career advising program.

The SJMC also connects students with a network of alumni who work at most every major media outlet in the country. Through generous donations from alumni and supporters, the SJMC provides its students with over \$200,000 in scholarships annually.

Graduates go on to careers that span communication and media professions. Recent graduates work as reporters, digital content producers, news producers, communication specialists, marketing directors and digital and social media storytellers for companies like:

Tampa Bay Times  
PBS Newshour  
Voice of San Diego  
ESPN  
Nike  
The NFL  
The Big Ten Network  
Walt Disney Company

August Jackson  
USA Today  
The Washington Post  
The New York Times  
The Associated Press  
Iowa Public Radio  
Google  
Fox Sports

100 Adler Journalism Bldg.  
Iowa City, IA 52242  
journalism.uiowa.edu

319-335-3486  
SJMC@uiowa.edu



# SATURDAY 2 p.m.

DESIGN | YEARBOOK

## How to be a groundbreaking designer

Have you ever designed a yearbook spread but did not know how to add some extra sparkle to make it stand out? Join an AIPA and NPSA award-winning designer as she walks you through how to take a basic yearbook spread to the next level through innovative use of typography and graphic design. Designers will look at how to take inspirational photos and use them to make standout yearbook spreads in real time.

Tiffany Hutcheson, Apache Junction (Arizona) High School  
2 p.m., Brookside, Westin Lobby Level (90)

ADVISING

## Small staff, large project/school? No problem.

This session will cover how to tackle a large school publication with a small mighty staff (or a large staff): Organization, organization and organization. From Google Folders, story prep, calendars, ladders and including more student coverage, we'll talk about some techniques that have worked for us and how to apply them to your program.

Janel Mikels, Valley High School, West Des Moines, Iowa  
2 p.m., Signboard 2, Westin Lobby Level (40)

MARKETING & AUDIENCE ENGAGEMENT | ONLINE

## Using social media to market your program

Use social media to market your yearbook program. It can boost sales and help recruit future yearbook members.

Melissa Cameron, Casa Roble HS, Orangevale, California  
2 p.m., Union Hill West, Westin Lobby Level (35)

WRITING

## How to write award-worthy opinion articles

Dive into the world of opinion writing with David Cutler, adviser to The Gator, known for its robust opinion section. This interactive session is an ideal opportunity for advisers and students to sharpen their skills. Explore the nuances of creating award-winning articles, engage in stimulating discussions and gain invaluable insights.

David Cutler, Brimmer and May School, Chestnut Hill, Massachusetts

2 p.m., Union Hill, Westin Lobby Level (35)

EDITING

## Style guide smackdown: A word nerd competition

Do semicolons make you cringe? Em-dashes: love or hate? When you're the editor, you'll have to take a stand. In this session, let's debate the great editorial style question of our times — is the Oxford comma an act of aggression? Then, get in teams to argue opposing stances. Winners get a prize!

Jennifer Wilson, Drake University, Des Moines, Iowa  
2 p.m., Washington Park Place 2, Westin Lobby Level (130)

WRITING | ONLINE

## 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  
2 p.m., Washington Park Place 3, Westin Lobby Level (130)

MARKETING & AUDIENCE ENGAGEMENT | ONLINE

## Reach more people with your social media content

Social media can be a powerful channel for finding a larger audience for your news and information content. But the algorithms behind these platforms have their own goals. We will talk about how to ensure what you post reaches the most people possible — without having to "go viral."

Sarah Cavanah, Southeast Missouri State University, Cape Girardeau, Missouri  
2 p.m., Century Ballroom A, Westin Ballroom Level (480)

GENERAL AUDIENCE

## How to succeed in the media industry

Five-time Emmy-winner Neil Mandt shares his hard-fought lessons of how to succeed in the media industry. From working as an on-camera talent in a top 10 market at the age of 20, to being the producer in charge of the O.J. Simpson criminal trial for ABC News, to creating an AI news platform, Mandt has seen it and knows how to innovate.

Neil Mandt, Los Angeles, California  
2 p.m., Century Ballroom B, Westin Ballroom Level (450)

GENERAL AUDIENCE

## Why we share news

In today's online landscape, news content is not only consumed by individuals but redistributed by them. Across all social media platforms, users are encouraged to share and disseminate information widely. A key question arises: What does the news audiences share say about those who share it? This question underscores the pivotal role that even the youngest news consumers play in the contemporary journalism ecosystem.

Nick Mathews, University of Missouri School of Journalism, Columbia  
2 p.m., Century Ballroom C, Westin Ballroom Level (768)

STAFF MANAGEMENT

## Start well, end well

This session will help you get your staff off to a good start for a successful and better finish. Presenters will share insight and a plan for what needs to be done that first month to ensure you have a successful yearbook including staff management, summer boot camps and team building. These ideas can be modified for yearbooks of all sizes: middle-level, small town, large staff and more.

Shalaine Blazic, USD 365- Garnett, Kansas; Laura Hayden, JEA mentor, Rose Hill, Kansas; and Sharon Rott, Kinsley-Offerle USD 347 Public Schools, Kinsley, Kansas  
2 p.m., Liberty, Westin Ballroom Level (320)

GENERAL AUDIENCE

## Power of portfolios

Find out why to include portfolios as an essential part of your publication program. Students: Learn the benefits of having a polished portfolio from the 2023 JEA Journalist of the Year. Advisers: Hear how to use portfolios as an assessment tool to grade all students equitably, which honors diversity and promotes inclusion.

Louisa Avery, MJE, The American School in London, England; and Grace Hamilton, Columbia University, New York  
2 p.m., Mission, Westin Ballroom Level (130)

DESIGN | YEARBOOK

## It's all in the details

Busy typography and complicated graphics confuse your readers and send the wrong message. Attention to detail 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  
2 p.m., Pershing Place East, Westin Ballroom Level (100)

GENERAL AUDIENCE | YEARBOOK

## Yerds and sports: Navigating two different worlds

There is often a divide/friction between those in the YERD world and the world of high school athletics. This session is designed to help advisers and staff members to manage that gap and deliver the best possible athletic content for your spreads.

Paul Schreel, Combs High School, San Tan Valley, Arizona  
2 p.m., Pershing Place South, Westin Ballroom Level (150)

MEDIA LITERACY

## Media: Using the enneagram to teach media literacy

Ever wonder why certain news media make you feel happy, anxious or angry? This session will allow you to explore why certain news media cause you to feel different emotions, how to check the validity of that news and how to interact with these media posts. Tap into who you are and how you interact with the media.

Sheila Moore, Warrensburg (Missouri) Middle School  
2 p.m., Pershing Place West, Westin Ballroom Level (118)

LEADERSHIP & TEAM BUILDING

## Survival guide to student leadership

Three student editors from Athens Drive Magnet High School will share yearbook team development from a student-leader perspective. Discover ways to connect with your staff through icebreakers, partnering members together, giving everyone a voice, supporting first year staffers and leading through the experience. This is an ideal session for student leaders.

Elizabeth Luna, Athens Drive Magnet HS, Raleigh, North Carolina  
2 p.m., Shawnee, Westin Ballroom Level (100)

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



# SATURDAY 3:30 p.m.

## ADVISING

### Showcase your work

Five high school teachers, including this year's JEA Yearbook Adviser of the Year, will share how they put on a district-wide journalism showcase each year for the past five years. Come learn how to put those tri-fold boards to use educating others about what students learn in journalism classrooms. Think science fair meets real-world learning.

Amy Morgan, MJE, Shawnee Mission West HS, Overland Park, Kansas; Dow Tate, Shawnee Mission East HS, Prairie Village, Kansas; Becky Tate, Shawnee Mission North HS, Overland Park, Kansas; Tucker Love, Shawnee Mission South HS, Overland Park, Kansas; Chris Heady, Shawnee Mission Northwest HS, Shawnee, Kansas

2 p.m., Westport, Westin Ballroom Level (50)

## ADVISING | MEDIA LITERACY

### Using hip hop to understand news literacy

Interested in looking for resources to help your students become news literacy certified? This session will look at the resources available with News Literacy Project available to

teachers and students helping with misinformation and proper research. Look at using these resources to help your publication and writing to become a valuable asset to your communities through a lesson tied to hip-hop.

Sara Gonzales, Paetow High School, Katy, Texas

2 p.m., Crossroads, Westin Executive Office Level (60)

## EVENT

### JEA Outreach Academy wrap-up

Outreach Academy participants will meet to review their convention experience and best practices to bring new knowledge back to the classroom.

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

2 p.m., Governors, Westin Fifth Floor (25)

## MEETING

### JEA board wrap-up

JEA board members meet to follow up on convention action items.

Val Kibler, MJE, Harrisonburg (Virginia) High School

2 p.m., Senators, Westin Fifth Floor (25)

## 3:30 p.m.

## EVENT

### Awards ceremony

The convention comes to a close with the Saturday awards presentations. JEA announces the 2024 Journalist of the Year and National Student Media Contests winners. NSPA recognizes Pacemakers for Innovation, Literary Arts Magazine, Online and Yearbook as well as Best of Show.

3:30-6 p.m., Sheraton Grand Ballroom, Sheraton Ballroom Level

# Thank you for a great convention!

We hope you had an outstanding experience, made some friends, and gained new knowledge and skills you will take back to your student media staff.



## SESSION SURVEYS

Please complete the session evaluation for each session you attended in the convention app — download the app on Page 3.

## CONVENTION EVALUATION

Next week, we will email attendees the overall convention evaluation survey.

We value your feedback. Your ratings and comments will help us to continue to improve the convention experience.

# journalismconvention.org

## Save the dates!

### Nov. 7-10, 2024 Philadelphia

Registration opens in August

#### Early bird rates

JEA and/or NSPA members \$125

Nonmembers \$175

#### Standard rates

JEA and/or NSPA members \$145

Nonmembers \$195

#### Philadelphia Marriott

\$239 per night

plus taxes and service fees

[fall.journalismconvention.org](http://fall.journalismconvention.org)

### April 24-26, 2025 Seattle

Registration opens February 2025

#### Early bird rates

JEA and/or NSPA members \$125

Nonmembers \$175

#### Standard rates

JEA and/or NSPA members \$145

Nonmembers \$195

#### Sheraton Grand

\$249 singles/doubles, \$259 triple/quad

plus taxes and service fees

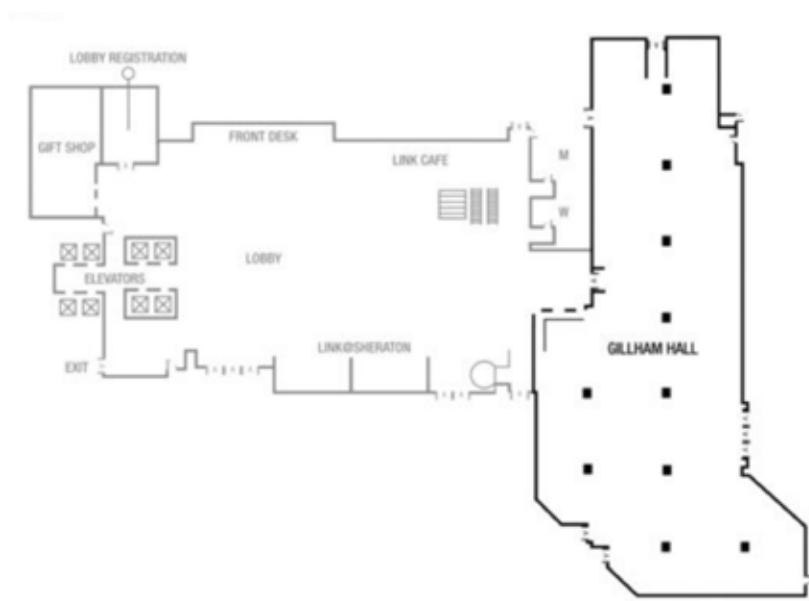
[spring.journalismconvention.org](http://spring.journalismconvention.org)

WEBSITE OPENS MAY 2024

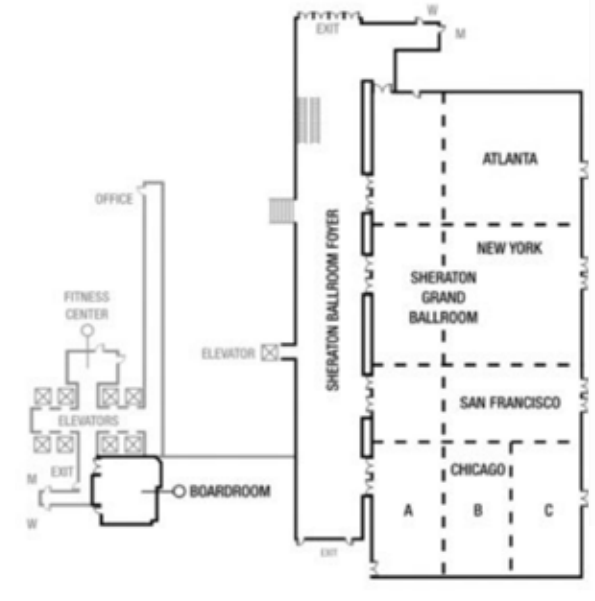


# CONVENTION MAPS

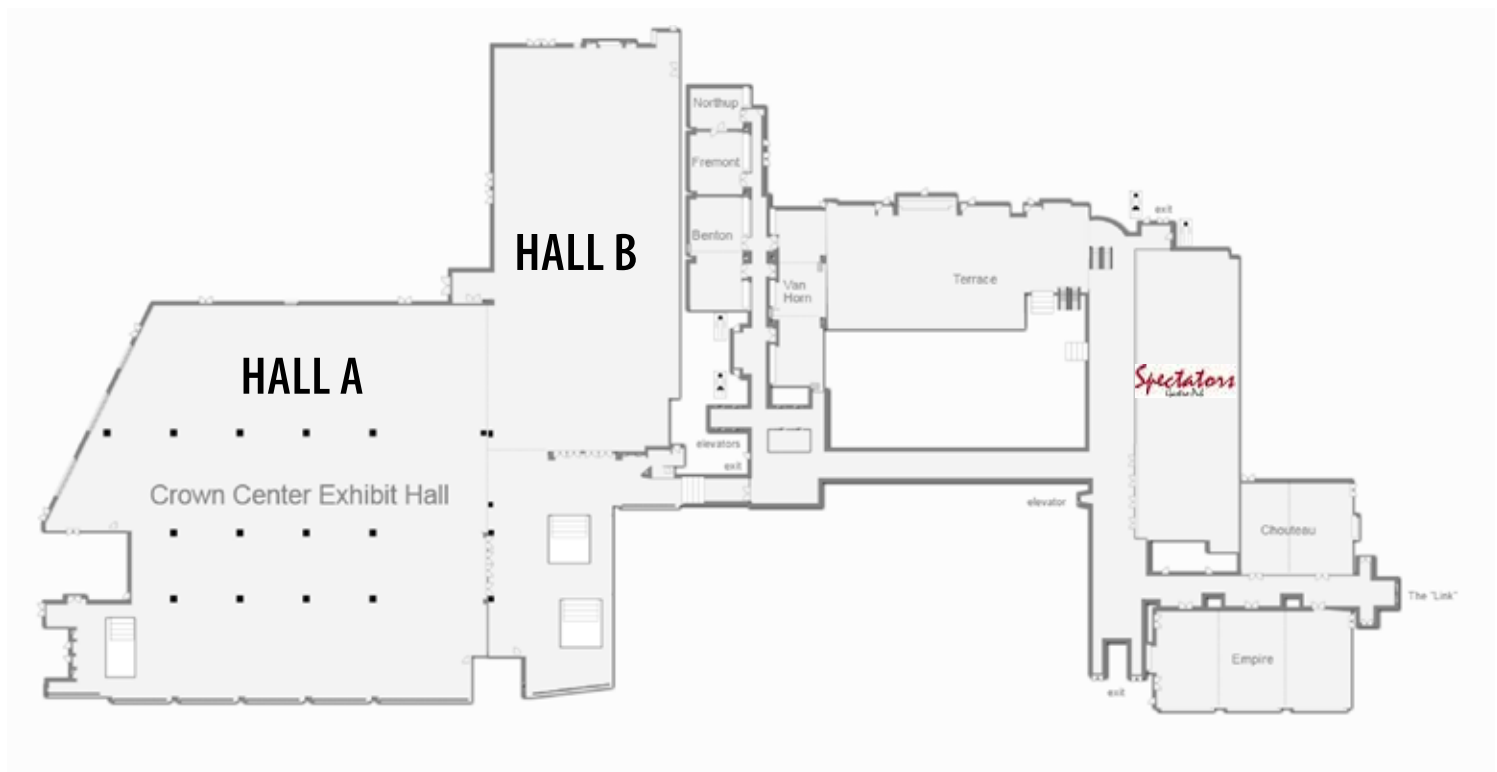
## SHERATON LOBBY LEVEL



## SHERATON BALLROOM LEVEL

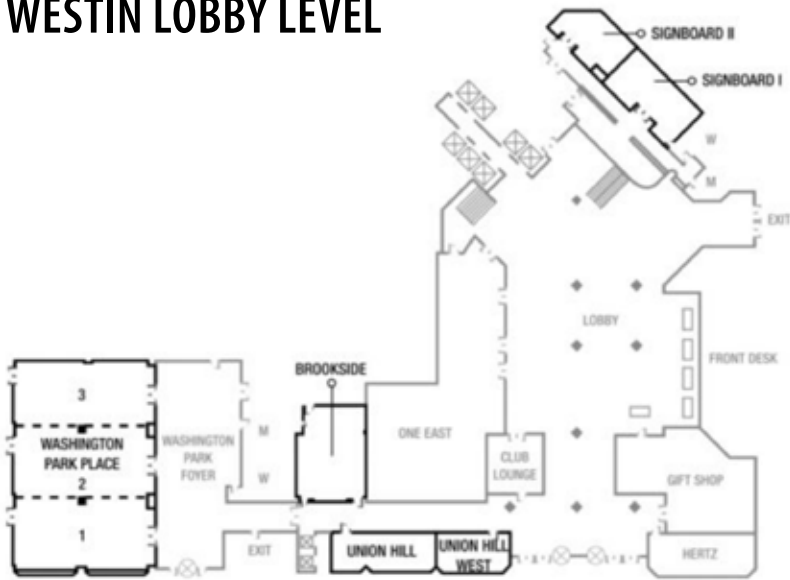


## SHERATON MEZZANINE LEVEL

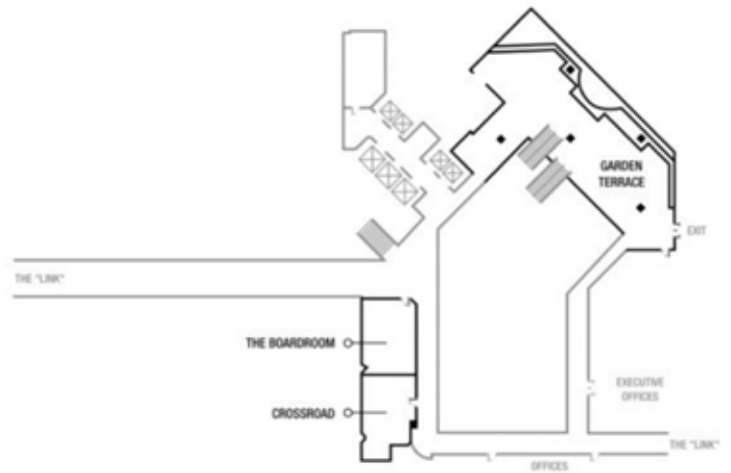


# CONVENTION MAPS

## WESTIN LOBBY LEVEL



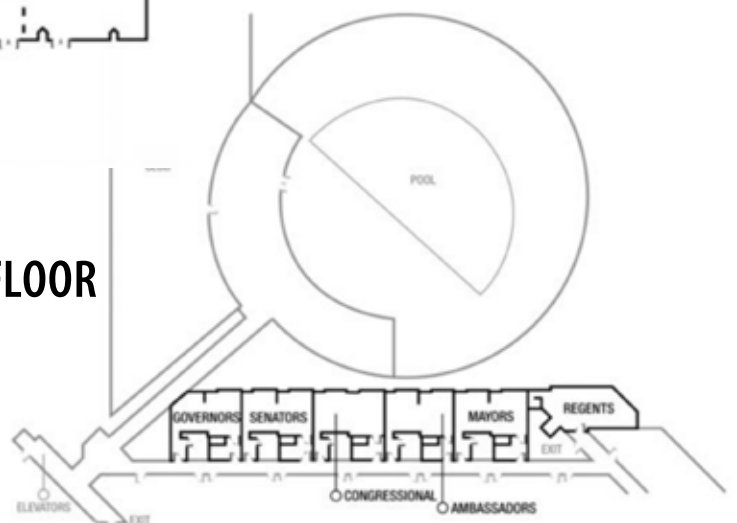
## WESTIN EXECUTIVE OFFICE LEVEL



## WESTIN BALLROOM LEVEL



## WESTIN FIFTH FLOOR





POSSIBILITIES  
VOL. 10

Discover the bold choices  
& creative genius that exist  
when you dare to imagine  
what's **POSSIBLE.**

FLIP THE

FRISC

RI

WITH VOL. 10 OF  
**POSSIBILITIES**

Let us introduce you to  
our 352-page showcase  
of yearbook excellence,  
featuring 1000+ examples  
from 455 schools across  
43 states nationwide.

PRT



**ARE YOU READY FOR IT?**

Scan this QR Code or stop by our booth  
to reserve your very own copy today!

THE MOST TRUSTED NAME IN YEARBOOKS

**Walsworth** yearbooks