Fall National High School Journalism Convention

Nov. 17-20, 2011
Minneapolis Convention Center
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Welcome
It all starts here at the JEA/NSPA Fall National High School Journalism Convention in Minneapolis, where you will find hundreds of instructional sessions covering writing, editing, design, broadcasting, photography, advertising and digital media, as well as personal and staff recognition.

Featured speakers
Join featured speakers each day as these professionals offer advice and suggestions, relating stories from their careers.

Special events
As if hundreds of instructional sessions weren’t enough, this convention also offers a trade show, student contests, activities for advisers and other opportunities to get to know your fellow convention-goers.

ON THE COVER: Large photo: Minneapolis skyline at dusk with Spoonbridge and Cherry by Claes Oldenburg and Coosje van Bruggen. 1985-1988. Aluminum, stainless steel, paint. Collection Walker Art Center. Gift of Frederick R. Weisman. Smaller photos (L-R): Mall of America; Mary Tyler Moore statue on Nicollet Mall in downtown Minneapolis; Weisman Art Museum, night view; Hennepin Avenue, Theater District. Above Photo: Hennepin Avenue theaters. (Photos courtesy of Meet Minneapolis.)
... in Minneapolis

From the land of innovation that designed products from Post-it Notes to Scotch tape and introduced activities from indoor shopping malls to water skiing, we’re confident Minneapolis will be the place great ideas start.

Duchesne Paul Drew will open the convention Thursday night. Prior to his current position as the Star Tribune’s managing editor for operations, Drew worked in several areas of journalism – writing, reporting, editing – and he will share his experiences during Thursday night’s keynote address. We are also pleased to have Vadim Lavrusik as the Friday afternoon keynote speaker. As the Journalist Program manager at Facebook, he will bring a progressive viewpoint on the future of social networking and its effect on journalism.

As a highlight to the convention experience, Minnesota Public Radio will broadcast its Friday “Midmorning” show live from the Minneapolis Convention Center. Hosted by MPR’s Kerri Miller, the program will be broadcast throughout the Upper Midwest and streamed live over the Internet.

Another new type of learning experience will start in Minneapolis. The Learning Lab is a designated area of the exhibit hall staffed by experts on a variety of topics for three 15-minute sessions per hour. No advance registration is necessary; just show up and listen to the speaker. Additionally, for the first time, online publications will be able to participate in the on-site critiques.

The convention program has a vast array of featured speakers including an author, a judge and local newspaper veterans including a Pulitzer Prize winner. Topics range from presidential campaign coverage to arts coverage. Issue seminars will provide students with information about reporting on GSAs, prescription drugs, covering the uncomfortable, or the changing face of the school.

When the convention day ends, the Twin Cities still has much to offer. Whether you’re a theater buff or sports nut, the Twin Cities has it all. You can catch a show at the Guthrie Theater or attend a Wild game. The vibrant Uptown area, which is a short cab ride away, presents a unique experience to walk around three urban lakes and offers many one-of-a-kind dining and shopping experiences. Closer to the hotels and convention center, delegates may stroll by the legendary wall at First Avenue, which highlights some of the artists who have played there.

Shopping and a food court are a quick walk down Nicollet Avenue to Gaviidae Commons mall. For those of you who want even more stores, the Mall of America is a short light rail ride away. The MOA has more than 500 stores and an amusement park in its center.

And finally, Minneapolis could not be a more fitting location for the celebration of NSPA’s 90th anniversary. NSPA will mark its 90th anniversary with a reception for advisers, friends and former NSPA staffers 5:45 p.m. Saturday. Refreshments will be served, and historic scholastic journalism memorabilia will be displayed. Come help NSPA celebrate 90 great years!

On behalf of the local committee, we’d like to welcome you to the JEA/NSPA Fall National High School Journalism Convention. We’re excited to welcome you to the Twin Cities and show what they have to offer. It starts here … and now.

— Laurie Hansen, CJE, and Lori Keekley, MJE
Local Convention Committee Co-chairs
Proclamation

WHEREAS, the First Amendment to the Constitution of the United States of America guarantees freedom of speech and of the press, and Article I of the Constitution of the State of Minnesota also guarantees the liberty of the press; and

WHEREAS, the largest group of working journalists in America is comprised of student journalists; and

WHEREAS, student journalists perform a vital civic role in their schools and communities through responsible, fair and accurate coverage of important topics; and

WHEREAS, the Journalism Education Association and National Scholastic Press Association bring together at their joint national convention thousands of journalism students, educators and professionals for a weekend of learning, exchanging ideas, competition, recognition and celebration; and

WHEREAS, the year 2011 marks the 90th anniversary of the National Scholastic Press Association, headquartered in the City of Minneapolis; and

WHEREAS, Minneapolis prides itself on educational excellence and vibrant free expression;

NOW, THEREFORE, I, R.T. RYBAK, Mayor of the City of Minneapolis do hereby proclaim November 17th to 20th, 2011 as:

SCHOLASTIC JOURNALISM WEEKEND
IN THE CITY OF MINNEAPOLIS

Mayor of Minneapolis

Local Convention Committee

Laurie Hansen, CJE, Stillwater Area H.S., Convention co-chair
Lori Keekley, MJE, St. Louis Park H.S., Convention co-chair
Mary Barron-Traut, Apollo Senior H.S., Adviser Outreach
Kathryn Campbell, St. Paul Academy, Student Scholarships
Carol Caywood, Simley Senior High, Adviser Hospitality
Sarah Cole, Orono H.S., Adviser Bags
Ken Delosh, Jostens, Adviser Hospitality
Tim Dorway, Chanhassen H.S., Issue Seminars
Liz Keeling, Champlin Park H.S., Friday Luncheon
Jeff Kocur, CJE, Hopkins H.S., Friday Adviser Reception, Silent Auction
Reida Lazer, Balfour, Trade Show (Colleges)
Gary Lundgren, Jostens, T-shirts
Sara Martin, future journalism teacher, Trade Show (Companies)
Lynda McDonald, University of St. Thomas, Adviser Outreach
Glenn Morehouse Olson, CJE, St. Francis H.S., Featured Speakers
Julie Pfitzinger, Visitation School, On-site Critiques
Anna Reid, The Blake School, Student Volunteers
Martha Rush, Mounds View H.S., Break with a Pro
Reid Westrem, Minnehaha Academy, Issue Seminars
Riley Worth, CJE, Albert Lea H.S., Write-offs
Kelly Zwaggerman, Faribault H.S., Swap Shops
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Region 7/Northeast: Jane Blystone, MJE, Mercyhurst College, Erie, Pa.

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NSPA: Logan Aimone, MJE, Minneapolis

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Write-off: Nancy Y. Smith, MJE, Lafayette H.S., Wildwood, Mo., and Patricia Turley, Junction City, Ore.

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Connie Fulkerson, administrative assistant/bookstore manager
Sharon Tally, office manager/bookkeeper
Pam Boller, office assistant/advertising manager
Arthi Subramanian, website/database developer

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Jacqueline Flum, administrative assistant
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Alan Weintraut, CJE, Annandale (Va.) H.S.
Laura Widmer, Northwest Missouri State University, Maryville, Mo.
When noted theater director Tyrone Guthrie put out a call in 1959 for cities to host a new type of residential theater company, seven cities responded. One was not only interested but also eager: Minneapolis. Guthrie and his team visited and were enchanted by the people in America's heartland: cultured, educated and enthusiastic. In 1963 the Guthrie Theater was born, and it has become one of the nation's leading regional theater companies.

In 1881, native New Yorker George Draper Dayton determined Minneapolis offered the strongest opportunity for growth in the Midwest and founded the Dayton Dry Goods Co. on Nicollet Avenue. His store became known for dependable merchandise, fair business practices and a generous spirit of giving. Since 1946, the company has given 5 percent of pretax profits back to the community, a practice continued today, though Dayton's department store has transformed to one of the nation's largest discount retailers: Target.

More than a century ago, the Minnesota Mining and Manufacturing Co. was formed to sell grindstones and sandpapers. Its innovations have grown to include Scotch cellophane tape, audio and video tapes, fabric protector, cleaning pads, projector equipment and the repositionable adhesive paper known as the Post-It Note. Today the company now known as 3M offers more than 55,000 products. Former 3M Chairman William L. McKnight encouraged his management team to “delegate responsibility and encourage men and women to exercise their initiative.”

Culture, education and enthusiasm. Dependability, fairness and generosity. Innovation and initiative. Those words describe the heritage and spirit of Minnesota, particularly the Twin Cities of Minneapolis and St. Paul. They are why so many great things have started here and why it is appropriate that the Minneapolis committee selected a theme of “It Starts Here” for the 2011 convention.

Where to start? More than 300 training sessions touch on every aspect of today's journalism. In addition, we offer issue seminars on today's tough topics, keynotes from media leaders and an array of personal experiences, including Break with a Pro, Swap Shops, contests and on-site critiques. We should highlight the dedication of the local committee, whose planning for more than 18 months has produced a fantastic menu of offerings and a lot of local flavor.

The Minneapolis Convention Center will host all convention programming and events, including the keynote sessions, adviser luncheons, awards ceremonies and even a live radio broadcast. After hours, explore the culture and sights as you experience this dynamic city. Just don’t get lost in the Skyway!

So many great opportunities lie ahead during the next four days. Absorb the innovative ideas from the speakers and your peers. Introduce yourself, start networking, get energized and figure out how to put your new ideas to work. That spirit has inspired generations of Minnesotans to just get started.

What will you start here? We can’t wait to see.

— Logan Aimone, MJE
NSPA Executive Director

— Kelly Furnas, CJE
JEA Executive Director

Above Left: Minneapolis Convention Center skydome. Above: The Guthrie Theater. Left: Skyline with the convention center in foreground. (Photos courtesy of Meet Minneapolis.)
JEA and NSPA wish to thank the following for their sponsorship and underwriting of convention events:

**Balfour Publishing**
Printing convention program

**Friesen Yearbooks**
Saturday adviser hospitality

**Herff Jones Yearbooks**
Saturday adviser luncheon and lanyards

**hsj.org and my.hsj.org**
Thursday new adviser reception

**Jostens**
Adviser tote bags

**Lillie Suburban News**
Registration booklet printing

**School Newspapers Online**
Friday student entertainment

**The College Press**
Audio-visual equipment for general sessions

**University of Iowa School of Journalism and Mass Communication**
Saturday student entertainment

**University of Minnesota School of Journalism and Mass Communication**
Learning Lab

**Walsworth Yearbook Co.**
On-site computer lab

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**Common Abbreviations Key**

DJNF — Dow Jones News Fund
CSPA — Columbia Scholastic Press Association
JEA — Journalism Education Association
NSPA — National Scholastic Press Association
SIPA — Southern Interscholastic Press Association
CJE — Certified Journalism Educator
MJE — Master Journalism Educator
NBCT — National Board Certified Teacher

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**Convention rules**

These guidelines are established to ensure that all convention participants have a safe and enjoyable stay in Minneapolis.

- A midnight convention curfew will be in effect Wednesday through Saturday. Students should be in their rooms, making no excessive noise, at that time. The hotel reserves the right to remove any hotel guests who make excessive noise or create similar disruption. Advisers/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 that they and their schools will be held liable for any damage to hotel/convention center facilities incurred by students under their supervision.

- Rudeness to hotel/convention center 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/convention center 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.

- Drinking or possessing alcoholic beverages, or possession/use of illegal drugs is absolutely prohibited.

- All students are expected to wear their convention name badges at all times while in the convention hotel/convention center.

- When outside the hotel/convention center, travel in groups. Your personal safety is our concern.

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Let us know how we’re doing. Visit jea.org/eval and tell us what you think.

We want to know how helpful the sessions are during the JEA/NSPA Fall National High School Journalism Convention. For each session listed in this program, you’ll find an evaluation code listed in the Convention Update. Please visit jea.org/eval on your computer or Web-enabled mobile device, enter that code and provide some feedback for each of the events you attend.
Duchesne Drew, Star Tribune
7:30 p.m. Thursday, Auditorium Main, Lecture Halls 1-3

Duchesne Paul Drew is the Star Tribune’s managing editor for operations. He’s the newsroom’s liaison to the circulation, production, marketing and advertising departments; he oversees the copy and design desks, newsroom technology issues, training and recruitment; and he leads the newsroom’s community outreach efforts.

Prior to being named to his current position, Drew was the assistant managing editor for local news. In that role he coordinated the paper’s metro section and supervised the teams that cover Minneapolis, St. Paul, the Twin Cities suburbs and public safety issues. Drew was previously the Star Tribune’s business editor, St. Paul bureau editor, an assistant editor on the paper’s metro team and a longtime education reporter.

Drew is president of the Minnesota chapter of the National Association of Black Journalists and chairman of the board of ThreeSixty, a local program that exposes teens to careers in journalism (threesixtyjournalism.org). Drew has a bachelor’s degree from Columbia University, where he majored in history, and a master’s degree in journalism from Northwestern University.

Vadim Lavrusik, Facebook
1 p.m. Friday, Auditorium Main, Lecture Halls 1-3

Vadim Lavrusik is the Journalist Program manager at Facebook. He is also an adjunct professor teaching social media at the Columbia University Graduate School of Journalism in New York City. Prior to Facebook, he worked as the community manager and social media strategist at Mashable.com.

He has also worked on social media at The New York Times and received a master’s degree in digital media from Columbia. Previously, he studied at the University of Minnesota, where he received a bachelor’s degree in journalism, summa cum laude, in 2009.

He was co-publisher an editor-in-chief of the Pacemaker-winning Minnesota Daily newspaper. He has written for PBS “NewsHour,” Nieman Journalism Lab, Minneapolis/St. Paul Business Journal, the Star Tribune, Poynter.org, Mashable.com and more.

Lavrusik will speak about Facebook and social journalism, demonstrating how journalists are using the network to find sources, crowd-source stories and showcase their content. He’ll highlight some of the best practices and give insights into how to best use Facebook as a journalist.
Paul H. Anderson
Late night TV: protector of human liberty?
2:30 p.m. Friday, M100F
Paul H. Anderson is an associate justice of the Minnesota Supreme Court. He previously served as chief judge of the Minnesota Court of Appeals. Anderson was in private practice as a partner in the law firm of LeVander, Gillen & Miller Law Offices in South St. Paul. He served as a special assistant attorney general in the Criminal Division and Department of Public Safety, Office of the Minnesota Attorney General and served as a VISTA (Volunteers In Service to America) attorney. Anderson is the author of many important decisions, including the leading case on bail, State v. Brooks. He has been a leader on improving racial fairness in Minnesota’s justice system.

Sasha Aslanian
Hearing is seeing
10 a.m. Friday, L100G
Sasha Aslanian is a senior reporter for Minnesota Public Radio and creator of MPR’s youth radio series. Aslanian has also worked as a producer at MPR from 1992 to 2000 and produced documentaries for American RadioWorks, the national documentary unit of American Public Media from 2000 to 2008. Her award-winning work includes the documentary “Divorced Kid” (2009) about children of divorce.

Jim Bernard
Measuring success in online journalism
10 a.m. Saturday, L100A
Jim Bernard is senior vice president for digital at the Star Tribune with responsibility for all the company’s digital operations, including StarTribune.com. Bernard, who joined the Star Tribune in 2010, previously was general manager of MarketWatch.com, a national financial website that is a division of the Dow Jones Digital Network. He oversaw a complete redesign of the site and a 35 percent increase in site traffic and visitors. In 2008 MarketWatch.com was named one of the 10 Great Media Sites by B to B Media Business, and Bernard was selected as one of the Who’s Who in Business Publishing by the same publication.

Curt Brown
Reporting the story: from research to reality
9 a.m. Friday, Auditorium Lecture Hall 2
Curt Brown has been a Star Tribune reporter for 22 years, covering the Vikings, politics, St. Paul and now general assignment for the regional enterprise team. He grew up in suburban Chicago and graduated from Macalester College in St. Paul, Minn., with a double major in history and American studies. Brown also has worked for the Fergus Falls (Minn.) Daily Journal, the Associated Press and the St. Paul Pioneer Press. His 2008 nonfiction account of a 1905 gale that smacked Duluth, “So Terrible A Storm,” was recently released in paperback.

Jason DeRusha
Tweet this! Using new media in old journalism
10 a.m. Friday, Auditorium Lecture Hall 1
Jason DeRusha has been nationally recognized for his use of Twitter and Facebook to uncover stories and build his brand as a journalist. An online petition and social media campaign, earned him Jason DeRusha Day in Minneapolis (Sept. 21). DeRusha reports the franchise “Good Question” segment in WCCO’s 10 p.m. news. He also tweets, Facebooks, blogs, reviews restaurants for Minnesota Monthly and fills in on WCCO-AM radio. He’s won four Regional Emmys and was named one of the Top 10 Young Minnesotans by the Jaycees.

Jimmie Gehrz
Let the photo (and video) tell the story
10 a.m. Friday, Auditorium Lecture Hall 2
Jimmie Gehrz worked at the Worthington Daily Globe in southwestern Minnesota before becoming a staff photojournalist at the Milwaukee Journal Sentinel. In 1999 he joined the photo staff at the St. Paul Pioneer Press before accepting a position with the Star Tribune in Minneapolis, where he is a staff photographer. In 1997, one of Gehrz’s photos was named Photograph of the Year by the Pro Football Hall of Fame. Gehrz has been named state Photographer of the Year in Minnesota and Wisconsin 14 times and in 2004 received the Scripps Howard Foundation National Journalism Award for Photojournalism. In 2005, the NPPA named him Newspaper Photographer of the Year. Also in 2005, Gehrz was one of three finalists nominated for a Pulitzer Prize in feature photography. He has received four regional Emmy Awards for still photography and multimedia produced for the Web, and in 2007 the NPPA recognized one of his multimedia stories in the annual Best of Photojournalism competition as “Best Audio Slide Show.” In 2010 Gehrz received first place in the Gordon Parks International Photography Competition.

Erin Hart
Fact into fiction: from real dead bodies to living characters
11 a.m. Saturday, L100G
Erin Hart is a mystery writer and former freelance theater critic. Before she turned to crime fiction, her features and theater reviews appeared in the St. Paul Pioneer Press, the Star Tribune, Minnesota Monthly, Skyway News, and on Minnesota Public Radio. While visiting Ireland, Hart heard an intriguing tale about a red-haired girl whose perfectly preserved severed head was discovered in a desolate Irish bog. That true story inspired the first in her award-winning series of crime novels connecting archaeology, forensics, history, Irish music and folklore. Her books — “Haunted Ground,” “Lake of Sorrows,” “False Mermaid” — have been translated into 11 languages. Her latest book, “The Serpent’s Egg,” will be published in 2012.
In Jamaica, reared in New York and educated at Yale, he has written for the Chicago Tribune, the New York Times and the Washington Post. Preston has been lead theater critic at the Star Tribune since 1998.

**Michael Rand**

**Essential tips for covering high school sports**

10 a.m. Saturday, L100D

Michael Rand has been a writer and editor at the Star Tribune for more than a decade and has witnessed firsthand the transformation of the newsroom from a print-only enterprise to a 24/7 multimedia operation.

**Laurie Hertzel**

**Narrative writing: setting the scene**

11 a.m. Friday, M100G

Laurie Hertzel is the books editor for the Star Tribune. Her work has appeared in literary and academic journals, the Chicago Tribune, the San Jose Mercury News and many other publications. Her book, “News to Me: Adventures of an Accidental Journalist,” tells how she made her way from clerk to copy editor to reporter to columnist — all sort of in spite of herself.

**Chris Ison**

**Journalism the right way**

9 a.m. Friday, L100F

Chris Ison is an associate professor at the University of Minnesota School of Journalism and Mass Communication and a member of the NSPA board of directors. He was a reporter and investigative editor at the Star Tribune in Minneapolis from 1986 to 2003 and a reporter at the Duluth News-Tribune from 1983 to 1986. He won a Pulitzer Prize for Investigative Reporting in 1990. He is a graduate of the University of Minnesota.

**Neal Justin**

**Access Hollywood**

2:30 p.m. Friday, L100G

Neal Justin is the media critic at the Star Tribune and the co-founder of J Camp, a national non-profit, diversity-driven program designed to support the country’s finest high school journalists.

Justin is also the co-coordinator for the Star Tribune’s internship program. Justin previously covered crime for the Rockford Register Star and graduated from Northwestern University. Justin is heavily involved in the Asian American Journalists Association, serving as chapter president, governing board member and convention chair.

**Joel Kramer**

**Old-fashioned journalism values in a brave new world**

2:30 p.m. Friday, L100H

Joel Kramer was co-founder of MinnPost in 2007, and he serves as CEO and editor. He was editor of the Star Tribune from 1983 to 1991 and publisher and president from 1992 to 1998. Twice in his career — once at the Star Tribune and once at Newsday — he edited investigative series that won Pulitzer Prizes. Kramer was a senior fellow at the School of Journalism and Mass Communication at the University of Minnesota, and he was the founder and executive director of Growth & Justice, a progressive economic think tank on state issues.

**Rohan Preston**

**More than getting a good seat: Become a critic**

1 p.m. Saturday, L100G

Rohan Preston is an Emmy Award-winning writer and critic. He originated and co-produced “A Dream Fulfilled,” a short Star Tribune documentary on President Obama’s historic election, which won a regional Emmy in 2009. A member of the 2007 Pulitzer Prize jury for drama, he placed silver in the 2007 Lowell Thomas travel writing competition for a piece on his trip to Senegal. Born

**Gail Rosenblum**

**Why storytelling matters**

Noon Friday, L100G

Gail Rosenblum is a social issues columnist for the Star Tribune, writing on current issues, trends and the complexities of human relationships. She is author of “A Hundred Lives Since Then: Essays on Motherhood, Mortality, Marriage and More” (Nodin Press). Before coming to the Star Tribune, Rosenblum worked for nearly 20 years as a reporter, editor and essayist, focusing on family issues and women’s health. She has taught writing at the University of Minnesota and the Loft Literary Center and has garnered awards from the Associated Press, American Association of Sunday and Feature Editors and the Society of Professional Journalists.

**Tad Simons**

**Who cares what you think?**

11 a.m. Friday, Auditorium Lecture Hall 2

Tad Simons, Mpls.St.Paul Magazine’s arts and entertainment editor, is an award-winning journalist who has been covering the Twin Cities arts scene for more than 20 years. Simons has written about theater, books, music, visual arts, dance, film and performance art (including politics). His writing on the local arts scene has appeared in the Twin Cities Reader, City Pages and St. Paul Pioneer Press, and currently appears in Mpls.St.Paul Magazine and on his blog, “The Morning After.” Simons has written for American Theatre magazine, Variety, Backstage, the Utne Reader and the Washington Post. He has won more than 30 local and national awards.

**Cathy Wurzer**

**Get the most from your interviews**

11 a.m. Friday, Auditorium Lecture Hall 1

Cathy Wurzer hosts “Morning Edition” on Minnesota Public Radio. She is also the co-host of “Almanac,” a weekly public affairs program produced by Twin Cities Public Television for Minnesota’s statewide public television network. Wurzer has won four Emmy Awards for her work on Almanac. Previously, she was an anchor and reporter for WCCO-TV, the CBS affiliate in Minneapolis. She has been a talk show host for WCCO-AM radio, a producer for KMSP-TV and political reporter for KSTP-AM radio. She is author of “Tales of the Road: Highway 61.”
First-Time Attendee Orientation Meeting
Advisers attending their first JEA/NSPA convention should consider attending a short orientation meeting. Ann Visser, MJE and a JEA past president, will provide a general overview and explanation of convention events and how to get the most out of them. Meet in the front of the main auditorium near the stage.
6:45 p.m. Thursday, Auditorium Main

Adviser Reception Honoring First-Time Attendees
Thursday’s reception, following the keynote speech, will give new and first-time attendee advisers a chance to meet the local committee and the JEA and NSPA board members and staffs. Hsj.org & my.hsj.org is the sponsor of this event.
9:30-11 p.m. Thursday, Seasons

Trade Show Exhibits
Dozens of national and local vendors and colleges will educate and entertain during the trade show exhibit. Find out what’s new, chat with company representatives, pick up information and have some fun.
1-7 p.m. Thursday and 8 a.m. to 4 p.m. Friday, Exhibit Hall A

Learning Lab
An event new this fall will be found at the trade show. The Learning Lab is a designated area of the exhibit hall with two 15-minute sessions per hour from experts on a variety of topics. A full schedule of Thursday and Friday labs is published on Page 21. No advance registration is required — just show up and listen to the speaker. The Learning Lab is sponsored by the University of Minnesota School of Journalism and Mass Communication.
1-7 p.m. Thursday and 8 a.m. to 4 p.m. Friday, Exhibit Hall A

Hands-on Computer Sessions
If you are interested in getting hands-on computer experience, sign up and get a ticket at the registration desk for one or more of the scheduled sessions. The lab in room M101C has courses popular software such as InDesign and Photoshop. There is a 34-person limit so it’s first-come, first served. No more than two people per school per session may sign up, and only those with tickets may sit at a computer. Walsworth Publishing Co. has provided this lab.
9 a.m. to 3:20 p.m. Friday and 8 a.m. to 3:20 p.m. Saturday, M101C

Write-off Contest Check-in
If both your Write-off registration and JEA membership fees have been paid, your school’s Write-off packet containing student contest tickets, additional instructions and contest room assignments may be picked up at the Write-off desk. If you have not paid, you must do so at this time. Noon Friday is the deadline for substitutions in preregistered categories. No new entries will be accepted at the convention. Lost tickets will be replaced for $5. Contest entrants in Videography, In-camera Feature, Broadcast Package and Online News Package must have their contest ticket before the 8 a.m. Friday orientation meetings.
1-7 p.m. Thursday and 8 a.m. to 3 p.m. Friday, Exhibit Hall A

NSPA Best of Show
Will your staff bring home the trophy this year? See how your school’s student media fare against others represented at the convention. High school media 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. Enter your newspaper, newsmagazine, literary arts magazine, video, website or yearbook at the Best of Show desk. Winners will be announced at the NSPA Awards Ceremony on Saturday.
1-7 p.m. Thursday and 8 a.m. to 4 p.m. Friday, Exhibit Hall A

JEA Bookstore
Check out the new books, as well as popular bestsellers, at the JEA Bookstore. Nearly 300 items relating to journalism are available, including textbooks, curriculum development, yearbook, newspaper, design, photography, writing, desktop publishing, new media, advertising and broadcast. Did you forget Write-off supplies? Check here to buy dictionaries, thesauruses, stylebooks, paper, pens, pencils, rulers and erasers. Supplies are limited, so shop early. Look for schedule of Meet the Author book signings throughout the convention.
1-7 p.m. Thursday; 8 a.m. to 5 p.m. Friday and 8 a.m. to 3 p.m. Saturday, M100D-E

Adviser Hospitality
Meet with your colleagues from across the country in the adviser hospitality suite, the hot spot for advisers. Local committee members will be available to recommend sightseeing, dining and entertainment options. Friesen Yearbooks will underwrite Saturday morning hospitality refreshments.
8 a.m. to 5 p.m. Friday and 8 a.m. to noon Saturday, M100D-E

Meet the Mentor
This is your chance to talk one-on-one with a JEA mentor. Ask for advice. Ask about how to get a mentor for yourself. Ask about how to become a mentor. Or just talk about teaching and advising. All JEA mentors are experienced journalism

Built by railroad baron James J. Hill in 1883, the Stone Arch Bridge spans the Mississippi River near St. Anthony Falls. Restored in 1994, the bridge accommodates River City Trolley, pedestrians and bicyclists. (Photo courtesy of Meet Minneapolis.)
educators who are good listeners and have plenty of tricks up their sleeves to help you solve journalism problems. Stop by and visit in the Adviser Hospitality room Friday and Saturday, 9 a.m. to 3:20 p.m. Friday and 9 a.m. to noon Saturday, M100 D-E

On-site Critiques
Advisers and staffs who submitted newspapers, news magazines, yearbooks, videos, websites and literary magazines for a critique should check appointment times posted in the registration area in the Exhibit Hall A. A schedule will be posted near the critique room Friday and Saturday. Since critiques are only 30 minutes long, it is important to be on time.
8 a.m. to 3:30 p.m. Friday and 8 a.m. to 3 p.m. Saturday, M100J

Friday Adviser Luncheon
Often the best adviser information and advice happens during informal conversations around a luncheon table. Join the convention planning committee and JEA mentors at this luncheon featuring guest speaker Rachel Blount, who has been a sports reporter and a columnist for the Star Tribune. Blount, who is a self-described huge believer in journalism education, will provide attendees with a journalism educator locker room pep talk.
Preregistration was required. Please bring your meal ticket.
11 a.m. to 12:50 p.m. Friday, Seasons

Friday Adviser Reception and Auction for Student Press Law Center
Save room for dessert. Advisers are invited to this social gathering featuring a dessert extravaganza and a silent auction to benefit the Student Press Law Center. Several of the “hot” auction items include iPod nano, iTunes gift card, Nikon Coolpix camera, local restaurant gift cards, local sports gear, the first four Harry Potter books signed by the illustrator, and two classroom sets of the “The Radical Write.” Visa, MasterCard, Discover, check or cash will be accepted as payment for auction items. Those who are judging Write-off competitions are especially encouraged to attend after they finish judging.
8:30-11 p.m. Friday, Seasons

Friday Student Dance
A dance for students will have music provided by a disc jockey. This is a good time to enjoy the music and dancing with other student journalists from other parts of the country. Students must present their convention name badge to be admitted to the dance. School Newspapers Online is the sponsor of this event.
9-11:30 p.m. Friday, Ballroom A

Media Swap Shops for Students and Advisers
Newspaper, newsmagazine, yearbook, literary magazine, broadcast, junior high/middle school and adviser swap shops are prime opportunities for preregistered students and advisers to share useful ideas and concepts with others. Bring at least 10 samples of your newspaper, literary magazine or one copy of your yearbook or video DVD to show at your table. Each delegate attending a Swap Shop must have a ticket, which will be in the school registration packet. Please check the ticket for your assigned table and time.
8 and 9 p.m. Friday, Ballroom B (high school students)
8 p.m. Friday, M100J (middle school students and advisers)
9 a.m. Saturday, 205B (advisers)

Saturday Adviser Recognition Luncheon
JEA, NSPA and Dow Jones News Fund will present awards at this special event. New and renewing Certified Journalism Educators and Master Journalism Educators will be recognized.
Winners of JEA’s Carl Towley Award, Lifetime Achievement Award, Friend of Scholastic Journalism, Medal of Merit and Administrator of the Year will be recognized along with NSPA Pioneer Award winners and Dow Jones Teacher of the Year program winners.
Speakers will be Steve O’Donoghue, Carl Towley Award winner, and Aaron Manfull, MJE, Dow Jones News Fund Journalism Teacher of the Year.
Preregistration was required. Please bring your ticket. Herff Jones has underwritten this event.
Noon to 2:20 p.m. Saturday, 102 A-F

Daniel Radcliffe Press Conference
Daniel Radcliffe, the star of the upcoming film “The Woman in Black,” will participate in a live press conference via satellite with convention attendees at 10 a.m. Saturday in the Auditorium Main. Two student journalists from each registered publication are invited to participate in the press conference. Please visit CBS Films booth in Exhibit Hall A Thursday and Friday to watch the trailer for the film and pick up a press kit about “The Woman in Black.”
10 a.m. Saturday, Auditorium Main

Celebrate NSPA’s 90th Anniversary
The National Scholastic Press Association will mark its 90th anniversary with a reception for advisers, friends and former NSPA staff at 5:45 p.m. Saturday. Refreshments will be served, and historic scholastic journalism memorabilia will be displayed.
5:45-7 p.m. Saturday, 102 A-C

See ‘Newsies’ Saturday night
JEA and NSPA are excited to provide a special screening of the Disney movie “Newsies,” starring Christian Bale, on Saturday evening. Long before the popularity of “High School Musical” or “Glee,” Disney created the musical “Newsies” about the true story of the Newsboys Strike of 1899 in New York City. Doors will open at 8 p.m. After dinner with your group, grab some candy and head back to the convention center for a great movie! The University of Iowa School of Journalism and Mass Communication has underwritten this event.
8:30-11 p.m. Friday, Ballroom A

Award Ceremonies
Two award presentations will recognize students and their work. NSPA will honor winners of Best of Show, Pacemakers and individual awards at 3:30-5:30 p.m. Saturday in the Auditorium Main.
JEA will announce winners of the Write-off competitions and Future Teacher Scholarship recipients during the closing ceremony, 8:30-11:30 a.m. Sunday in Auditorium Main. JEA and NSPA encourage everyone to celebrate all winners.
AARON MANFULL
Francis Howell North High School
Saint Charles, Missouri
2011 National High School Journalism Teacher of the Year
Adviser to North Star newsmagazine and FHNToday.com
Read his column in Adviser Update

Distinguished Advisers
Erin Coggins, Sparkman High School, Harvest, Alabama
Susan Colyer, Southside High School, Fort Smith, Arkansas
Chris Waugaman, Prince George High School, Prince George, Virginia
Stan Zoller, Rolling Meadows High School, Rolling Meadows, Illinois

Special Recognition Advisers
Ryan McCallum, Buffalo High School, Buffalo, Minnesota
Scott Menscher, Edward R. Murrow High School, Brooklyn, New York
Doreen Piccozi, Lincoln High School, Lincoln, Rhode Island
Starr Sackstein, World Journalism Preparatory School, Flushing, New York

and the 21 winners of 2011-2012 subscriptions to The Wall Street Journal Classroom Edition

Nomination forms for the 2012 Teacher Awards Program will be online in February

Thanks to Our Sponsors

Dow Jones News Fund, Inc. P.O. Box 300 Princeton NJ 08543-0300
https://www.newsfund.org djnf@dowjones.com 609.452.2820

The Dow Jones News Fund, Inc.
Congratulates

Past DJNF National High School Journalism Teachers of the Year
2010 Valerie Kibler, Harrisonburg High School
2009 Paul Kandell, Palo Alto High School
2008 Karl Grubaug, Granite Bay High School
2007 Jim McConnell, Findlay High School
2006 Alan Weintraut, Annandale High School
2005 Linda Ballew, Great Falls High School
2004 Brenda Gorsuch, West Henderson High School
2003 Beth Fitts, Oxford High School
2002 Donald Bott, Amos Alonzo Stagg High School
2001 Terry Nelson, Muncie Central High School
2000 Robin Sawyer, Manteno High School
1999 Randy Swikle, Johnsburg High School
1998 Kathleen Zwiebel, Pottsville Area High School
1997 C. Dow Tate, Hillestrom High School
1996 Merle Dieleman, Pleasant Valley Community High School
1995 Pat S. Graff, La Cueva High School
1994 Nick Ferentinos, Homestead High School
1993 Jack Kennedy, City High School
1992 Gloria Grove Olman, Utica High School
1991 Carol Lange, Thomas Jefferson High School for Science and Technology
1990 Steve O'Donoghue, Fremont High School
1989 Candace Bowen, St. Charles High School
1988 Robert L. Button, Grosse Pointe South High School
1987 John Cutsinger, Westlake High School
Jack Harkrider, Anderson High School
1986 Alyce Culpepper, South Plantation High School
1985 George Taylor, Tamaqua Area High School
1984 Rod Vahl, Central High School
1983 John Bowen, Lakewood High School
1982 Homer L. Hall, Kirkwood High School
1981 Wayne Brasler, University High School
1980 Dr. Regis Boyle, Walt Whitman High School
1979 Jackie Engel, McPherson High School
1978 Col. Charles Savedge, Augusta Military Academy
1977 Ron Clemmons, Truman High School
1976 William Steinecke, Jr., Frontier Regional School
1975 Christina Beeson-Bailey, Colton High School
1974 Randy Stano, A.N. McCallum High School
1973 Ronnie Hayes, Lewiston High School
1972 J. Brent Norlem, Brooklyn Center High School
1971 Ann Heintz, St. Mary Center for Learning
1970 Elaine Pritchett, Memorial Senior High School
1969 Virginia Woodring, School District Springfield, Missouri
1968 Ruth Marie Griggs, Broad Ripple High School
1967 Mary Benedict, Arlington High School
1966 Ralph Chavez, Thomas Jefferson High School
1965 Dorry Coppoletta, Oakland Technical High School
1964 Jim Powell, Carlsbad Senior High School
1963 Opal Eckert, Maryville High School
1962 Dorothy Greer, Topeka High School
1961 Anthony L. Cassen, Blair Academy
1960 Dr. William Nolan, Harry Ellis High School
Congratulations to our fall 2011 award winners

**Carl Towley Award**
Steve O’Donoghue, California Scholastic Journalism Initiative, Sacramento, Calif.

**Administrator of the Year**
Jeffry M. Henderson, Bloomington (Ind.) H.S. North

**Medal of Merit**
Jan Kohls, Kettle Moraine Press Association, Whitewater, Wis.

**Lifetime Achievement Award**
Marian Adams, Lewiston, Idaho**
Dale Schwalm, Council Bluffs, Iowa

**Friend of Scholastic Journalism**
Amy J. DeVault, MJE, Wichita (Kan.) State University
Robert Charette and Allison Frick, WUSA-TV and dc.highschoolsports.net, Washington, D.C.
Russell A. LaCour, Tulsa (Okla.) World
Derius Mammen, Jostens, Salina, Kan. (retired)
Barbara Martinez, former Wall Street Journal reporter, Hoboken, N.J.
Lydia Ramos, Los Angeles Unified School District
Teresa Scribner, The Seattle Times
George O. Wilson, Harrisburg (Ill.) Daily Register

**New Certified Journalism Educators**
Angela J. Banfield, Coronado H.S., Colorado Springs, Colo.
Laura D. Brockman, Edison H.S., Alexandria, Va.
Natalie H. Brown, Central H.S., Keller, Texas
Claire E. Burke, Charles E. Smith Jewish Day School, Rockville, Md.
John W. Carlisle, Granger H.S., West Valley, Utah
Lauren K. Clodfelter, Jeffersonville (Ind.) H.S.
Melissa B. Dixon, Oak Mountain H.S., Birmingham, Ala.
Lara C. Embree, Kirkwood (Mo.) H.S.
Brian J. Erikson, South Salem (Ore.) H.S.
James G. Flaskamp, Steinbrenner H.S., Lutz, Fla.
Karen L. Frank, Stillman Valley (Ill.) H.S.
Sarah M. Geyer, South-Doyle H.S., Knoxville, Tenn.
Patricia A. Jasper, Central H.S., Davenport, Iowa
Patrick R. Johnson, Marquette University, Milwaukee, Wis.
Kate N. LaForge, Lowery Freshman Center, Allen, Texas
Evelyn A. Lauer, Niles West H.S., Skokie, Ill.
Kimberly P. McCready, Deer Creek H.S., Edmond, Okla.
Michael W. Moon, Kinston (N.C.) H.S.
Rosa E. Rodriguez, East Central H.S., San Antonio, Texas
Christina L. Semple, Commack (N.Y.) H.S.
Michael C. Simons, West H.S., Painted Post, N.Y.
Tracy C. Tallman, Inlet Grove Community H.S., Riviera Beach, Fla.
Britton A. Taylor, Hagerty H.S., Oviedo, Fla.
Anthony D. Whitten, Westfield H.S., Chantilly, Va.
Callie K. Wiesner, Allen (Texas) H.S.
Laura L. Williams, Ruskin H.S., Kansas City, Mo.

**New Master Journalism Educators**
John C. Canter, Fulton County Schools, East Point, Ga.
Cindy M. Carey, Shenendehowa H.S. East, Clifton Park, N.Y.
Linda A. Drake, Chase County H.S., Cottonwood Falls, Kan.
Stella Onggako McCombs, Stratford H.S., Goose Creek, S.C.
 Lynne Brusco Moore, Nativity School, Hollywood, Fla.
Lori Oglesbee-Petter, McKinney (Texas) H.S.
Jonathan A. Rogers, Iowa City (Iowa) H.S.

**Renewed Certified Journalism Educators**
Deborah Maupin Garner, Central H.S.; Springfield, Mo.
Trudy J. Hurd, Cisne (Ill.) H.S.
Kelli Lipe-Foreman, Charlotte H.S., Punta Gorda, Fla.
Mary E. Prichard, North Kansas City (Mo.) H.S.
Brenna R. Scott, Washburn Rural H.S., Topeka, Kan.
Donna Maria Spisso, Seoul (South Korea) International School

**Renewed Master Journalism Educators**
Robin Stover, Rock Bridge H.S., Columbia, Mo.
Lizabeth A. Walsh, Reno (Nev.) H.S.

These individuals will be honored at the Adviser Recognition Luncheon at noon-2:20 p.m. Saturday, Nov. 19, in room 102A-F of the Minneapolis Convention Center.

These are the CJE and MJE recipients as of press time. A complete list will be presented in the luncheon program.

**awarded posthumously**
NSPA congratulates the finalists & winners

The Pacemaker has recognized outstanding student journalism for more than 80 years. Entries in the contest are judged on coverage and content, quality of writing and reporting, layout/design and photography, art and graphics. The Pacemaker recognizes the best in scholastic journalism. Pacemaker finalists break new ground in student journalism and truly set the pace for other publications to emulate.

2010 Yearbook Pacemakers
presented on Saturday, April 16, 2011

Pacemakers
Titanium
Antelope HS
Antelope, Calif.

Nugget
Cupertino HS
Cupertino, Calif.

Volsung
Downey HS
Downey, Calif.

Wingspan
James C. Enochs HS
Modesto, Calif.

Rampages
Casa Roble HS
Orangevale, Calif.

Wings
Arrowhead Christian Academy
Redlands, Calif.

Pilot
Redondo Union HS
Redondo Beach, Calif.

Details
Whitney HS
Rocklin, Calif.

Currents
Westview HS
San Diego, Calif.

Valhalla
Lynbrook HS
San Jose, Calif.

Eagle Eye View
Sierra MS
Parker, Colo.

Spud
Idaho Falls HS
Idaho Falls, Idaho

Etruscan
Glenbrook South HS
Glenview, Ill.

Log
Columbus North HS
Columbus, Ind.

Indian
Shawnee Mission North HS
Overland Park, Kan.

Hauberker
Shawnee Mission East HS
Prairie Village, Kan.

Lair
Shawnee Mission Northwest HS
Shawnee, Kan.

Stampede
Maize South MS
Wichita, Kan.

Fentorian
Fenton HS
Fenton, Mich.

The Spectator
Liberty HS
Liberty, Mo.

Westwind
West Henderson HS
Hendersonville, N.C.

Triune
Trinity HS
Euless, Texas

The Lion
McKinney HS
McKinney, Texas

Crag
Turner Ashby HS
Bridgewater, Va.

Odyssey
Chantilly HS
Chantilly, Va.

Sage
Louiseau Valley HS
Purcellville, Va.

Tucsonian
Tucson High Magnet School
Tucson, Ariz.

Hornet
Bryant HS
Bryant, Ark.

Decamahan
Del Campo HS
Fair Oaks, Calif.

Aerie
Brentwood School
Los Angeles, Calif.

Shield
Thomas Downey HS
Modesto, Calif.

Vox Populi
Harvard-Westlake School
North Hollywood, Calif.

Cardinal and Gold
Oxnard HS
Oxnard, Calif.

Tonitrus
Rocklin HS
Rocklin, Calif.

The Prowl
Powell HS
Littletown, Colo.

Legend
William R. Boone HS
Orlando, Fla.

Fusion
Hagerty HS
Oviedo, Fla.

Paragon
Munster HS
Munster, Ind.

The Dragon
Johnston HS
Johnston, Iowa

Crimson
duPont Manual HS
Louisville, Ky.

Gladiator
Troy HS
Troy, Mich.

Teresian
St. Teresa’s Academy
Kansas City, Mo.

Falcon
Glendale HS
Springfield, Mo.

Elkonian
Centerville HS
Centerville, Ohio

Carillon
Bellaire HS
Bellaire, Texas

Elk
Burleson HS
Burleson, Texas

Marksmen
St. Mark’s School of Texas
Dallas, Texas

Pride
Franklin HS
El Paso, Texas

Leopard
Lovejoy HS
Lucas, Texas

The Hawk
Pleasant Grove HS
Texarkana, Texas

Cavalier
George Washington HS
Danville, Va.

Sentry
Robinson MS
Fairfax, Va.

The Clan
McLean HS
McLean, Va.

Theogony
Hidden Valley HS
Roanoke, Va.

North Star
Northside HS
Roanoke, Va.

2010 Magazine Pacemakers
presented on Saturday, April 16, 2011

Pacemakers
Iliad
Clarke Central HS
Athens, Ga.

Muse
Northview HS
Johns Creek, Ga.

New Pennies
DeKalb HS
DeKalb, Ill.

The Essence
Neuqua Valley HS
Naperville, Ill.

Labyrinth
Trinity HS
Euless, Texas

Tesserae
Rowland Hall-St. Mark’s School
Salt Lake City, Utah

Chams
Copper Hills HS
West Jordan, Utah

Silent Voices
Woodward Academy College Park, Ga.

Colophon
Towson HS
Towson, Md.

First Flight
Torrey Pines HS
San Diego, Calif.

Mirage
Seminole Ridge HS
Loxahatchee, Fla.

Rapier
Marist School
Atlanta, Ga.

Roars and Whispers
Providence Sr. HS
Charlotte, N.C.

Arrow Literary Magazine
Renton HS
Renton, Wash.

Invictus
Ward Melville HS
Setauket, N.Y.

The Bronco
McKinney Boyd HS
McKinney, Texas

Paragon
Oakton HS
Vienna, Va.

Quinault
Aberdeen HS
Aberdeen, Wash.

Crusader
Kapaun Mount Carmel HS
Wichita, Kan.

The Legend
Lafayette HS
Wildwood, Mo.

Marauder
Marcus HS
Flower Mound, Texas

Flight
Fort Worth Country Day School
Fort Worth, Texas

2010 Digital Yearbook Pacemakers
presented on Saturday, April 16, 2011

Pacemakers
Titanium
Antelope HS
Antelope, Calif.

Nugget
Cupertino HS
Cupertino, Calif.

Volsung
Downey HS
Downey, Calif.

Wingspan
James C. Enochs HS
Modesto, Calif.

Rampages
Casa Roble HS
Orangevale, Calif.

Wings
Arrowhead Christian Academy
Redlands, Calif.

Pilot
Redondo Union HS
Redondo Beach, Calif.

Details
Whitney HS
Rocklin, Calif.

Currents
Westview HS
San Diego, Calif.

Valhalla
Lynbrook HS
San Jose, Calif.

Eagle Eye View
Sierra MS
Parker, Colo.

Spud
Idaho Falls HS
Idaho Falls, Idaho

Etruscan
Glenbrook South HS
Glenview, Ill.

Log
Columbus North HS
Columbus, Ind.

Indian
Shawnee Mission North HS
Overland Park, Kan.

Hauberker
Shawnee Mission East HS
Prairie Village, Kan.

Lair
Shawnee Mission Northwest HS
Shawnee, Kan.

Stampede
Maize South MS
Wichita, Kan.

Fentorian
Fenton HS
Fenton, Mich.

The Spectator
Liberty HS
Liberty, Mo.

Westwind
West Henderson HS
Hendersonville, N.C.

Triune
Trinity HS
Euless, Texas

The Lion
McKinney HS
McKinney, Texas

Crag
Turner Ashby HS
Bridgewater, Va.

Odyssey
Chantilly HS
Chantilly, Va.

Sage
Louiseau Valley HS
Purcellville, Va.

Tucsonian
Tucson High Magnet School
Tucson, Ariz.

Hornet
Bryant HS
Bryant, Ark.

Decamahan
Del Campo HS
Fair Oaks, Calif.

Aerie
Brentwood School
Los Angeles, Calif.

Shield
Thomas Downey HS
Modesto, Calif.

Vox Populi
Harvard-Westlake School
North Hollywood, Calif.

Cardinal and Gold
Oxnard HS
Oxnard, Calif.

Tonitrus
Rocklin HS
Rocklin, Calif.

The Prowl
Powell HS
Littletown, Colo.

Legend
William R. Boone HS
Orlando, Fla.

Fusion
Hagerty HS
Oviedo, Fla.

Paragon
Munster HS
Munster, Ind.

The Dragon
Johnston HS
Johnston, Iowa

Crimson
duPont Manual HS
Louisville, Ky.

Gladiator
Troy HS
Troy, Mich.

Teresian
St. Teresa’s Academy
Kansas City, Mo.

Falcon
Glendale HS
Springfield, Mo.

Elkonian
Centerville HS
Centerville, Ohio

Carillon
Bellaire HS
Bellaire, Texas

Elk
Burleson HS
Burleson, Texas

Marksmen
St. Mark’s School of Texas
Dallas, Texas

Pride
Franklin HS
El Paso, Texas

Leopard
Lovejoy HS
Lucas, Texas

The Hawk
Pleasant Grove HS
Texarkana, Texas

Cavalier
George Washington HS
Danville, Va.

Sentry
Robinson MS
Fairfax, Va.

The Clan
McLean HS
McLean, Va.

Theogony
Hidden Valley HS
Roanoke, Va.

North Star
Northside HS
Roanoke, Va.
in its annual Pacemaker competitions

2011 Newspaper Pacemaker Finalists
presented on Saturday, Nov. 19, 2011; national winners announced at that time

The CS Press
Cactus Shadows HS
Cave Creek, Ariz.

H Horizon HS
Scottsdale, Ariz.

El Estoque
Monta Vista HS
Cupertino, Calif.

The Hub
Davis Sr. HS
Davis, Calif.

The Gazette
Granite Bay HS
Granite Bay, Calif.

Verde
Palo Alto HS
Palo Alto, Calif.

Campanile
Palo Alto HS
Palo Alto, Calif.

Crimson
Paso Robles HS
Paso Robles, Calif.

High Tide
Redondo Union HS
Redondo Beach, Calif.

The Octagon
Sacramento Country Day School
Sacramento, Calif.

The Saratoga Falcon
Saratoga HS
Saratoga, Calif.

The Standard
American School in London
London, England

The Scroll
The American School in London
London, England

The Muse
Dreyfoos School of the Arts
West Palm Beach, Fla.

Odyssy
Clarke Central HS
Athens, Ga.

The Southerner
Henry W. Grady HS
Atlanta, Ga.

The Oracle
Glennbrook South HS
Glenview, Ill.

Statesman
Stevenson HS
Lincolnshire, Ill.

The Central Times
Naperville Central HS
Naperville, Ill.

The HiLite
Carmel HS
Carmel, Ind.

Inklings
Crown Point HS
Crown Point, Ind.

The Spartana
Homestead HS
Fort Wayne, Ind.

West Side Story
Iowa City West HS
Iowa City, Iowa

Trojan Bluestreak
Andover HS
Andover, Kan.

Guidon
Hays HS
Hays, Kan.

The Harbinger
Shawnee Mission East HS
Prairie Village, Kan.

Patriot
John Carroll School
Bel Air, Md.

Silver Chips
Montgomery Blair HS
Silver Spring, Md.

The Tower
Grosse Pointe South HS

North Pointe
Grosse Pointe North HS

The Update
H.H. Dow HS
Midland, Mich.

The Echo
St. Louis Park HS
St. Louis Park, Minn.

Globe
Clayton HS
Clayton, Mo.

The Rock
Rock Bridge Sr. HS
Columbia, Mo.

The Central High Times
Central HS
Springfield, Mo.

The Exonian
Phillips Exeter Academy
Exeter, N.H.

The Pilot’s Log
Hasbrouck Heights HS
Hasbrouck Heights, N.J.

Northwest Horizons
Northwest Guilford HS
Greensboro, N.C.

Wingspan
West Henderson HS
Hendersonville, N.C.

Blue & Gold
Findlay HS
Findlay, Ohio

Spark
Lakota East HS
Liberty Township, Ohio

The Marshallfield Times
Marshallfield HS
Coos Bay, Ore.

The Eagle Angle
Allen HS
Allen, Texas

The Shield
McCallum HS
Austin, Texas

Pirate Press
Crandall HS
Crandall, Texas

The Fourcast
Hockaday School
Dallas, Texas

The ReMarker
St. Mark’s School of Dallas
Dallas, Texas

Stampede
Burge HS
El Paso, Texas

Panther Pride
Midlothian HS
Midlothian, Texas

Panther Prints
Plano East HS
Plano, Texas

The Edge
Pleasant Grove HS
Texarkana, Texas

tjToday
Thomas Jefferson HS for Science & Technology
Alexandria, Va.

The Bruin Times
Lake Braddock Secondary School
Burke, Va.

Valor Dictus
Robinson Secondary School
Fairfax, Va.

Arrow
News magazine
Renton HS
Renton, Wash.

2011 Broadcast Pacemaker Finalists
presented on Saturday, Nov. 19, 2011; national winners announced at that time

Mustang Morning News
Mira Costa HS
Manhattan Beach, Calif.

DSOA Today
Dreyafoos School of the Arts
West Palm Beach, Fla.

Grady News Now
Henry W. Grady HS
Atlanta, Ga.

Panther Beat
O’Fallon Township HS
O’Fallon, Ill.

PNP News
Plymouth North HS
Plymouth, Mass.

EagleEye
Apple Valley Sr. HS
Apple Valley, Minn.

KLHS/KLPS Channel 18
Liberty HS
Liberty, Mo.

Central Intelligence
Central HS
Springfield, Mo.

Warrior Television-WTV
Omaha Westside HS
Omaha, Neb.

The Eagle
Pittsburgh Barack Obama Academy of International Studies
Pittsburgh, Pa.

The Eye Online
Singapore American School
Singapore, Singapore

The Rider Online
Legacy HS
Mansfield, Texas

Fort Tribal Talk
Fort Defiance HS
Fort Defiance, Va.

Saxon Scope
Langley HS
McLean, Va.

2011 Online Pacemakers
presented on Saturday, April 16, 2011

Pacemakers
El Estoque Online
Monta Vista HS
Cupertino, Calif.

The Blue Devil HUB
Davis Sr. HS
Davis, Calif.

The Lowell
Lowell HS
San Francisco, Calif.

The Foothill Dragon Press
Foothill Technology HS
Ventura, Calif.

The Lariat
Cooper City HS
Cooper City, Fla.

Niles West News
Niles West HS
Skokie, Ill.

CNHSMedia.com
Columbus North HS
Columbus, Ind.

Harbinger Online
Shawnee Mission East HS
Prairie Village, Kan.

Wayland Student Press Network
Wayland HS
Wayland, Mass.

The Communicator
Community HS
Ann Arbor, Mich.

The Hoofprint
Buffalo HS
Buffalo, Minn.

Knight Errant
Benilde-St. Margaret’s School
St. Louis Park, Minn.

FHCToday.com
Francis Howell Central HS
St. Charles, Mo.

FHNtoday.com
Francis Howell North HS
St. Charles, Mo.

The Tribune
Norman HS
Norman, Okla.

The Recorder
Ronald Reagan HS
San Antonio, Texas

newsstreak.com
Harrisonburg HS
Harrisonburg, Va.

Finalists
TRNWired
Prince George HS
Prince George, Va.

The Talon
Los Altos HS
Los Altos, Calif.

The Paly Voice
Palo Alto HS
Palo Alto, Calif.

O’Fallon Township HS
O’Fallon, Ill.

The Little Hawk
Iowa City West HS
Iowa City, Iowa

The Patriot Press Blog
Northern HS
Owings, Md.

The Rockville Rampage
Rockville HS
Rockville, Md.

Silver Chips Online
Montgomery Blair HS
Silver Spring, Md.

The Kirkwood Call
Kirkwood HS
Kirkwood, Mo.

PHSViest.com
Park Hill South HS
Riverside, Mo.

shsyeothestorm.com
Summit HS
Bend, Ore.

Stoganuts
Conestoga HS
Berswn, Pa.

Penn Points
Penn Manor HS
Millersville, Pa.

The Eagle
Pittsburgh Barack Obama Academy of International Studies
Pittsburgh, Pa.

The Eye Online
Singapore American School
Singapore, Singapore

The Rider Online
Legacy HS
Mansfield, Texas

Fort Tribal Talk
Fort Defiance HS
Fort Defiance, Va.

Saxon Scope
Langley HS
McLean, Va.

JEA/NSPA — 15
Congratulations to the finalists in the

2011 NSPA Picture of the Year Finalists
co-sponsor: National Press Photographers Association

News Picture
Tori Caudill
The Crimson Crier
Sterling HS
Sterling, Kan.

Feature Picture
Jake Collins
Pilot
Redondo Union HS
Redondo Beach, Calif.

Alessandra DeCostanzo
The Standard
American School in London
London, England

Danielle Norton
Hauber
Shawnee Mission East HS
Prairie Village, Kan.

Elliot Parkman
The Lion
Mckinney HS
McKinney, Texas

Sports Action
Parker Pamplin
Hornet
Bryan HS
Bryan, Ark.

Sylvia Czyszczon
Spartan News Network
Lakewood HS
St. Petersburg, Fla.

Caithlin Dailey
Indian
Shawnee Mission North HS
Overland Park, Kan.

Eric Muenchen
Spark
Lakota East HS
Liberty Township, Ohio

Paul Mathieson
El Paisano
Westlake HS
Austin, Texas

Sports Reaction
Jake Collins
Pilot
Redondo Union HS
Redondo Beach, Calif.

Sally George
Crimson
duPont Manual HS
Louisville, Ky.

Kelci Davis
Central Focus
Francis Howell Central HS
St. Charles, Mo.

Megan Kilian
Pioneer
Kirkwood HS
Kirkwood, Mo.

Elisabeth Dillon
The Eagle Angle
Allen HS
Allen, Texas

Environmental Portrait
Samantha Mueller
Cub Reporter
Lawrence Central HS
Indianapolis, Ind.

Paige Plaskitt
The Dragon
Johnston HS
Johnston, Iowa

Jake Riesberg
The Express
Blue Valley Northwest HS
Overland Park, Kan.

Mike Desocio
Inkblot
Communications HS
Wall, N.J.

Ben Chesnut
Marksmen
St. Mark's School of Texas
Dallas, Texas

Junior High/Middle School
Mazelle Etessami
The Spectrum
Harvard-Westlake MS
Los Angeles, Calif.

Danielle
Ledgerwood
Parousia
Maranatha Christian Schools
San Diego, Calif.

Edson Montenegro
[NOW]
Mirman School
Los Angeles, Calif.

Madeline Malhotra
Eagle Eye View
Sierra MS
Parker, Colo.

Makenna Zoglmann
Eagle Eye View
Sierra MS
Parker, Colo.

NSPA 2010-11 individual competitions

New in 2011: In addition to the finalists, up to five Honorable Mention winners were announced in each category of NSPA's individual awards. The additional winners are published on NSPA's website at nspa.studentpress.org.
Congratulations to the finalists in the Springfield, Mo. HTV Magazine.

Jessica Larson
Central Intelligence
Central HS
Dallas, Texas

Paige Moffis
Central Intelligence
Central HS
Springfield, Mo.

Elizabeth Lin
Jojo Silverman
West Side Story
Iowa City West HS
Iowa City, Iowa

Jasmine Saein Park
Tiger Times
Seoul International School
Seoul, S. Korea

Kelsi Gunderson
Malia Elliott
Katie Freeman
Legacy
Green Valley HS
Henderson, Nev.

Keri Neiman
News
Broadcast
Carmel HS
The HiLite
Arjuna Capulong
Cover
Newsmagazine
Dallas, Texas

Jill Mccombre and Katie O'Brien
Communicator
Community HS
Ann Arbor, Mich.

Sean Burke
The View
Park Hill South HS
Riverside, Mo.

Yearbook Page/Spread

Kyle Cartier
Emma Severson
Tesoro
Rio Americano HS
Sacramento, Calif.

Paris Gravely
Pulp
Redwood HS
Larkspur, Calif.

Floral & Gold
Findlay HS
Findlay, Ohio

Hannah Hall
Overland Park, Kan.

Kelsey Currier
Deerfield, Ill.

Alec Russell
The View
Park Hill South HS
Riverside, Mo.

Lillie Hodges, Sean Burke, Julia Kent
The Fourth Estate
Laguna Blanca School
Santa Barbara, Calif.

Allison Wang
Rubicon
St. Paul Academy and Summit School
St. Paul, Minn.

Madeleine Franz, Elise Kelly, Olivia Pocost
Iliad
Whitfield School
St. Louis, Mo.

Danny Rosenberg
Talia Rodwin
Silver Quill
Montgomery Blair HS
Silver Spring, Md.

2011 Broadcast Story of the Year

Finalists

co-sponsors: SchoolTube / Radio Television Digital News Foundation

Broadcast News

Natalie Neiman
WDHS
Deerfield HS
Deerfield, Ill.

Kersee Currier
Blueprints/Blue Valley Today
Blue Valley USD 229
Overland Park, Kan.

Hannah Hall
DVT News Live
Deerfield HS
Deerfield, Ill.

Brittany Donnellan
Central Intelligence
Central HS
Springfield, Mo.

Paige Moffis
HTV Magazine
Hillcrest HS
Springfield, Mo.

Broadcast Feature

Julia Bakerink, Campbell Maier
Mustang Morning News
Mira Costa HS
Manhattan Beach, Calif.

Aaron Rosen
WDHS
Deerfield HS
Deerfield, Ill.

Kelsey Wolf
Kate Westberg
Husky Headlines
Blue Valley Northwest HS
Overland Park, Kan.

Mary Bifulco, Samantha Harris
Central Intelligence
Central HS
Springfield, Mo.

Alex Kinsinger, Jordan Mordecay
MHS-1
Mckinney HS
Mckinney, Texas

Paul Duckstad, Mitch Hall
South Side
Lakeville South HS
Lakeville, Minn.

Yoonji Kim, Halli Bruton
Central Intelligence
Central HS
Springfield, Mo.

Bri Neavill, Tim Williams, Hannah Kittners, David Mann
Blue Jay Journal
Washington HS
Washington, Mo.

Melissa Prax
GVT
Grand Valley HS
Orwell, Ohio

2011 NSPA Design of the Year Finalists

co-sponsor: Adobe Systems

Newspaper Page One

Hwa Eun Kim
Wildcat
Brea Olinda HS
Brea, Calif.

Ian Robertson
The Standard
American School in London
London, England

Leah Cramer
Blue & Gold
Findlay HS
Findlay, Ohio

Jake Crump
The Marshfield Times
Marshfield HS
Coos Bay, Ore.

Dean Itani
The ReMarker
St. Mark's School of The West
Santa Barbara, Calif.

Arjuna Capulong
The HiLite
Carmel HS
Carmel, Ind.

Elizabeth Lin
Jojo Silverman
West Side Story
Iowa City West HS
Iowa City, Iowa

Virginia Johnson
Crimson Record
duPont Manual HS
Louisville, Ky.

Liz McCubbrey and Katie O'Brien
Communicator
Community HS
Ann Arbor, Mich.

Alec Russell
The View
Park Hill South HS
Riverside, Mo.

Yearbook Page/Spread

Lillie Hodges, Sean Burke, Julia Kent
The Fourth Estate
Laguna Blanca School
Santa Barbara, Calif.

Allison Wang
Rubicon
St. Paul Academy and Summit School
St. Paul, Minn.

Kelsey Currier
Deerfield, Ill.

Alex Kinsinger, Jordan Mordecay
MHS-1
Mckinney HS
Mckinney, Texas

Jasmine Saein Park
Tiger Times
Seoul International School
Seoul, S. Korea

Caroline Sydney
The Fourcast
Hockaday School
Dallas, Texas

Jenny Messer
Westlake HS
Austin, Texas

Ashley Deatherage
Vibrato
Hockaday School
Dallas, Texas

Infographic

Carson Bailey
The Lion's Tale
Oviedo HS
Oviedo, Fla.

Mary McDermott
Play
Maize HS
Maize, Kan.

Tony Aguilar
The Harbinger
Shawnee Mission East HS
Prairie Village, Kan.

Brandon Morrison
The Mission
Shawnee Mission North HS
Overland Park, Kan.

Nick Cruz
The Source
Stoney Creek HS
Rochester Hills, Mich.

Illustration

Grayson Cameron, Paris Gravely, Ben Damon
Redwood Bar
Redwood HS
Larkspur, Calif.

Oscar Carl
The Muse
Dreyfoos School of the Arts
West Palm Beach, Fla.

Rebecca Xu
The HiLite
Carmel HS
Carmel, Ind.

Kelsey Bell
North Star
Francis Howell North HS
St. Charles, Mo.

Jamie Kaplan, Chris Bull
El Paisano
Westlake HS
Austin, Texas

2011 NSPA Cartooning Award Finalists

co-sponsor: Universal Uclick

Broadcast Sports

Paul Duckstad, Mitch Hall
South Side
Lakeville South HS
Lakeville, Minn.

Yoonji Kim, Halli Bruton
Central Intelligence
Central HS
Springfield, Mo.

Bri Neavill, Tim Williams, Hannah Kittners, David Mann
Blue Jay Journal
Washington HS
Washington, Mo.

Melissa Prax
GVT
Grand Valley HS
Orwell, Ohio

Eunice Choi
Tornado Times
Hoover HS
Glendale, Calif.

Oscar Carl
The Muse
Dreyfoos School of the Arts
West Palm Beach, Fla.

Benjamin Wade
Crimson
duPont Manual HS
Louisville, Ky.

Victoria Rojas
The Pilot's Log
Hashbrouck Heights HS
Hashbrouck Heights, N.J.

Gabriela Epstein
The Spoke
Conestoga HS
Brynwy, Pa.

Comic Panel/Strip

Karen Lai
The Moor
Alhambra HS
Alhambra, Calif.

Josh Auger
The Spartana
Homestead HS
Fort Wayne, Ind.

Peter Manges
Scroll
R. Nelson Snider HS
Fort Wayne, Ind.

Gabriela Epstein
The Spoke
Conestoga HS
Brynwy, Pa.

Cymone Grimes
Cougar Connection
Cypress Creek HS
Houston, Texas

JEA/NSPA — 17
# Thursday at a Glance

<table>
<thead>
<tr>
<th>(Room capacities in parentheses)</th>
<th>8:30 a.m.</th>
<th>1 p.m.</th>
<th>3 p.m.</th>
<th>5 p.m.</th>
<th>Evening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Hall A</td>
<td></td>
<td></td>
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<td></td>
<td>Convention check-in and registration, trade show, Learning Lab, Best of Show desk; check-in for Write-off and On-site critiques, convention T-shirt distribution</td>
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<tr>
<td>M100A (60)</td>
<td>Online bootcamp</td>
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<tr>
<td>M100B (54)</td>
<td>Team storytelling</td>
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<tr>
<td>M100C (60)</td>
<td>Leadership seminar</td>
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<tr>
<td>M100D-E (150)</td>
<td>JEA Bookstore (1-7 p.m.)</td>
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<tr>
<td>M100F (30)</td>
<td>Digital photography workshop</td>
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<tr>
<td>M100G (35)</td>
<td>JEA board meeting</td>
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<tr>
<td>M100H (30)</td>
<td>Outreach Academy update (9 a.m.)</td>
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<tr>
<td>M100I (56)</td>
<td>Redesign seminar</td>
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<tr>
<td>M100J (65)</td>
<td>Writing workshop</td>
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<tr>
<td>M101A (72)</td>
<td>Write-off headquarters</td>
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<tr>
<td>M101C (34)</td>
<td>Photoshop for beginners</td>
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<tr>
<td>Auditorium Main, Lecture Halls 1-3 (3,427)</td>
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<td>New adviser orientation (6:45 p.m.; meet in front)</td>
<td>Opening/keynote Duchesne Drew (7:30 p.m.)</td>
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<td>Seasons (500)</td>
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<td>Advisers reception (9:30 p.m.)</td>
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<tr>
<td>Cedar Lake (25)</td>
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<td>Mentor forum</td>
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<tr>
<td>Lake Minnetonka (25)</td>
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<td>National journalism PLC training</td>
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</tbody>
</table>

- Advising/Teaching
- Broadcast
- Computer Software
- Contest
- Business/Advertising
- Featured Speaker
- General Audience
- Law/Ethics
- Magazine
- Meeting
- Middle School
- Newspaper
- Online
- Photography
- Yearbook
Thursday sessions begin

8:30 a.m.

MEETING

Mentor forum
JEA mentors will meet to exchange ideas on how to provide better assistance to new or nearly new advisers.
8:30 a.m.-5 p.m. Thursday, Cedar Lake, Hyatt

ADVISING/TEACHING

National journalism professional learning community training
Advisers can join with other journalism professionals to create working professional learning communities using a national journalism PLC (NJPLC) model. Advisers who participate can come as a group, join with other participants to create a PLC on site or simply learn about the NJPLC model and bring that knowledge home to create their own group. Preregistration was required.
Jill Chittum, MJE, Blue Valley H.S., Stilwell, Kan., and Jim Streisiel, MJE, Carmel (Ind.) H.S.
8:30 a.m.-5 p.m. Thursday, Lake Minnetonka, Hyatt

ONLINE APPLICATIONS

Online bootcamp
Whether launching your website or just looking for ideas to revive your existing site, this seminar will provide a look at best practices and provide you with easy tools to make your online publication shine. This workshop will cover everything from design and structure to multimedia and interactivity. Participants must bring a laptop. Preregistration was required.
Alan Weintraut, Annandale (Va.) H.S.
8:30 a.m.-5 p.m. Thursday, M100A

GENERAL AUDIENCE

Team storytelling
Great storytelling combines strong writing, insightful photos and reader-friendly design. Behind it all is good planning. In this team-based reporting experience, students will work in groups of three to create real story packages. The workshop begins with instruction on planning packages with readers in mind, and then the students will go off-site to gather stories. Students will come back to the convention center to finish their packages. Preregistration was required for this event.
Amy DeVault, MJE, Wichita State University, Wichita, Kan., and Travis Feil, Sterling H.S., Sterling, Kan.
8:30 a.m.-5 p.m. Thursday, M100B

PHOTOGRAPHY

Digital photography workshop
This intensive workshop will cover composition, lighting, cropping and camera technique. Participants will receive instruction and go out on assignment. Following the photo shoot, professional photographers will critique students’ work and offer editing tips. Participants must bring a digital camera, and they are encouraged to bring a computer with a photo-editing program (Photoshop, Lightroom) they will use. Preregistration was required.
Andy Nelson, Kansas State University, Manhattan, Kan.
8:30 a.m. Thursday, M100F

JEA Bookstore
Nearly 300 items relating to journalism are available at the JEA Bookstore, including textbooks, curriculum guides, yearbook, newspaper, design, photography, writing, desktop publishing, new media, advertising and broadcast. Purchase JEA-logo items, as well as the popular 45words T-shirts here. Did you forget Write-off supplies? Check here.
1-7 p.m. Thursday, M100D-E

MEETING

JEA board meeting
JEA board members meet to discuss ongoing projects and other agenda items.
Mark Newton, MJE, Mountain Vista H.S., Highlands Ranch, Colo.
8:30 a.m.-3 p.m. Thursday, M100G

ADVISING/TEACHING

JEA Outreach Academy update
Open to advisers who participated in summer Outreach Academies in Minneapolis and Seattle, the four-hour program will give participants time to discuss progress and plans for the current school year. Curriculum review, classroom practices and any roadblocks will be addressed.
Linda Shockley, Dow Jones News Fund, Princeton, N.J.; Steve O’Donoghue, California Scholastic Journalism Initiative, Sacramento, Calif., and Stan Zoller, MJE, Rolling Meadows (Ill.) H.S.
9 a.m.-1 p.m. Thursday, M100H

GENERAL AUDIENCE

Leadership seminar
Leading the way for the best 2011-2012 you can have starts now! This session will give the new set of editors a chance to learn not only what it means to be a good leader but also how to be a good leader. This intense day of interactivity and motivation will help editors produce some of the best student media and manage the best staffs ever. Preregistration was required for this event.
Kathy Habiger, MJE, Mill Valley H.S., Shawnee, Kan.
8:30 a.m.-5 p.m. Thursday, M100C

Redesign seminar
This seminar will take students through a discussion of advanced packaging techniques, grid design, typography and infographics. Students are encouraged to bring their own publications for sharing. Preregistration was required.
Pete LeBlanc, Antelope (Calif.) H.S.
9 a.m.-5 p.m. Thursday, M100I

Writing workshop
If you’re looking for ways to sharpen and brighten your writing so others will be clamoring to read it, this day long, interactive seminar is for you. It will

Thursday events in Exhibit Hall A

Convention registration/check-in, trade show
In addition to the trade show and convention registration and check-in, you’ll find the Best of Show desk, Write-off desk, critique desk, speaker check-in, computer session sign-up and convention T-shirt distribution.
1-7 p.m. Thursday
Thursday

entertain and inspire as well as give you a chance to analyze excellent writing and apply what you learn to your own work. Preregistration was required.
H. L. Hall, MJE, Hendersonville, Tenn., and Kathy Craghead, MJE, Mexico, Mo.
8:30 a.m.-5 p.m. Thursday, M100J

COMPUTER SOFTWARE

Photoshop for beginners
Learn to use Adobe Photoshop in this daylong workshop. The Macintosh computers for the lab are provided by Walsworth Publishing Co. Preregistration was required.
Mark Murray, Arlington (Texas) ISD
8:30 a.m.-5 p.m. Thursday, M101C

6:45 p.m.

ADVISING/TEACHING

New adviser convention orientation
Advisers attending 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. Meet near the stage.
Ann Visser, MJE, Pella (Iowa) Community H.S.
6:45 p.m., Thursday, Auditorium Main

Opening ceremony/keynote address
It all starts here as the local committee welcomes you to the Minneapolis convention and fills you in on what's in store for you. Duchesne Paul Drew, the Star Tribune's managing editor for operations, will give the keynote address.
7:30 p.m. Thursday, Auditorium Main, Lecture Halls 1-3

Adviser reception
Thursday's reception will give new and first-time attendee teachers and advisers a chance to meet the local committee and the JEA and NSPA board members and staffs. Reception is sponsored by hsj.org and my.hsj.org.
9:30 p.m. Thursday, Seasons

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& MASS COMMUNICATION

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State-of-the art classrooms
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Opportunities for internships and networking
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Programs in public relations, advertising, magazine writing, broadcasting, newspaper reporting, photography and more.

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612-625-0120

Have questions?
Want more info?
COME VISIT OUR BOOTH!
Booth 200/202
And be sure to visit the SJMC-sponsored Learning Lab
New ideas start in the
Learning Lab

The Learning Lab is a demonstration area for exhibitors
and educators to teach 15-minute lessons or
demonstrate new product features. It's located in the
exhibit hall near the vendor booths. The Learning Lab
has tables and chairs plus room for others to stand.

Thursday Labs

3 p.m.  Where Engagement Marketing and Journalism Meet
        Karlene Wieland, Jostens

3:30 p.m.  How to Move Your Publication Online
           Daren Copely, The College Press

4 p.m.  Pizza Box Portraits and Lighting on the Cheap (digital SLR lighting)
        Mike Simons, Corning Painted Post West (N.Y.) H.S. for Herff Jones

4:30 p.m.  Five Publications Policies You Should Create… Now
           Logan Aimone, National Scholastic Press Association

5 p.m.  An Introduction to School Newspapers Online
        Tom Hutchinson and Jason Wallestad, School Newspapers Online

5:30 p.m.  So..What’s This Button Do? A Quick 1-2-3 on the Manual Modes of
           Your Camera
           Mike Simons, Corning Painted Post West (N.Y.) H.S. for Herff Jones

6 p.m.  Basic InDesign in 15 Minutes
        Angela McConnell, JS Printing

6:30 p.m.  Four Ways to Get More People in Your Yearbooks
           Judi Coolidge and Marilyn Scoggins, Balfour Yearbooks

Friday Labs

9:30 a.m.  From Online to Mobile with My.hsj.org
           Diana Mitsu Klos, hsj.org and my.hsj.org

10 a.m.  Understanding the Benefits of an NSPA Critique
         Logan Aimone, National Scholastic Press Association

10:30 a.m.  Tips for Conducting the Perfect Interview
             Minnesota Daily reporters, University of Minnesota

11 a.m.  Resources at Your Fingertips—Materials That Will Transform Your
         Understanding About Scholastic Publications
         Lori Oglesbee-Petter, McKinney (Texas) H.S.

11:30 a.m.  How to Move Your Publication Online
           Daren Copely, The College Press

Noon  Where Engagement Marketing and Journalism Meet
       Karlene Wieland, Jostens

12:30 p.m.  Your Year in Motion—QR Codes
            Judi Coolidge and Marilyn Scoggins, Balfour Yearbooks
I love that my students and I are CONNECTED TO HERFF JONES EVERYWHERE WE GO. When we show up at a convention or workshop, we’re immediately AMONG OUR YERDLY “FAMILY.” It’s great to be part of such a PASSIONATE group. Our rep has AN AMAZING YEARBOOK BACKGROUND; her expertise and mine mesh perfectly. We count on our IN-PLANT TEAM as well. THE STAFF LOVES THAT WE HAVE SO MANY PEOPLE SUPPORTING US.”

– LESLIE ROBLEDO,
Adviser to Nugget, Cupertino (CA) HS

We are committed to delivering the BEST YEARBOOK EXPERIENCE for you and your students by providing better guidance, better resources and better quality.
We are committed to delivering the best for you and your students.

– Leslie Robledo, Adviser to Nugget, Cupertino (CA)

I love that my students and I are CONNECTED TO HERFF JONES EVERYWHERE WE GO. When we show up at a convention or workshop, we’re immediately AMONG OUR YERDLY “FAMILY.” It’s great to be part of such a PASSIONATE group. Our rep has AN AMAZING YEARBOOK BACKGROUND; her expertise and mine mesh perfectly. We count on our IN-PLANT TEAM as well.

THE STAFF LOVES THAT WE HAVE SO MANY PEOPLE SUPPORTING US.”

by providing better guidance, better resources and better quality.

BEST YEARBOOK EXPERIENCE

PHOTO BY GRAHAM BECK, BELLARMINE COLLEGE PREP, SAN JOSE, CA
## Friday at a Glance

<table>
<thead>
<tr>
<th>Room Capacities in parentheses</th>
<th>7:15 a.m.</th>
<th>8 a.m.</th>
<th>9 a.m.</th>
<th>10 a.m.</th>
<th>11 a.m.</th>
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<tr>
<td>L100A (96)</td>
<td>Online News Package contest orientation meeting</td>
<td>How to survive the first year online</td>
<td>Elements of design</td>
<td>Convergent media/ CTE: new route to the future</td>
<td></td>
</tr>
<tr>
<td>L100B (96)</td>
<td>I’m the adviser, not the editor!</td>
<td>Using journalism when applying to college</td>
<td>Who wrote this job description?</td>
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<tr>
<td>L100C (96)</td>
<td>Juggling chainsaws and kittens</td>
<td>Audio storytelling for radio and Web</td>
<td>Issue seminar: The changing face of your community</td>
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<tr>
<td>L100D (96)</td>
<td>Building the ideal partnership</td>
<td>Sizzle and pop with a splash of color</td>
<td>Opening the ‘Mustard Jar’</td>
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<tr>
<td>L100E (96)</td>
<td>Get certified: law and ethics</td>
<td>Get certified: managing student media</td>
<td>Get certified: style primer</td>
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<tr>
<td>L100F (193)</td>
<td>Journalism the right way</td>
<td>Heads up</td>
<td>Writing people will read</td>
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<tr>
<td>L100G (206)</td>
<td>Covering disasters</td>
<td>Hearing is seeing</td>
<td>The sports report</td>
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<tr>
<td>L100H (206)</td>
<td>Leading the writing of others</td>
<td>Design with help from our friends</td>
<td>The right type</td>
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<tr>
<td>L100I (96)</td>
<td>The importance of sound editorial policies</td>
<td>Open forum on press rights</td>
<td>That’s not plagiarism! Or IS it?</td>
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<tr>
<td>L100J (96)</td>
<td>Middle madness in Minneapolis</td>
<td>Right price: free journalism resources</td>
<td>Go pro working with your principal</td>
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<tr>
<td>M100A (72)</td>
<td>Region 1 meet, eat and greet</td>
<td>Get certified: coverage, content</td>
<td>Intro to Intensive Journalistic Writing</td>
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<tr>
<td>M100B (72)</td>
<td>Region 2 meet, eat and greet</td>
<td>Taming the grading monster</td>
<td>Surviving advising as a new adviser</td>
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<tr>
<td>M100C (158)</td>
<td>Region 3 meet, eat and greet</td>
<td>‘How do I …?’ using InDesign</td>
<td>Issue seminar: Prescription drug abuse on the rise</td>
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<tr>
<td>M100D-E (150)</td>
<td>JEA Bookstore, Adviser Hospitality (8 a.m.-5 p.m.) Meet the Mentor (9 a.m.-noon; 2:30-3:20 p.m.) Write for JEA’s magazine (10:15 a.m.)</td>
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<tr>
<td>M100F (148)</td>
<td>Region 4 meet, eat and greet</td>
<td>JEA general membership mtg.</td>
<td>Create a social media plan</td>
<td>There’s no crying in baseball</td>
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<tr>
<td>M100G (158)</td>
<td>Region 5 meet, eat and greet</td>
<td>Cartooning and lampooning</td>
<td>Person to person: communication skills</td>
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<tr>
<td>M100H (158)</td>
<td>Region 6 meet, eat and greet</td>
<td>The perfect Jell-O</td>
<td>Don’t get left in the dark</td>
<td>Be loud and proud</td>
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<td>Noon</td>
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<td>Too broke for Photoshop?</td>
<td>Write-off contest: Online News Package posting</td>
<td>Write-off contest: Online News Package posting</td>
<td>Online News Package judging</td>
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<td>Ethics: 5 situations in 50 minutes</td>
<td>Staff manuals: why and how</td>
<td>Write-off contest to be determined</td>
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<td>Ethics and the law</td>
<td>New writing for new media</td>
<td>Write-off contest to be determined</td>
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<td>Get certified: history and media</td>
<td>Certification study session: CJE/MJE</td>
<td>Write-off contest to be determined</td>
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<td>Avoiding column chaos</td>
<td>Get certified: photojournalism</td>
<td>Write-off contest to be determined</td>
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<td>Why storytelling matters</td>
<td>A designer’s guide to theme</td>
<td>Write-off contest to be determined</td>
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<td>The best of newspaper design</td>
<td>Access Hollywood</td>
<td>Write-off contest to be determined</td>
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<td>Photography portfolio 2.0</td>
<td>Old-fashioned journalism values ...</td>
<td>Write-off contest to be determined</td>
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<td>Peer editing in Google Docs</td>
<td>All the students all the time</td>
<td>Write-off contest to be determined</td>
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<td>The 5-year plan</td>
<td>Get off the fence: Go digital</td>
<td>Write-off contest to be determined</td>
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<td>3 P's: publication policy planning</td>
<td>21st-century journalism</td>
<td>Write-off contest to be determined</td>
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<td>It's not them — it's you!</td>
<td>Protocol for free, responsible media</td>
<td>Write-off contest to be determined</td>
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<td>Breaking the news: revising news angles</td>
<td>Late-night TV: protector of liberty?</td>
<td>Write-off contest to be determined</td>
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<td>Reality rules: using TV to teach</td>
<td>Snooping for word crimes</td>
<td>Write-off contest to be determined</td>
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<td>Who can you trust?</td>
<td>Sell more books — learn how today!</td>
<td>Write-off contest to be determined</td>
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<tr>
<td>(Room capacities in parentheses)</td>
<td>7:15 a.m.</td>
<td>8 a.m.</td>
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<td>M100I (158)</td>
<td>Region 7 meet, eat and greet</td>
<td>Spectacular sports pages</td>
<td>Let's have some fun around here</td>
<td>Student media rights: a legal roller coaster</td>
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<td>M100J (60)</td>
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<td>On-site critiques (8 a.m.-3:30 p.m.)</td>
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<td>M101A (72)</td>
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<td>Photography contest judging (9 a.m.-noon)</td>
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<td>M101B (72)</td>
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<td>M101C (34)</td>
<td></td>
<td>InDesign tips and tricks</td>
<td>Take the Bridge to better image mgmt.</td>
<td>Creating a presentation</td>
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<tr>
<td>Auditorium Main (2,143)</td>
<td></td>
<td>Minnesota Public Radio live broadcast (must be seated by 8:45 a.m. and stay the entire time)</td>
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<tr>
<td>Aud. Lecture Hall 1 (428)</td>
<td></td>
<td>Dirty bit: designing piece by piece</td>
<td>Tweet this! Using new media in old journalism</td>
<td>Get the most from your interviews</td>
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<tr>
<td>Aud. Lecture Hall 2 (428)</td>
<td></td>
<td>Reporting the story: from research to reality</td>
<td>Let the photo (and video) tell the story</td>
<td>Who cares what you think?</td>
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<tr>
<td>Aud. Lecture Hall 3 (428)</td>
<td></td>
<td>Photography: from ordinary to extraordinary</td>
<td>Shooting photos with stopping power</td>
<td>Be an action hero</td>
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<tr>
<td>Ballroom A (500)</td>
<td></td>
<td>Not your granny’s copy</td>
<td>Sell like a pro</td>
<td>Motivational games</td>
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<tr>
<td>Ballroom B (630)</td>
<td></td>
<td>Change the world ... please!</td>
<td>Why Harry Potter matters</td>
<td>Create, control and profit from the Buzz</td>
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<td>102A-F (420)</td>
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<td>Break with a Pro</td>
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<tr>
<td>205A (56)</td>
<td>(7:30 a.m.) Broadcast moderators mtg.</td>
<td>Broadcast Package orientation meeting</td>
<td>JEA state directors meeting</td>
<td>Broadcast Package contest (10 a.m.-noon) Turn in Videography (10 a.m.); In-camera Feature (11 a.m.); Broadcast Package (noon)</td>
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<tr>
<td>205B (60)</td>
<td></td>
<td>Videography orientation meeting</td>
<td>National Journalism PLC meetings, work time</td>
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<tr>
<td>205C (140)</td>
<td></td>
<td>In-camera Feature orientation meeting</td>
<td>Let's make this work for everybody</td>
<td>Producing a winning JOY portfolio</td>
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<td>205D (140)</td>
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<td>Producing niche magazines</td>
<td>Ready, set — lede</td>
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<td>Seasons (500)</td>
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<td>Adviser</td>
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<td>Noon</td>
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<td>Privacy law for student media</td>
<td>The environmental portrait</td>
<td>Write-off contest to be determined</td>
<td>Write-off contest to be determined</td>
<td>Middle school fun night, swap shop</td>
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<td>Write-off office</td>
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<td>Soundslides</td>
<td>Beginner Photoshop</td>
<td>CJE/MJE certification testing</td>
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<td>General session and keynote address: Vadim Lavrusik</td>
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<td>5 steps of revision</td>
<td>Broadcast carry-in contests TBD</td>
<td>Write-off contests to be determined</td>
<td>Student dance (9-11:30 p.m.)</td>
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<tr>
<td>A designer's guide to what works</td>
<td>What newspapers can learn from magazines</td>
<td>Write-off contest to be determined</td>
<td>Media swap shops (8-10 p.m.)</td>
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<tr>
<td>(12:30 p.m.) Broadcast moderators mtg.</td>
<td>Contests: On-air Reporter, Broadcast Commentary</td>
<td>(2 p.m.) Contest: Podcast</td>
<td>Contest: Broadcast Newswriting</td>
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<td>Broadcast moderators mtg.</td>
<td>Taping for On-air Reporter contest</td>
<td>Write-off contest to be determined</td>
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<td>Broadcast judging</td>
<td>Broadcast carry-in contest TBD</td>
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<td>Broadcast judging</td>
<td>Taping for Broadcast Commentary</td>
<td>Broadcast judging</td>
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<td>Luncheon</td>
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<td>Adviser reception, auction (8:30 p.m.)</td>
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Friday starts HERE

7:15 a.m.

ADVISING/TEACHING

JEAX region members meet, eat and greet
JEAX invites teacher and adviser delegates to attend one of seven meet-eat-and-greet sessions led by JEAX regional directors. It’s a great way to network with others in your region and offer suggestions on how JEAX can better meet your needs as a journalism teacher. Those attending a JEAX/NSPA convention for the first time are especially encouraged to stop by, as tips for getting the most from a national convention will be shared. If you are interested, you may be linked with a mentor. A continental breakfast will be served at 7:15 a.m.; then you are invited to the JEAX general membership meeting at 8 a.m.

Region 1/Northwest
Sandra Coyer, MJE, Puyallup (Wash.) H.S.
7:15 a.m. Friday, M100A

Region 2/Southwest
Arizona, California, Colorado, Hawaii, Nevada, New Mexico and Utah
Carrie Faust, MJE, Smoky Hill H.S., Aurora, Colo.
7:15 a.m. Friday, M100B

Region 3/North Central
Illinois, Iowa, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin
Gary Lindsay, MJE, Cedar Rapids, Iowa
7:15 a.m. Friday, M100C

Region 4/South Central
Arkansas, Kansas, Louisiana, Missouri, Oklahoma and Texas
Wayna Polk, CJE, Weatherford, Texas
7:15 a.m. Friday, M100F

Region 5/Southeast
Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Tennessee
Brenda Gorschuch, MJE, West Henderson H.S., Hendersonville, N.C.
7:15 a.m. Friday, M100G

Region 6/Mid-Atlantic and Great Lakes
Delaware, Indiana, Kentucky, Maryland, Michigan, Ohio, Virginia, West Virginia and Washington, D.C.
Rod Satterthwaite, CJE, Dexter (Mich.) H.S.
7:15 a.m. Friday, M100H

Region 7/Northeast
Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont
Jane Blystone, MJE, Mercyhurst College, Erie, Pa.
7:15 a.m. Friday, M100I

7:30 a.m.

CONTEST

Broadcast moderators meeting
Those moderating contests 39, 42 and 43 will meet here before the orientation meetings.
7:30 a.m. Friday, 205A

8 a.m.

MEETING

JEAX general membership meeting
JEAX members and others interested in the organization are invited to attend this meeting. You’ll learn about recent JEAX board action, hear concerns and discuss future plans and goals.
Mark Newton, MJE, Mountain Vista H.S., Highlands Ranch, Colo.
8 a.m. Friday, M100F

CONTEST

Broadcast Package contest orientation meeting
Students entered in the Broadcast Package contest will gather here for an orientation meeting and to get assignments for their contest. Bring required supplies and equipment. Contest ticket is required.
8 a.m. Friday, 205A

CONTEST

Videography contest orientation meeting
Students entered in the Videography contest will gather here for an orientation meeting and to get assignments for their contest. Bring required supplies and equipment. Contest ticket is required.
8 a.m. Friday, 205B

On-site critiques
Advisers and staffs who submitted media for a critique should check appointment times posted at Exhibit Hall A. A schedule also will be posted near the critique room Friday and Saturday.
8 a.m.-3:30 p.m. Friday, M100J

8 a.m.-3:30 p.m. Friday, 205A

CONTEST

In-camera Feature contest orientation meeting
All students entered in the In-camera Feature contest will gather here for an orientation meeting and to get assignments for their contest. Bring required supplies and equipment. Contest ticket is required.
8 a.m. Friday, 205C

CONTEST

Online News Package contest orientation meeting
Students entered in the Online News Package contest will gather here for an orientation meeting and to get assignments for their contest. Bring required supplies and equipment. Contest ticket is required.
8 a.m. Friday, L100A
8:45 a.m.

BROADCAST
Minnesota Public Radio live broadcast
Minnesota Public Radio will broadcast “Midmorning” live from the Minneapolis Convention Center. JEA/NSPA attendees can join the audience for the broadcast and participate with questions. The program will be hosted by MPR’s Kerri Miller, and a relevant, current topic will be determined just prior to the convention. The program is broadcast throughout the Upper Midwest and streamed live over the Internet. A question-and-answer session for attendees will follow the program. Attendees will need to be seated by 8:45 a.m. and expected to stay for the full program session.

8:45-10:50 a.m. Friday, Auditorium Main

9 a.m.

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 assigned time.

9 and 10 a.m. Friday, 102A-F

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.
Sarah Nichols, MJE, Whitney H.S., Rocklin, Calif.
9 a.m. Friday, 205A

MEETING
National Journalism PLCs meeting, work time (2 hours)
This session is for professional learning community members who have been through the Thursday workshops previously and would like to have face-to-face time to work on the instructional focus of their PLCs. Areas will be available for small-group work.

Jill Chittum, MJE, Blue Valley H.S., Stilwell, Kan.
9-10:50 a.m. Friday, 205B

GENERAL AUDIENCE
Let’s make this work ... for everybody!
The prior-review argument has become increasingly polarized and has led to the destruction of much-needed and endangered scholastic media programs. This session aims to identify and confront the realities for all parties affected by starting a dialogue to create solutions that benefit everyone.

Kate Klonowski, CJIE, and Trevor Ivan, Kent (Ohio) State University
9 a.m. Friday, 205C

ADVISING/TEACHING
Organization 101
Advisers and editors: You know how to write and design, but that’s only half the battle. Come learn techniques and strategies to help maintain your sanity and find peace in the process. Bring your thumb drives if you want handouts.
Ronna Sparks Woodward, MJE, and Jennifer Higgins, Liberty (Mo.) North H.S.
9 a.m. Friday, 205D

GENERAL AUDIENCE
Dirty bit: designing piece by piece
Off-the-rack designs for 2011. A fun, detailed and up-to-the-second look at what we can learn from magazine designers. Design lives in the moment. See what new type, color and space uses you can employ to bring your content to life.

Steve Kent, Herff Jones, Roanoke, Va.
9 a.m. Friday, Auditorium Lecture Hall 1

FEATURED SPEAKER
Reporting the story: from research to reality
Getting the story into print is only half the battle. Every good story began with good research. Get advice for writing a successful story from veteran reporter and published author Curt Brown.

Curt Brown, Star Tribune, Minneapolis
9 a.m. Friday, Auditorium Lecture Hall 2

PHOTOGRAPHY
Photography: from ordinary to extraordinary
This lively session will teach you to get away from those boring expected photos and learn to take ones that are show-stoppingly wonderful. Go beyond the rules to thinking like a professional. You can do it!

Judy Babb, Friesen Yearbooks, Plano, Texas
9 a.m. Friday, Auditorium Lecture Hall 3

YEARBOOK
Not your granny’s copy
Rev up copy so that it will be applauded by readers other than your grandmother. With humor and examples, this veteran adviser will steer you from the pitfalls of blop, and inspire you to write copy not only worth reading, but also worth remembering.

Mary Kay Downes, MJE, Chantilly (Va.) H.S.
9 a.m. Friday, Ballroom A


day events in

Exhibit Hall A

Convention registration/check-in, trade show
In addition to the trade show and convention registration and check-in, you’ll find the Best of Show desk, Write-off desk, critique desk, speaker check-in, computer session sign-up and convention T-shirt distribution.
8 a.m.-4 p.m. Friday

Learning Lab
A designated area of the exhibit hall will have three 15-minute sessions per hour from experts on a variety of topics. A full schedule of Thursday and Friday labs is published on Page 21. No advance registration is required — just show up and listen to the speaker. The Learning Lab is sponsored by the University of Minnesota School of Journalism and Mass Communication.
8 a.m.-4 p.m. Friday
Friday’s special events in M100D-E

JEA Bookstore
Check out the new books, as well as popular bestsellers, at the JEA Bookstore. Nearly 300 items relating to journalism are available. Supplies for the Write-off contest may be purchased here.
8 a.m.-5 p.m. Friday

Adviser Hospitality
Meet with your colleagues from across the country in the adviser hospitality suite, a hot spot for advisers. Local committee members will be available to recommend sightseeing, dining and entertainment options.
8 a.m.-5 p.m. Friday

Meet the Mentors
This is your chance to talk one-on-one with a JEA mentor. All JEA mentors are experienced journalism educators who are good listeners and have plenty of tricks up their sleeves to help you solve journalism problems.
9 a.m.-3:20 p.m. Friday

NEWSPAPER
Change the world ... please!
Writing persuasive essays (we call them editorials) is challenging and important, and needs attention. Nothing translates more clearly to college-level writing than a well-reasoned editorial! Let’s make a difference next issue!
Jack Kennedy, MJE, Colorado H.S. Press Association, Highlands Ranch, Colo.
9 a.m. Friday, Ballroom B

ONLINE APPLICATIONS
How to survive the first year online
We did it in one year and so can you. The staff and adviser of Niles West News, which won an Online Pacemaker during its first year, discuss what it takes to survive and excel after you decide to make the move online.
Evelyn Lauer, CJE, West Niles H.S., Skokie, Ill.
9 a.m. Friday, L100A

ADVISING/TEACHING
I’m the adviser, not the editor!
Come learn ways to create and maintain a strong editorial board. Your staff members should be making the important decisions, and a good editorial board facilitates that. We’ll share strategies for organizing your editors into a cohesive team of publication managers.
Jon Reese, Decatur (Ga.) H.S.
9 a.m. Friday, L100B

NEWSPAPER
Juggling chainsaws and kittens: maintaining balance
We all know that our staffs could spend every free minute, evening and weekend in the newsroom and still have work to do. Come to this session for ways to keep the work fun and productive but not all consuming.
Kathryn Campbell, St. Paul Academy and Summit School, St. Paul, Minn.
9 a.m. Friday, L100C

GENERAL AUDIENCE
Building the ideal partnership
This session will walk advisers through the benefits of partnerships and how to use them to increase visibility, legitimacy and participation. Examples will be used from the speaker’s work in youth media and high school journalism.
Katina Paron, Baruch College, New York, N.Y.
9 a.m. Friday, L100D

ADVISING/TEACHING
Get certified: law and ethics
Planning to take the CJE or MJE test? Or just wanting to know more about student media legal/ethical issues? Whether it’s knowing important cases or defining libel or understanding the importance of forums, here’s where to find out what’s essential and how to teach it.
Candace Perkins Bowen, MJE, Kent (Ohio) State University
9 a.m. Friday, L100E

FEATURED SPEAKER
Journalism the right way
How do you create an ethical culture in the newsroom? How do you decide what stories to publish, what makes them fair and how far reporters should go to get them? Journalists must wrestle with difficult ethical questions every day. Making the right decisions requires a solid, ethical foundation. We’ll discuss a number of real-life cases and begin building that foundation together.
Chris Ison, University of Minnesota, Minneapolis
9 a.m. Friday, L100F

PHOTOGRAPHY
Covering disasters
Visual journalist Andy Nelson will share photographs he has taken on assignments covering natural disasters around the world. He will describe the scenes and situations and how he was able to make pictures that provide compelling insight into the struggles and triumphs faced by people worldwide.
Andy Nelson, Kansas State University, Manhattan, Kan.
9 a.m. Friday, L100G

GENERAL AUDIENCE
Leading the writing of others
In this session, the instructors will show ways for editors, advisers and prospective editors to help good writers make the passage to becoming sophisticated reporters. You’ll learn tips for putting the polish on your writing and the writing of others.
H.L. Hall, MJE, Hendersonville, Tenn.
9 a.m. Friday, L100H

LAW/ETHICS
The importance of sound editorial policies
Correctly crafted editorial policies are one way to help your publications establish themselves as designated forums for student expression. This session will discuss the pros and cons of developing such policies, and what should go into strong ones.
John Bowen, MJE, Kent (Ohio) State University, and Carrie Faust, MJE, Smoky Hill H.S., Aurora, Colo.
9 a.m. Friday, L100I
Middle madness in Minneapolis

Junior high/middle school students: Come meet other young journalists. Results of the mail-in write-off contests will be announced. Games, prizes, and of course fun!
Anita Marie Wertz, MJE, Cesar Chavez H.S., Stockton, Calif.; Jed Palmer, Sierra Middle School, Parker, Colo., and Mary Patrick, CJE, Maize South Middle School, Wichita, Kan.
9 a.m. Friday, M100J

Get certified: coverage, content and reporting

Planning to take the CJE or MJE test? Considering it? Or just wanting to be more familiar with coverage, content and reporting issues in student media? This is the session for you. Whether it’s learning how to improve coverage in your school, fine-tuning the content in your publications, or improving the writing process, here is the place to find out what’s essential and how you can teach it.
Lizabeth Walsh, MJE, Reno (Nev.) H.S.
9 a.m. Friday, M100A

Taming the grading monster

See one adviser’s approach to bringing some order out of chaos regarding the grading dilemma in a publication’s classroom. Discover some ways to evaluate every student on staff in a way that reflects individual responsibilities or assignments.
Bill Flechtner, MJE, Warner Pacific College, Portland, Ore.
9 a.m. Friday, M100B

How do I ...?’ using InDesign

This question-and-answer session will show you how to create your designs and layouts using InDesign.
David Graves, St. Thomas’ Episcopal School and Hal Schmidt, Balfour Yearbooks, Houston
9 a.m. Friday, M100C

Create a social media plan

Is your staff using Facebook, Twitter and blogging to enhance your media coverage, but with no real rhyme or reason? Are you in need of a system to guide your online coverage? Get five simple steps to help you produce a winning social media presence.
Chris Waugaman, CJE, Prince George (Va.) H.S.
9 a.m. Friday, M100F

Cartooning and lampooning: a satirist’s guide

Poking fun — and being critical — of authority is part of the American birthright. A quick look at what makes for strong editorial cartoons, what the law says about satire, and how to run an April Fool’s issue more safely will be covered in this session.
Tom Sivertsen, Redwood H.S., Larkspur, Calif.
9 a.m. Friday, M100G

The perfect Jell-O

The perfect Jell-O is more stunning than a mediocre soufflé. When it comes to drawing your readers’ attention to the story, less is more. It’s about design: plain and simple.
Crystal Kazmierski, Arrowhead Christian Academy, Redlands, Calif.
9 a.m. Friday, M100H

Spectacular sports pages

Students will learn how to make their sports pages more powerful — what types of coverage they need to do and how to design pages that students will want to read.
Jeff Nardone, Grosse Pointe South H.S., Grosse Pointe Farms, Mich.
9 a.m. Friday, M100I

Photography contest judging

Those who have agreed to judge photography will meet at this time.
Bradley Wilson, CJE, Cary, N.C.
9 a.m. Friday, M101B

InDesign tips and tricks

Learn how to be more creative and productive with InDesign software. (Sign up and get ticket at the registration area. Limit 34.)
Linda Drake, MJE, Chase County Junior-Senior H.S., Cottonwood Falls, Kan.
9 a.m. Friday, M101C

Producing a winning JOY portfolio (2 hours)

Examine winning portfolios in JEA’s Journalist of the Year scholarship competition and see how you can win money for your college education. This session will examine the scoring rubric and all aspects of the portfolio preparation and presentation.
Wayna Polk, CJE, Weatherford, Texas, and Lisa Van Etta, Cypress Falls H.S., Houston
10-11:50 a.m. Friday, 205C

Producing niche magazines

Post your breaking news and game coverage on the Web and put your features, profiles and investigative feature stories into features magazines. Why not produce a sports magazine, a political opinion forum, an arts and entertainment glossy, or even different magazines different years?
Kathleen Neumeyer, Harvard-Westlake School, Studio City, Calif.
10 a.m. Friday, 205D

Tweet this! Using new media in old journalism

One of the best-known broadcast reporters in the Twin Cities will offer tips and give examples of how he became a master of social media, including attracting nearly 10,000 Twitter followers and using people in that crowd for ideas, sources and advice.
Jason DeRusha, WCCO-TV, Minneapolis
10 a.m. Friday, Auditorium Lecture Hall 1

Let the photo (and video) tell the story

Star Tribune photographer Jim Gehrz shares the secrets of finding and capturing decisive moments. He also will show the impact convergence has had on photojournalists as they tell the story through multimedia pieces that include audio and video components.
Jim Gehrz, Star Tribune, Minneapolis
10 a.m. Friday, Auditorium Lecture Hall 2
10 a.m. Friday

PHOTOGRAPHY

Shooting photos with stopping power
Learn how to shoot photos for any event that stop your readers on the page. Come see real examples of coverage of typical events that occur at any school. Margaret Sorrows, CJE, Bryant (Ark.) H.S.
10 a.m. Friday, Auditorium Lecture Hall 3

BUSINESS/ADVERTISING

Sell like a pro
The winning attitude for sales of your yearbook, newspaper and magazine starts here. Learn how to sell advertising like a pro and raise the big bucks! Come to this fun, educational session that will give your staff the confidence to succeed at sales.
10 a.m. Friday, Ballroom A

NEWSPAPER

Why Harry Potter matters
We got into journalism to write amazing stories (not amazing quote collections or bio boxes), so why do we see so few great narratives in the H.S. press? There is a reason you read all those pages by J.K. Rowling, with no sidebars!
Jack Kennedy, MJE, Colorado H.S. Press Association, Highlands Ranch, Colo.
10 a.m. Friday, Ballroom B

GENERAL AUDIENCE

Elements of design
Instructor will teach basic and advanced elements of design for print publications and show basic and advanced elements of InDesign CS4.
Jessica J. Jensen, South Dakota State University, Brookings, S.D.
10 a.m. Friday, L100A

GENERAL AUDIENCE

Using journalism when applying to college
Journalism students get better grades than other students in high school – and as college freshmen – earn higher scores on the ACT and develop unique skills in leadership, project management, research and writing. Present this experience skillfully when applying to colleges. Admissions officers will offer specific tips for journalism students and advisers on essays, portfolios and recommendation letters.
Reid Westrem, Minnehaha Academy, Minneapolis; Brian Burgemeister, St. Olaf College, Northfield, Minn.; Jane Nordhorn, St. Catherine University, and Jeff Allen, Macalester College, St. Paul, Minn.
10 a.m. Friday, L100B

BROADCAST

Audio storytelling for radio and Web
Learn how to write for the ear. This session will show you everything you want to know about telling great audio stories that you can use on your website and/or for your radio station. Learn about weaving natural sound with sound bites and effective narration to put your listeners on the edges of their seats.
Jeff Browne, Kansas Scholastic Press Association, Lawrence, Kan.
10 a.m. Friday, L100C

GENERAL AUDIENCE

Sizzle and pop with a splash of color
Whether your publication has eight pages or every page in dazzling, vibrant colors, you need to know how to strategically use this powerful and popular tool. It can make your pages not only sizzle and pop, but draw your readers into the heart of your story’s message. Let’s take a look at some trendy examples and talk about some design fundamentals incorporating color theory.
Linda Ballew, CJE, Great Falls (Mont.) H.S.
10 a.m. Friday, L100D

ADVISING/TEACHING

Get certified: managing student media
This session will provide information in the area of staff management for those taking the CJE/MJE exam.
Jane Blystone, MJE, Mercyhurst College, Erie, Pa.
10 a.m. Friday, L100E

YEARBOOK

Heads up
From spirit to pets, some yearbook staffs find themselves bogged down with the same cliche story ideas year after year. Fresh story ideas lurk everywhere, if you know where to look.
Find new ideas to turn your yearbook coverage around.
Nancy Hastings, MJE, Highland, Ind.
10 a.m. Friday, L100F

FEATURED SPEAKER

Hearing is seeing
Public radio is one of the bright spots in the media landscape, where audiences seek in-depth and compelling local, national and international news coverage. Award-winning Minnesota Public Radio reporter Sasha Aslanian offers tips on the power of storytelling through audio and multimedia reporting.
Sasha Aslanian, Minnesota Public Radio, St. Paul, Minn.
10 a.m. Friday, L100G

GENERAL AUDIENCE

Design with help from our friends
Professional publications, the Internet, television and promotional materials contain outstanding ideas for all publications. Learn to study ideas from the professionals and apply them to your own designs.
Laura Schaub, CJE, Balfour Yearbooks, Commerce City, Colo., and Kristi Rathbun, CJE, Rock Canyon H.S., Highlands Ranch, Colo.
10 a.m. Friday, L100H

LAW/ETHICS

Open forum on press rights
Members of JEA’s Scholastic Press Rights Commission will field questions and discuss issues with students and advisers on everything from print press rights to those on the Internet.
John Bowen, MJE, Kent (Ohio) State University, and members of the JEA Scholastic Press Rights Commission
10 a.m. Friday, L100I

ADVISING/TEACHING

Right price: free journalism education resources
The Newspaper Association of America Foundation offers materials designed to make life easier for journalism educators. These include lesson plans aligned to national learning standards as well as online tutorials, interactive tools, teacher fellowships and even small grants for middle school publications.
Marina Hendricks and Sandy Woodcock, Newspaper Association of America Foundation, Arlington, Va.
10 a.m. Friday, L100J
Introduction to intensive journalistic writing

Strengthen your school's English and journalism programs by incorporating journalism models and approaches into your English class. The Intensive Journalistic Approach (now approved through the Advanced Placement Audit) brings real experience into the academic setting. The speaker will share IJW activities and answer your questions.

Carol Lange, Reston, Va.
10 a.m. Friday, M100A

Surviving advising as a new adviser

This session will include discussion and tips on how to survive the pressures of being a new teacher and a new adviser.

Steve O'Donoghue, California Scholastic Journalism Initiative, Sacramento, Calif.
10 a.m. Friday, M100B

Issue seminar: Prescription drug abuse on the rise (2 hours)

The prevalence of teen prescription drug abuse is escalating. With the wide availability of these drugs as well as the misconception that because they are prescriptive in nature they can't be harmful, abuse is on the rise. This seminar will reveal up-to-date statistics, debunk myths and instruct students on how to navigate the bureaucracy to find accurate research resources for their publications. Speakers will include experts from the National Institute on Drug Abuse and a researcher from the University of Michigan. Participants also will be invited to be a part of a teleconference in December.

Panelists: Jennifer Elcano and Stephanie Olden, Office of Science Policy and Communications, National Institute on Drug Abuse, Bethesda, Md., and Carol Boyd, University of Michigan, Ann Arbor, Mich. Moderator: Tim Dorway, Chanhassen (Minn.) H.S.
10-11:50 a.m. Friday, M100C

There's no crying in baseball

Is your sports section full of boring game recaps and numbers that mean little to your readers? Discover how to bring emotion, impact and passion to sports writing. Yes, there may be some crying ... but that's OK.

Chris Waugaman, CJE, Prince George (Va.) H.S.
10 a.m. Friday, M100F

Person to person: communication skills for interviewing

Great interviews aren't just about asking inspired questions. To get the real story, you have to communicate effectively, focusing on accuracy and establishing a solid relationship. Learn the basic communication skills that doctors, lawyers and therapists use to quickly establish in-depth connections.

Tom Sivertsen, Redwood H.S., Larkspur, Calif.
10 a.m. Friday, M100G

Don't get left in the dark

Take a cue from Hollywood directors, and think about LIGHT before cameras and action. Learn tips and tricks to better see and shape your light, discover light accessories and modifiers, and pick up advanced strobe and off-camera lighting knowledge for your photography.

Michael Simons, CJE, West H.S., Painted Post, N.Y.
10 a.m. Friday, M100H

Let's have some fun around here

To have fun, we need to look at what motivates kids. This session will discuss the psychological aspects of all of us, and look at ways to have fun with our publications.

Jeff Nardone, Grosse Pointe South H.S., Grosse Pointe Farms, Mich.
10 a.m. Friday, M101I

Take the Bridge to better image management

Learn how to use Adobe Bridge for a wide range of time-saving and image-management uses that you didn't know were possible. (Sign up and get ticket at convention registration area. Limit 34.)

Eric Manto, Walsworth Publishing Co., Prosper, Texas
10 a.m. Friday, M101C

Write for JEA's magazine

Use Minneapolis to connect to the journalism world in print. Click the link to JEA's magazine, Communication: Journalism Education Today, in person. Meet and munch with the assistant editor about a capital idea in the Adviser's Hospitality room between 10:15 and 11:30 a.m. Merit status as an adviser who writes for a highly regarded national magazine — or shape future content with an inspired suggestion. Come with ideas and a volunteer spirit.

Howard Spanogle, Asheville, N.C.
10:15-11:30 a.m. Friday, M100D-E

Ready, set — lede

An editor once said — if you can’t tell me what the story is about in the first sentence, don’t write the second. Good ledes are essential for any media. This session will offer tips about bringing your reader into the story.

Stan Zoller, MJE, Rolling Meadows (Ill.) H.S.
11 a.m. Friday, 205D

Get the most from your interviews

Thorough research will get you started, but a good interviewer must react quickly to a source’s responses. A veteran interviewer who has questioned politicians, musicians and physicians — and everyone in between — will share her tips for success and how she gets news from people live on the air.

Cathy Wurzer, Minnesota Public Radio, St. Paul, Minn.
11 a.m. Friday, Auditorium Lecture Hall 1

Who cares what you think?

Whether you’re talking about theater, books, music, art or film, everyone’s a critic — but not everyone’s critique is worth hearing. Tad Simons, Arts and Entertainment editor of Mpls./St.Paul Magazine, shares his secrets for writing reviews and features that people will read, respect and rely upon. Whether you’re writing for a monthly, weekly, or daily, in print or online, he’ll also explain
how student journalists can improve their critical writing skills, separate themselves from the pack, and get noticed by publications that pay!

Tad Simons, Mpls.St.Paul Magazine, Minneapolis
11 a.m. Friday, Auditorium Lecture Hall 2

PHOTOGRAPHY

Be an action hero
“With great power comes great responsibility.” You may not be Spider-Man, but a press pass does give you the power and the responsibility to capture images that transform your publications’ pages. Channel your inner Peter Parker as we reveal the secrets of taking compelling action photos while on assignment. Step out from behind that shadow and assume your true identity.
Cindy Todd and Deanne Brown, Westlake H.S., Austin, Texas
11 a.m. Friday, Auditorium Lecture Hall 3

GENERAL AUDIENCE

Motivational games
Sometimes we need a kick in the pants to maintain a positive attitude, and sometimes we need to be reminded that being on staff is fun. Learn the “Camp Vicky” approach to keeping your staff motivated and working as a team. Come prepared to play!
Vicky Wolfe, Herff Jones, Charlotte, N.C.
11 a.m. Friday, Ballroom A

YEARBOOK

Create, control and profit from the buzz
Why create a beautiful yearbook and forget about the marketing buzz? It is a lot of work, but you need to make sure that everyone in the school is excited about the book. Did you cover them? Are they in it? Have they purchased it? Sometimes we need to be reminded that being on staff is fun. Learn the “Camp Vicky” approach to keeping your staff motivated and working as a team. Come prepared to play!
Vicky Wolfe, Herff Jones, Charlotte, N.C.
11 a.m. Friday, Ballroom A

GENERAL AUDIENCE

Convergent media/CTE: New route to the future
Budget cuts? Programs eliminated? The ever-changing world of professional journalism? What to do? We have an answer. As the first state-approved CTE Convergent Media Program in Colorado, we’ll discuss what we did and why.
11 a.m. Friday, Auditorium Lecture Hall 2

Advisers luncheon
Often the best adviser information and advice happens during informal conversations around a luncheon table. Join the convention planning committee and JEA mentors at this luncheon featuring guest speaker Rachel Blount, who has been a sports reporter and a columnist for the Star Tribune. Blount, who is a self-described huge believer in journalism education, will provide attendees with a journalism educator locker room pep talk. Preregistration was required. Please bring your ticket.
11 a.m. Friday, Seasons

GENERAL AUDIENCE

Who wrote this job description?
I’d rather do it myself! Oh no. As the editor boss, you must delegate, lead and teach. Come to this participation session to share ideas about staff and job descriptions, photographers, advisers, deadlines and other issues. No advisers, please.
Sheryl Fulton, Jostens, Topeka, Kan.; Bonnie Blackman, Jostens, Tinton Falls, N.J.; and Linda Chambers, Fairview (Tenn.) Middle School
11 a.m. Friday, L100B

Issue seminar: The changing face of your community (2 hours)
To outsiders, the stereotypical Minnesotan might look and sound like a character from the movie “Fargo.” You might be surprised to learn that the Twin Cities have the nation’s largest Somali and second-largest Hmong immigrant communities. As immigration patterns and policies evolve, the faces of our communities also change. How is your community changing – and how are you documenting that change? Are you telling stories that reflect the true diversity in your school? How can you, as an outsider to an immigrant community, learn about and tell these stories? How can you, as an editor or adviser, recruit a staff that reflects your school’s diverse population? This seminar will help students learn about immigration – and learn how to tell interesting, relevant stories.
Panelists: Sasha Aslanian and Laura Yuen, Minnesota Public Radio, and Lynda McDonnell, ThreeSixty, St. Paul, Minn., and Corinth Matera, Minneapolis (Minn.) South H.S. Moderator: Reid Westrem, Minnehaha H.S., Minneapolis
11 a.m.-12:50 p.m. Friday, L100C

LITERARY MAGAZINE

Opening the ‘Mustard Jar’
Discover the evaluation tools and skills you’ll need to make the best choices for the essential ingredients to build a literary-art magazine.
Linda Ballew, CJE, Great Falls (Mont.) H.S.
11 a.m. Friday, L100D

ADVISING/TEACHING

Get certified: style primer
This session is aimed at advisers planning to take the JEA Certified Journalism Educator exam, but also is a great refresher for students or advisers looking to brush up on their knowledge of Associated Press style.
Joe Humphrey, MJE, Hillsborough H.S., Tampa, Fla.
11 a.m. Friday, L100E

Writing people will read
This energetic session will help students and advisers learn to tell stories about people and events that will have readers reading to the last word. There is no such thing as a boring story, just boring writing. Learn to avoid it.
Judy Babb, Friesen Yearbooks, Plano, Texas
11 a.m. Friday, L100F

YEARBOOK

The sports report
Improve the most neglected section in your yearbook by attending this session taught by two yearbook nerds with a lifetime of experience as athletes, coaches and fans. Leave with ideas for better photo coverage, more meaningful storytelling and emphasis on numbers that matter.
Sarah Nichols, MJE, Whitney H.S., Rocklin, Calif., and Casey Nichols, CJE, Rocklin (Calif.) H.S.
11 a.m. Friday, L100G
college-related issues and Quill and Scroll.
Vanessa Shelton, Quill and Scroll,
Iowa City, Iowa, and H. L. Hall, MJE,
Hendersonville, Tenn.
11 a.m. Friday, M100B

NEWSPAPER
Hard-hitting headlines and storytelling captions
Story is written ... layout is done ... now for the headline and captions. Help is on its way with practical tips and guidelines for writing meaningful and interesting headlines and captions.
Susan Massy, Shawnee Mission Northwest H.S., Shawnee, Kan.
11 a.m. Friday, M100F

FEATURED SPEAKER
Narrative writing: setting the scene
Scenes are the backbone of narrative writing, where the story takes place and where the plot unfolds. Get useful tips from the award-winning books/narrative projects editor of the Star Tribune, Laurie Hertzel. Adapted from a Nieman seminar for narrative editors at Harvard University.
Laurie Hertzel, Star Tribune, Minneapolis
11 a.m. Friday, M100G

YEARBOOK
Be loud and proud
Selling yearbooks, advertisements, recruiting staff, soliciting coverage angles and promoting a yearbook theme all require bold, effective communication. Learn how to stop everyone in the community and school in their tracks and make it impossible for your program to go unnoticed.
Kara Petersen, Herff Jones Yearbooks,
Centreville, Va., and Francesca Branson,
James Madison H.S., Vienna, Va.
11 a.m. Friday, M100H

LAW/ETHICS
Student media rights: a legal roller coaster
The court cases of three censored students — Mary Beth Tinker, Cathy Kuhlmeier and her classmates at Hazelwood East High School and Katie Dean at Utica (Mich.) High School — have largely defined the First Amendment rights of America’s high school student media. Hear about their stories and find out what their cases mean to you today in defending your free press rights.
Mike Hiendtand, Zenger Consulting/
Student Press Law Center, Ferndale, Wash.
11 a.m. Friday, M100I

ONLINE APPLICATIONS
Creating a Soundslides presentation (2 hours)
A hands-on session to create a multimedia Soundslides. You’ll learn to create title slides using Photoshop. Using photos and audio that you are provided, participants will create a story. Participants need basic computer skills.
(Sign up and get ticket at registration area. Limit 34.)
Julie Dodd, MJE, and Judy Robinson,
CJE, University of Florida, Gainesville, Fla.
11 a.m.-12:50 p.m. Friday, M101C

Noon

GENERAL AUDIENCE
5 steps of revision
Feedback leads a student through the editing process to create a stronger piece, but the load of grading can interfere with the efficiency. These five steps of revision keep feedback immediate and monitored. We’ll go through the process step by step.
Lori Oglesbee-Petter, MJE, McKinney (Texas) H.S.
Noon, Friday, Ballroom A

YEARBOOK
A designer’s guide to what works 2011
See an up-to-date presentation of school and mass media design trends from a creative design perspective.
Rick Brooks, Jostens, Port Matilda, Pa.
Noon, Friday, Ballroom B

COMPUTER SOFTWARE
Too broke for Photoshop?
Many school computers feature Photoshop. The majority of students aren’t lucky enough to have Photoshop on their personal computers. This session will show free Photoshop alternatives (online and off), so everyone has access to high-quality imaging software.
Justin Turner, Sheridan (Ark.) H.S.
Noon, Friday, L100A
LAW/ETHICS

Ethics: 5 situations in 50 minutes
Would you ... Give your notes or photos to the police? Print news that could change the course of an election? Tweet unconfirmed rumors? Journalists often face decisions that don’t have concrete answers. Test your instincts in this interactive session.
Sarah Bauer, Minnesota Newspaper Association, Minneapolis
Noon, Friday, L100B

FEATURED SPEAKER

Why storytelling matters
Attention young journalists: We need you more than ever. In a world of social media and 24-7 news cycles, at the end of the day, it is the stories of our struggles, victories and humanity that unite us and move us to action.
Gail Rosenblum, Star Tribune, Minneapolis
Noon, Friday, L100G

NEWSPAPER

The best of newspaper design
This session will look at award-winning newspapers to see what elements make them so good. It is a terrific opportunity to examine the details of their pages and get ideas for making your publication even better than it is now. We will look at design elements, one by one. Those who attend this session will also get access to the presentation to download.
Linda Barrington, MJE, Mount Mary College, Milwaukee, Wis.
Noon, Friday, L100H

PHOTOGRAPHY

Photography portfolio 2.0
Recently updated for Web 2.0 environment, this popular session teaches how creating a photography portfolio is more 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, Arlington (Texas) ISD, and Bryan Farley, Oakland, Calif.
Noon, Friday, L100I

ONLINE APPLICATIONS

Peer editing in Google Docs
Want to understand Google Docs and how to use it to collaborate on a writing process in your classroom? This session will lead advisers, editors and copy editors toward creating an authentic method of peer editing that will make your writing more focused and efficient.
Eric Thomas, MJE, St. Teresa’s Academy, Kansas City, Mo.
Noon, Friday, L100J

ADVISING/TEACHING

The 5-year plan
Upon taking over a failing newspaper, this speaker made a five-year plan to advise a staff to Pacemaker Finalist, then did it in two years. Whether you’re new or just ready to take your publication to the next level, come learn to see the big-picture.
Noon, Friday, M100A

GENERAL AUDIENCE

3 P’s: publication policy planning
Teachers wearing disguises for pictures? What does the staff do if something tragic happens? Don’t react after something happens. Have a plan in advance. Start a discussion now with the staff to develop policies for the publication.
Anita Marie Wertz, MJE, Cesar Chavez H.S., Stockton, Calif.
Noon, Friday, M100B

YEARBOOK

It’s not them — it’s you!
Staff writers often lament the lame quotes they get from interviews. But what if the real problem is the interviewer? Watch some good and not-so-good interviews, then learn to model excellent interviewing skills, eradicate bad habits and praise your staff into amazing interviews.
Meghan Percival, CJE, McLean (Va.) H.S., and Kara Petersen, Herff Jones Yearbooks, Centreville, Va.
Noon, Friday, M100C

NEWSPAPER

Breaking the news: revising news angles
How can you keep routine news stories fresh? Learn different ways to present ideas that will keep your audience reading.
Starr Sackstein, MJE, World Journalism Prep School, Flushing, N.Y.
Noon, Friday, M100F

GENERAL AUDIENCE

Reality rules: using TV to teach journalism
All those crazy TV shows really do have value: providing fun teaching ideas for the classroom. This is an interactive session involving games, demonstrations and fabulous prizes to teach layout, design, theme and copywriting. It is perfect for teachers, editors and anyone who wants to take some instructive team-building ideas
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WANT MORE INFORMATION?
Contact: Candace Perkins Bowen
cbowen@kent.edu  csjkent.org

Kent State University is home to the Center for Scholastic Journalism, which just completed the 2011 National Scholastic Journalism Census. For more information, check us out online at csjkent.org

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1 p.m. Friday

back to the yearbook classroom.
Mary Patrick, CJE, Maize South Middle School, Wichita, Kan.
Noon, Friday, M100G

GENERAL AUDIENCE

Whom can you trust?
An important aspect for journalists is to understand the media they follow. This session will make students more media-literate and help strengthen their research and reporting skills.
Joseph Dennis, The University of Georgia, Athens, Ga.
Noon, Friday, M100H

LAW/ETHICS

Privacy law for student media
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 should you avoid? What stories are fair game? What rights does a photographer or reporter have in gathering the news?
Mike Hiestand, Zenger Consulting/Student Press Law Center, Ferndale, Wash.
Noon, Friday, M100I

12:30 p.m.

CONTEST

Broadcast carry-in contests
Those moderating contests 40 and 44 will meet before the contests.
12:30 p.m. Friday, 205A

1 p.m.

CONTEST

On-air Reporter and Broadcast Commentary contests
Students entered in these contests will meet here for the writing portion of their contest and to get their taping time. You must have a contest ticket to enter.
1 p.m. Friday, 205A

CONTEST

Broadcast moderators meeting
Those moderating contests 35 to 38, 45 and 46 will meet here before the contests.
1 p.m. Friday, 205B

1:30 p.m.

CONTEST

Broadcast carry-in contests
All students entered in the broadcast carry-in contests will meet at this time. They must have a contest ticket, bring their entry with them and stay for the critique session. Please check the Convention Update for room assignments.
1:30 p.m. Friday, see Convention Update

2:30 p.m.

CONTEST

Write-off contest: Online News Package
Students entered in the Online News Package contest will meet at this time to post their Web pages. At 4 p.m. they will meet with the moderators.
2:30 p.m. Friday, L100A

NEWSPAPER

What newspapers can learn from magazines
Newspapers need to break out of the rut they seem to be in. Learn what you can to get your audience to spend more time on those pages you work hard to create. Take a look at some of the top magazines in the nation and leave with amazing ideas to use in your next issue.
2:30 p.m. Friday, Ballroom B

ADVISING/TEACHING

Staff manuals: why and how
Advisers will discuss the rationale for creating a staff manual. They will also share strategies and resources for planning the contents of the manual.
Susan V. Everett, MJE, Jersey City, N.J.
2:30 p.m. Friday, L100B

NEWSPAPER

New writing for new media
Contrary to popular wisdom, print is not dead. But if we’re not careful, it can get lonely. This session will look at ways smart publications are using new forms of media to reach their intended audience and engage their readers.
Rod Satterthwaite, CJE, Dexter H.S., Dexter, Mich.
2:30 p.m. Friday, L100C

ADVISING/TEACHING

CJE/MJE certification study session
Teachers who will be taking the JEA certification tests today are invited to this pre-test study session.
Kim Green, MJE, Columbus (Ind.) North H.S.
2:30 p.m. Friday, L100D

ADVISING/TEACHING

Get certified: photojournalism
If you plan to take the CJE exam or just want to learn more about principles of photojournalism, come to this session. Learn about the elements of composition, camera techniques, file formats and photo management. We’ll also cover strategies for how to teach these concepts to your students so they can become more proficient at presenting the visual side of the story.
Brian Hayes, MJE, Ball State University, Muncie, Ind.
2:30 p.m. Friday, L100E

YEARBOOK

A designer’s guide to theme
Get an up-to-date look at effective theme development from a creative designer’s perspective.
Rick Brooks, Jostens, Port Matilda, Pa.
2:30 p.m. Friday, L100F

FEATURED SPEAKER

Access Hollywood
Whether it’s the high school quarterback or a pop superstar, interviewing a celebrity can be a daunting task. Star Tribune TV critic Neal Justin, who has profiled everyone from Miley Cyrus to Tony Curtis, shares tips and stories from beyond the red carpet.
Neal Justin, Star Tribune, Minneapolis
2:30 p.m. Friday, L100G
FEATURED SPEAKER

Old-fashioned journalism values in a brave new world
After a quarter century in the newspaper business, and now four years in a nonprofit regional journalism startup online, Joel Kramer offers some reflections on what to preserve, what to jettison and what to build in order to succeed in the digital news world.

Joel Kramer, Minnpost, Minneapolis
2:30 p.m. Friday, L100H

GENERAL AUDIENCE

All the students, all the time
Your media need to encompass students of all nationalities, religions, socioeconomic backgrounds and lifestyles. This session will offer suggestions on making sure your media are as diverse as your student body.

Stan Zoller, MJE, Rolling Meadows (Ill.) H.S.
2:30 p.m. Friday, L100I

ONLINE APPLICATIONS

Get off the fence: go digital
Still not sure about online journalism?

Need to persuade administration to let your publication go on the Web? Learn the 10 best reasons to take your newspaper digital. From helping students build their digital “footprints” to engaging your biggest audience ever. (And 10 challenges, too.)

Melissa Wantz, Foothill Technology H.S., Ventura, Calif.
2:30 p.m. Friday, L100J

ADVISING/TEACHING

21st-century journalism
Come to this interactive workshop demonstrating how the 21st-century journalism class is taught, including specific units of study, assessments, outcomes and the practice of having a “student-centered” course.

Cindy Carey, MJE, Shenendehowa H.S., Clifton Park, N.Y.
2:30 p.m. Friday, M100A

GENERAL AUDIENCE

‘Protocol for Free, Responsible Student News Media’
The McCormick Foundation’s “Protocol for Free & Responsible Student News Media” is a MUST for anyone who needs to better communicate with school officials about the value of authentic journalism and First Amendment education. This protocol will have a profound effect.

Randy Swikle, CJE, McHenry, Ill.
2:30 p.m. Friday, M100B

ONLINE APPLICATIONS

Keeping the Web fresh 24/7
See what it takes to keep the front page of the StarTribune.com website up to date including social media techniques, breaking and developing stories and user interests. Learn to apply these to your own operation.

Emma Carew Grovum, Star Tribune, Minneapolis
2:30 p.m. Friday, M100C

FEATURED SPEAKER

Late night TV: protector of human liberty?
Mark Twain once said, “A discriminating irreverence is the creator and protector of human liberty.” Are Jon Stewart, Stephen Colbert, David Letterman, Jay...
Leno and Jimmy Kimmel in the same league with Mark Twain as “Protectors of Human Liberty”? Find out what a Minnesota Supreme Court justice thinks about speech and expression issues and why a discriminating irreverence might be important.

Paul H. Anderson, Minnesota Supreme Court, St. Paul, Minn.
2:30 p.m. Friday, M100F

Friday evening events

Middle School Fun Night and Swap Shop
As an alternative to the dance, middle-level students can hang out and have fun here getting to know each other and playing games. The middle school media Swap Shops also will be here at 8 p.m. Members of the JEA Junior High/Middle School Commission will oversee this event.
6-10 p.m., Friday, M100J

Media Swap Shops
Bring at least nine samples of your newspaper, literary magazine or one copy of your yearbook or broadcast DVD to show at your table. Check your Swap Shop ticket for your assigned table and time.
8 and 9 p.m. Friday, Ballroom B
(high school students)

Advisers reception and SPLC silent auction
Save room for dessert. Advisers are invited to this social gathering featuring a dessert extravaganza and a silent auction to benefit the Student Press Law Center. Several of the “hot” auction items include iPod nano, iTunes gift card, Nikon Coolpix camera, local restaurant gift cards, local sports gear, the first four Harry Potter books signed by the illustrator, and two classroom sets of the “The Radical Write.” Visa, MasterCard, Discover, check or cash will be accepted as payment for auction items. Those who are judging Write-off competitions are especially encouraged to attend after they finish judging.
8:30-11 p.m. Friday, Seasons

Student dance
Meet staffs from other parts of the country at this dance. A disc jockey will provide the music. Students must present their convention name badge to be admitted. The dance is sponsored by School Newspapers Online.
9-11:30 p.m. Friday, Ballroom A

2:45 p.m.

CONTEST

Write-off moderators meeting
Moderators for JEA’s Write-off contests must attend this meeting to get instructions and supplies.
2:45 p.m. Friday, 102A-F

3:30 p.m.

ADVISING/TEACHING

CJE/MJE certification testing
(2.5 hours)
Advisers who have applied to take the JEA Certified Journalism Educator or Master Journalism Educator test will do so at this time.
Kim Green, MJE, Columbus (Ind.) North H.S.
3:30-6 p.m. Friday, M101C

4 p.m.

Write-off contests
Please look in the Convention Update to find contest room assignments. Students should arrive 10 to 15 minutes before the contest begins or risk being disqualified if late. Bring your contest ticket and required supplies.
4-6 p.m. Friday, rooms to be determined

6 p.m.

MEETING

Write-off judges dinner and judging
Those who have agreed to judge JEA’s Write-off contests are invited to dinner before judging begins. Please check in at the door.
6 p.m. Friday, 102A-F

Snooping for word crimes
Word sleuths — that’s everyone on a publication staff. Your job: spot goofs on every page. Smell and taste the clues to apprehend the offenders. Be licensed as a private eye for better words, from AP style to originality. Rise to the top as a detective fixing copy that connects clues for readers.
Howard Spanogle, Asheville, N.C.
2:30 p.m. Friday, M100G

Sell more books — learn how today!
Do you have boxes of unsold books in your yearbook closet, not only from the past year, but also from previous years? You are not alone. Come and learn 10 proven ways to sell those books and increase your overall book sales. And you can probably use the closet space.
2:30 p.m. Friday, M100H

The environmental portrait
Portraits can be more than sticking someone up against a plain background and trying to get him to smile. Come look at examples and talk about the power of portraits that tell you something about the subject.
Mark Murray, Arlington (Texas) ISD
2:30 p.m. Friday, M100I

Beginner Photoshop
Learn the basics of using Photoshop and getting a photo ready for your publications. (Sign up and get ticket at registration desk. Limit 34.)
David Graves, St. Thomas’ Episcopal School, and Hal Schmidt, Balfour Yearbooks, Houston
2:30 p.m. Friday, M101C
# Saturday at a Glance

<table>
<thead>
<tr>
<th>Room capacities in parentheses</th>
<th>8 a.m.</th>
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<tr>
<td><strong>Foyer</strong></td>
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<td>Convention check-in, registration (8 a.m.-2 p.m.)</td>
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<tr>
<td><strong>L100A (96)</strong></td>
<td>Social media: the ultimate network</td>
<td>Get organized with Wikispaces</td>
<td>Measuring success in online journalism</td>
<td>Youth radio rocks my world</td>
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<td><strong>L100B (206)</strong></td>
<td>Things I have learned</td>
<td>Elements of ahhhs</td>
<td>You are dismissed from the room</td>
<td>The total package</td>
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<tr>
<td><strong>L100C (206)</strong></td>
<td>Hidden gems of motivation</td>
<td>Wide, medium, tight</td>
<td>What is the ‘truth’ in broadcasting</td>
<td>Secrets of a successful broadcast program</td>
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<td><strong>L100D (206)</strong></td>
<td>A control freak’s guide to design</td>
<td>Team storytelling wrap-up</td>
<td>Essential tips for covering high school sports</td>
<td>Ad sales: they will say yes</td>
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<tr>
<td><strong>L100E (196)</strong></td>
<td>Work + fun + giving back = The best year ever</td>
<td>Designs that rock</td>
<td>It’s just a yearbook (and other blasphemy)</td>
<td>Beyond and behind the book</td>
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<tr>
<td><strong>L100F (193)</strong></td>
<td>Not your AVERAGE yearbook</td>
<td>Now that’s a concept</td>
<td>How to wow</td>
<td>Finding your voice</td>
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<tr>
<td><strong>L100G (206)</strong></td>
<td>Shake up your money-making ideas</td>
<td>Four levels of storytelling</td>
<td>Take a little off the top</td>
<td>Fact into fiction: from dead bodies to living characters</td>
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<tr>
<td><strong>L100H (206)</strong></td>
<td>10 tips for an award-winning publication</td>
<td>Little crops, big improvements</td>
<td>Creating photojournalist awesomeness</td>
<td>Get into the game: action photography</td>
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<tr>
<td><strong>L100I (206)</strong></td>
<td>10 top tips for tip-top sports writing</td>
<td>Design so cool it will make your eyes bleed</td>
<td>Write copy that readers care about</td>
<td>It’s called a NEWSpaper</td>
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<tr>
<td><strong>L100J (193)</strong></td>
<td>Captions, not craptions</td>
<td>Feature writing: telling the real stories</td>
<td>News: how to get it and use it</td>
<td>Investigative journalism: you can do better</td>
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<td><strong>M100A (72)</strong></td>
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<td>Best of Show judging</td>
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<tr>
<td><strong>M100B (158)</strong></td>
<td>Defining moments help teach the basics</td>
<td>Stop writing yearbook fluff</td>
<td>Issue seminar: Giving serious attention to GSAs</td>
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<tr>
<td><strong>M100C (158)</strong></td>
<td>Multimedia made easy: websites through Wordpress</td>
<td>Issue seminar: Covering the uncomfortable</td>
<td>Two Iowa City advisers go digital</td>
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<tr>
<td><strong>M100D-E (150)</strong></td>
<td>JEA Bookstore (8 a.m.-3 p.m.), Adviser Hospitality (8 a.m.-noon) Meet the Mentors (8 a.m.-noon)</td>
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<td><strong>M100F (148)</strong></td>
<td>Personality profiles: tell my story</td>
<td>Going online: how to get there (part 1)</td>
<td>What to do once you’re online (part 2)</td>
<td>Yearbook remix: lessons from disc jockeys</td>
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<tr>
<td><strong>M100G (158)</strong></td>
<td>In-depth CPR</td>
<td>Big helpers for small schools</td>
<td>The Scitation room: fusing print and the Web</td>
<td>Covering the controversy</td>
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<td>Journalism and the first post 9/11 generation</td>
<td>3 reporters, 36 hours: that’s coverage</td>
<td>TAO of journalism: take the pledge</td>
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<td>Photography skills = $$$</td>
<td>LIKED: What your Facebook says about you</td>
<td>Confessions of a font fanatic</td>
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<td>Journalism using mobile devices ...</td>
<td>Take daily announcements to the next level</td>
<td>It only takes a minute</td>
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<td>Why schools could be communication pioneers</td>
<td>Move out of Hatersville</td>
<td>Is pizza the only way?</td>
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<td>Learn to lead</td>
<td>Quick fixes</td>
<td>State laws protecting press freedom</td>
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<td>Story ideas for your yearbook</td>
<td>Your opinion matters</td>
<td>Top 10 things to know about going online</td>
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<td>Dude! Surf your way to radical design</td>
<td>More than getting a good seat: become a critic</td>
<td>Serious team building can be fun</td>
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<td>It’s the little things</td>
<td>Beyond the interviewing basics</td>
<td>12 for 2012</td>
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<td>Photography for dynamic pages</td>
<td>Yearbook photos in 5</td>
<td>Winning the prior review battle</td>
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<td>Leading the pack</td>
<td>Make sports columns count</td>
<td>Brainstorming: finding the story</td>
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<td>Recruit like your competition</td>
<td>Organized chaos and singing ‘Kumbaya’</td>
<td>Grading: ideas for making it easier</td>
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<td>Visual journalism on deadline using iPhone</td>
<td>Networking: 6 steps to maximize education</td>
<td>Designing with photos</td>
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<td>Go live! The magic of online video streaming</td>
<td>Merging online and print sports coverage</td>
<td>Dip your toe into multimedia</td>
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<td>How to get and use press credentials</td>
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<td>Being in charge is easy?</td>
<td>Get out from behind the desk</td>
<td>Establishing a national journalism PLC</td>
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<td><strong>M100J (60)</strong></td>
<td>On-site critiques (8 a.m.-3 p.m.)</td>
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<td>Write-off headquarters</td>
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<td>Digital Media Committee meeting</td>
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<td><strong>M101C (34)</strong></td>
<td>Photoshop basics for advisers</td>
<td>Advanced InDesign</td>
<td>Cut it out!</td>
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<td><strong>Auditorium Main (2,143)</strong></td>
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<td>Daniel Radcliffe press conference</td>
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<tr>
<td><strong>Aud. Lecture Hall 1 (428)</strong></td>
<td>Entertainingly enough</td>
<td>Online Pacemakers: from Meh to Epic</td>
<td>The Pacemaker</td>
<td>50 tips to make a great publications</td>
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<tr>
<td><strong>Aud. Lecture Hall 2 (428)</strong></td>
<td>Finding a face</td>
<td>Tom and Kathy’s super design time</td>
<td>Go long. Or just punt</td>
<td>Putting your pictures online</td>
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<tr>
<td><strong>Aud. Lecture Hall 3 (428)</strong></td>
<td>Photos with impact</td>
<td>Change the world with words, pictures</td>
<td>Timing, light, composition, color and you</td>
<td>Laugh responsibly</td>
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<td><strong>102A-F (420)</strong></td>
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<tr>
<td><strong>205A (56)</strong></td>
<td>JEA Scholastic Press Rights Commission meeting (7:30 a.m.)</td>
<td>Preparing JOY portfolios for nationals</td>
<td>Why consider JEA certification?</td>
<td>Get certified: design and graphics</td>
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<tr>
<td><strong>205B (60)</strong></td>
<td>JEA Multicultural Commission meeting</td>
<td>Adviser Swap Shop</td>
<td>Motivate the unwilling to do the impossible</td>
<td>JEA Development/ Curriculum Commission meeting</td>
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<tr>
<td><strong>205C (140)</strong></td>
<td>Taking the dread out of deadlines</td>
<td>Constitution Day journalism-community outreach</td>
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<td>Open discussion of prior review, censorship</td>
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<td><strong>205D (140)</strong></td>
<td>JEA Junior High/Middle School Commission meeting</td>
<td>Scholastic press association roundtable</td>
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<td>JEA Awards Committee meeting</td>
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### Schedule

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<th>Noon</th>
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<tr>
<td>© that! Copyright law 101</td>
<td>The ABCs of L-I-B-E-L</td>
<td>When average isn’t good enough</td>
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<td>It’s all about options</td>
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<td>Beginning InDesign</td>
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<td>I’m scared of Dreamweaver and Web programming</td>
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<td>Start a movement</td>
<td>Duct tape and high funkadelity</td>
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<td>NSPA Awards Ceremony</td>
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<td>News design trends</td>
<td>Using creative typography in your publications</td>
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<td>Going too far?</td>
<td>Bringing your yearbook into the 21st century</td>
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<tr>
<td>Adviser Recognition Luncheon</td>
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<td>Celebrate NSPA’s 90th anniversary (5:45 p.m.)</td>
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<tr>
<td>Party like a rock star</td>
<td>Creating portfolios for Aspiring Young Journalist Award</td>
<td>JEA board followup meeting</td>
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<td>Follow your passion</td>
<td>What’s waiting for you in college?</td>
<td>Handing headaches and horrors with humor</td>
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<tr>
<td>Social media zeroes in on your audience</td>
<td>Easy ways to make more money</td>
<td>How to be funny</td>
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<tr>
<td>What’s next? College journalism?</td>
<td>Ask the academic adviser</td>
<td>Publication pride in public schools</td>
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8 a.m. 9 a.m. 10 a.m. 11 a.m. Noon 1 p.m. 2:30 p.m. 3:30 p.m. Evening

M100H (158) Living in the journalism ecosystem

Remix: recruit to increase diversity

Editing your piers (oops) peers

Missing voices in student media

© that! Copyright law 101 The ABCs of L-I-B-E-L

When average isn’t good enough

It’s all about options

Power + Empower = Success

Being in charge is easy? Get out from behind the desk

Establishing a national journalism PLC

It’s all about options

M100I (158)

M100J (60)

M101A (72)

Write-off headquarters

M101B (72)

Digital Media Committee meeting

M101C (34)

Photoshop basics for advisers Advanced InDesign Cut it out!

Beginning InDesign

I’m scared of Dreamweaver and Web programming

NSPA Awards Ceremony

Movie night: ‘Newsies’ (8-10:30 p.m.)

Celebrating NSPA’s 90th anniversary (5:45 p.m.)

Adviser Recognition Luncheon

JEA/NSPA — 45
It's our yearbook room. Sure, I've got my room at home. But this is my REAL room. Why? Duh, I love yearbooks! The deadlines, the drama, the inside jokes only we understand...it's like our own reality show! And my yearbook staff? They're like family! In fact, they make my real family look almost normal.
It’s our yearbook room. Sure, I’ve got my room at home. But this is my REAL room. Why? Duh, I love yearbooks! The deadlines, the drama, the inside jokes only we understand...it’s like our own reality show! And my yearbook staff? They’re like family! In fact, they make my real family look almost normal.
JEA commission and committee meetings on Saturday

Certification Commission — 7:30 a.m., JEA Suite, Hyatt
Scholastic Press Rights Commission — 7:30 a.m., 205A
Multicultural Commission — 8 a.m., 205B
Junior High/Middle School Commission — 8 a.m., 205D
Digital Media Committee — 8 a.m., M101B
Development/Curriculum — 11 a.m., 205B
Awards Committee — 11 a.m., 205D

8 a.m.

ADVISING/TEACHING

Taking the dread out of deadlines
Have you ever been at a deadline night and wondered “How did this happen?” and “How can I avoid this happening again?” Come let us help you answer that question. Bring your thumb drive if you want handouts.
Ronna Sparks Woodward, MJE, and Jennifer Higgins, Liberty (Mo.) North H.S.
8 a.m. Saturday, 205C

GENERAL AUDIENCE

Entertainingly enough
Review writing is often just a plot summary and a list of actors. Learn how to make your reviews more entertaining for your readers.
Rhonda Moore, McCallum H.S., Austin, Texas
8 a.m. Saturday, Auditorium Lecture Hall 1

NEWSPAPER

Finding a face
The lie is out there. “Students don’t read newspapers.” I beg to differ. They do read. But they don’t read boring, dry, colorless stories. Come hear tips on how to add spice to your stories and get your students reading.
Jeannie Acton, University Interscholastic League, Austin, Texas
8 a.m. Saturday, Auditorium Lecture Hall 2

PHOTOGRAPHY

Photos with impact
Photos can make the difference between a mediocre publication and one that grabs the readers’ attention.

Find out how to improve the quality of your photos so your readers will see the news as well as read it.
Wayne Dunn, CJE, Well Dunn Images, South Lebanon, Ohio
8 a.m. Saturday, Auditorium Lecture Hall 3

ONLINE APPLICATIONS

Social media: the ultimate network
Social media can be more than gossip and looking at pictures. Learn how to use it to your advantage for journalism.
Beth Phillips, Francis Howell North H.S., St. Charles, Mo.
8 a.m. Saturday, L100A

ADVISING/TEACHING

Things I have learned
You are never too old to learn new things, and that is exactly what this session will provide with a few “aha” moments experienced by a seasoned journalism teacher.
Patricia Guthright, St. Mary’s Hall, San Antonio, Texas
8 a.m. Saturday, L100B

GENERAL AUDIENCE

Hidden gems of motivation
Looking for inspiration for different ways to go about motivating your staff internally? This session looks at the often forgotten factors involved with motivation and inspiring others.
Sandra Coyer, MJE, Puyallup (Wash.) H.S.
8 a.m. Saturday, L100C

A control freak’s guide to design
Today’s students lead fast-paced lives. They suffer from information overload.
Flashy websites, slick magazines, action-packed video games and movies compete for their attention. Given the situation, publication staffs need to take a serious look at their publication design. Are our yearbooks and newspapers as reader-friendly as they could be? Do our designs compel readers to read? Learn how to use design techniques to increase readership.
Brenda Gorsuch, MJE, West Henderson H.S., Hendersonville, N.C.
8 a.m. Saturday, L100D

GENERAL AUDIENCE

Work + fun + giving back = The best year ever
Come learn a variety of ways to motivate your staff and integrate fun into your year. From ’80s Day to Justin to Scavenger Hunts to picking a charity of choice. Growing together and working together is crucial to staff development.
Mitch Eden, MJE, Kirkwood (Mo.) H.S.
8 a.m. Saturday, L100E

YEARBOOK

Not your AVERAGE yearbook
Just like the restaurant Not Your Average Joe’s claims, award-winning, nationally recognized yearbooks leave average in the dust. Take a look at 2011 national winners to see what led judges to select them as exceptional examples of scholastic journalism.
Martha Akers, Loudoun Valley H.S., Purcellville, Va.
8 a.m. Saturday, L100F

BUSINESS/ADVERTISING

Shake up your money-making ideas
When advertising is just not bringing in the cash flow, alternative money making is necessary. From 5K races to bake sales, gas wars and more, this session will show you how to shake up your money-making ideas. Basics of ad sales

On-site critiques
Advisers and staffs who submitted media for a critique should check appointment times posted at Exhibit Hall A. A schedule also will be posted near the critique room Friday and Saturday.
8 a.m.-3 p.m. Saturday, M100J
also will be covered.
Sara-Beth O’Connor, Grand Ledge (Mich.) H.S.
8 a.m. Saturday, L100G

YEARBOOK

10 tips for an award-winning publication
Not satisfied with your last publication critique? Trying to figure out how to move your publication to the next level? Here are 10 tips for immediately improving your results.
Georgia Dunn, CJE, Well Dunn Images, South Lebanon, Ohio
8 a.m. Saturday, L100H

NEWSPAPER

10 top tips for tip-top sports writing
Do you get the feeling that no one is reading the sports section of your newspaper or yearbook? Do you ever wonder why? You’re probably making a few classic sports journalism mistakes. In 45 minutes, you’ll walk out the door with 10 rock-solid ideas that will help fix your mistakes, improve your sports coverage and encourage your readers to consume more of what should be the best-read section of your publication.
Karl Grubaugh, CJE, Granite Bay (Calif.) H.S.
8 a.m. Saturday, L100I

PHOTOGRAPHY

Captions, not craptions
Learn ways to develop good captions for yearbook or newspaper pictures.
Marilyn Chapman, Florence, S.C.
8 a.m. Saturday, L100J

ADVISING/TEACHING

Defining moments help teach the basics
This teaching unit for advisers incorporates the basics of interviewing, telling a story through quotes, following directions, especially in attention to details, style and editing, composing on the computer, use of sidebars and much more.
Karen Flowers, University of South Carolina, Columbia, S.C., and Beth Fitts, CJE, Mississippi Scholastic Press Association, University, Miss.
8 a.m. Saturday, M100B

ONLINE APPLICATIONS

Multimedia made easy: websites through Wordpress
This introductory-level session teaches advisers and students how to build a website using Wordpress, a publishing platform that makes it easy to have a functional, attractive multimedia site. Get beginner tips on free/cheap tools for varied content: audio slideshows, blogs, and podcasts, and how it’s affordable with relatively little funding.
8 a.m. Saturday, M100C

GENERAL AUDIENCE

Personality profiles: Tell my story
Everybody has a story. Like Steve Hartman, the television reporter who throws a dart at a map and chooses someone at random from the phone book to interview, you, too, can randomly select people you don’t know and turn them into people you know.
Susan Newell, MJE, Northridge H.S., Tuscaloosa, Ala.
8 a.m. Saturday, M100F

NEWSPAPER

In-depth CPR
We’ll look at the difference between good high school in-depth pages and professional ones. What can we use and adapt to our papers?
Bretton Zinger, MJE, Chantilly (Va.) H.S.
8 a.m. Saturday, M100G

ADVISING/TEACHING

Living in the journalism ecosystem
With all the talk of declining newspaper readership or TV news viewership, you might be unsure what exactly you should teach students to prepare them for the future of journalism. Come to this session to learn how different forms of journalism can work together to tell different parts of stories and how you and your students can be ready for inevitable adjustments in the new journalism ecosystem.
Adam Maksl, CJE, University of Missouri, Columbia, Mo.
8 a.m. Saturday, M100H

GENERAL AUDIENCE

Power + Empower = Success
Do you stay up late working on layouts that your students SHOULD have completed weeks ago? Have you missed a deadline? We haven’t, and we’ll share the secret to our success (and sanity). Student panelists will share tips for editors and staff as well.
Lisa DeNapoli and Sharon Swanson, Niles West H.S., Skokie, Ill.
8 a.m. Saturday, M100I

COMPUTER SOFTWARE

Photoshop basics for advisers (2 hours)
Come ask those questions you don’t want to ask in front of the students. Learn tips and tricks that will amaze your students. Walk out of the class with skills to improve your photographs for Saturday’s special events in M100D-E

JEA Bookstore
Check out the new books, as well as popular bestsellers, at the JEA Bookstore. Nearly 300 items relating to journalism are available, including textbooks, curriculum development, yearbook, newspaper, design, photography, writing, desktop publishing, new media, advertising and broadcast.
8 a.m.-3 p.m. Saturday

Adviser Hospitality
Meet with your colleagues from across the country in the adviser hospitality suite, a hot spot for advisers. Local committee members will be available to recommend sightseeing, dining and entertainment options. Saturday morning hospitality refreshments will be partially underwritten by Friesen Yearbooks.
8 a.m.-noon Saturday

Meet the Mentors
This is your chance to talk one-on-one with a JEA mentor. All JEA mentors are experienced journalism educators who are good listeners and have plenty of tricks up their sleeves to help you solve journalism problems.
8 a.m.-noon Saturday
your publication. Teachers/advisers only. (Sign up and ticket at the convention registration desk. Limit 34.)
Mark Murray, Arlington (Texas) ISD
8-9:50 a.m. Saturday, M101C

9 a.m.

ADVISING/TEACHING
Preparing JOY portfolios for nationals
For JEA state directors and high school press association Journalist of the Year contest coordinators, this session will present ways to prepare the winning state portfolios for final submission to the national competition.
Wayna Polk, CJE, Weatherford, Texas
9 a.m. Saturday, 205A

GENERAL AUDIENCE
Constitution Day scholastic journalism community outreach
This session will give a template to involve elementary, middle and high school students and the community in Constitution Day scholastic journalism activities promoting student press rights and opportunities.
Deb Buttleman Malcolm, MJE; Colton Menke and Emma Jurgena, Davenport (Iowa) Central H.S.
9 a.m. Saturday, 205C

ADVISING/TEACHING
Scholastic press association roundtable (2 hours)
If you are a director of a scholastic press association, a member of a scholastic press association board or just interested in learning more about state, regional and national scholastic press groups, please join us for this session.
We'll discuss some new developments with JEA and talk about programs and issues for scholastic press groups around the country.
Julie Dodd, MJE, University of Florida, Gainesville, Fla.
9-10:50 a.m. Saturday, 205D

ONLINE APPLICATIONS
Online Pacemakers: from Meh to Epic
Learn about the judging and criteria for NSPA's Online Pacemaker, then see examples of where award-winning sites excelled in areas such as multimedia content and navigation. Leave with tips to serve your audience, something that could get you an epic win.
Logan Aimone, MJE, National Scholastic Press Association, Minneapolis
9 a.m. Saturday, Auditorium Lecture Hall 1

GENERAL AUDIENCE
Media Swap Shop for Advisers
This swap shop is a prime opportunity for preregistered advisers to share useful ideas and concepts with others. Bring at least nine samples of your newspaper, literary magazine or one copy your yearbook or broadcast DVD to show at your table. Each delegate attending a swap shop must have a ticket, which will be in the school registration packet.
9 a.m. Saturday, 205B

ONLINE APPLICATIONS
Get organized with Wikispaces
For two years The Correspondent has used a free website, Wikispaces. We are impressively organized. No more, “I turned it in on time — you must have lost it.” “I typed the whole thing — can’t find it.” “When is it due?” Learn how you can utilize this online tool.
Janet Levin, MJE, John Hersey H.S., Arlington Heights, Ill.
9 a.m. Saturday, L100A

YEARBOOK
Elements of ahhhs
Explore the science of visual graphic design and discover how making the verbal/visual connection can rock your yearbook readers’ universe. Uncover the ancient hidden secrets of content and design that can evolve your yearbook fromblah to ahhhs.
John Cutsinger, CJE, Jostens, Ocoee, Fla., and Shannon Williams, Jostens, Chicago, Ill.
9 a.m. Saturday, L100B

BROADCAST
Wide, medium, tight
For more interesting video, use variety in your shots. Crafted sequences offer an editor more choice in pacing a story by including a variety of wide, medium and tight shots. For example, in a football story the camera might move from an establishing shot of the field (wide), to a player (medium) and to his hands on the ball (tight). This helps move the viewers through a story efficiently and keeps their interest. The session will present tips on how to vary your shots to tell a better story.
Michael Riley, Cody (Wyo.) H.S.
9 a.m. Saturday, L100C

GENERAL AUDIENCE
Team storytelling wrap-up
Students who participated in Thursday’s team storytelling workshop are invited to this special session to review the results of their efforts.
Amy DeVault, MJE, Wichita State University, Wichita, Kan., and Travis Feil, Sterling (Kan.) H.S.
9 a.m. Saturday, L100D

NEWSPAPER
Designs that rock
Professional newspapers are finally trying to attract younger readers through colorful, dynamic design and quick
Please welcome Pulitzer Prize-winning journalist Matt Waite of PolitiFact.com to the faculty. He will be teaching news entrepreneurship and new product development.

Kudos, CoJMC interns, on your successful summer internships at Bloomberg News, BBDO, McCann Erickson, NPR, Philadelphia Inquirer and the many other outlets where you worked!

Woo hoo! Our broadcasting students placed first in broadcast news – helping us place second overall in the Hearst Awards, known as the collegiate Pulitzer Prizes.

Get ready for an adventure! CoJMC is planning its study abroad trips with destinations like Rio and India. And one of this year’s two photojournalism trips will be to Kyrgyzstan.

Try out for our National Student Advertising Competition team. We’re looking forward to winning districts and competing for the national title for the fourth straight year. YAY!

We’re working on some amazing cutting-edge advertising for our clients in our CoJMC student ad agency.

A national accreditation report said our college is “a national leader in journalism education.”

Please welcome Pulitzer Prize–winning journalist Matt Waite of PolitiFact.com to the faculty. He will be teaching news entrepreneurship and new product development.

Kudos, CoJMC interns, on your successful summer internships at Bloomberg News, BBDO, McCann Erickson, NPR, Philadelphia Inquirer and the many other outlets where you worked!

Congrats to ASU, Nebraska, Columbia, Syracuse & Berkeley for getting to the final day of their 10-week fellowship along with fellows from Missouri, Harvard & Texas.

As a News21 fellow, I had the opportunity to do an investigative project under the direction of former top editors for USA Today, The Washington Post and the South Florida Sun-Sentinel.
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reads. High school newspapers must follow suit. Come see some interesting ways to design pages and present the news.
Jim McGonnell, Findlay (Ohio) H.S.
9 a.m. Saturday, L100E

YEABOOK

Now that’s a concept
It’s more than a theme. It’s more than color, type, shape, texture and “identifiable” elements … don’t forget that words and coverage choices are important factors in anchoring and developing your concept. Come see what works.
Ann Akers, MJE, Herff Jones, Matthews, N.C., and Vicky Wolfe, Herff Jones, Charlotte, N.C.
9 a.m. Saturday, L100F

YEABOOK

Four levels of storytelling
Every story can be told in a variety of ways and most should be told using more than one approach. This session will show you how to tell stories — from capturing basic information that requires little effort on the part of the reporter through the deep, multilayer approach to covering a single topic that requires the writer and the subject to be fully engaged.
Linda Puntey, MJE, Kansas State University, Manhattan, Kan.
9 a.m. Saturday, L100G

PHOTOGRAPHY

Little crops, big improvements
Sometimes a thoughtful crop makes all the difference in a photo. This session will teach you what to look for when cropping photos to emphasize the center of visual interest. We’ll look at examples of good and bad crops, and then we’ll practice.
Jill Chittum, MJE, Blue Valley H.S., Stilwell, Kan.
9 a.m. Saturday, L100H

NEWSPAPER

Design so cool it will make your eyes bleed
In 45 minutes, you’ll walk out with at least a dozen ideas you can use to make your pages more visually attractive and wow! worthy for those impatient readers who hesitate to actually stop and read your stories. Tissue provided for eyes that really do start bleeding.
Karl Grubaugh, CJE, Granite Bay (Calif.) H.S.
9 a.m. Saturday, L100I

GENERAL AUDIENCE

Feature writing: telling the real stories
Whether you’re writing for a newspaper, a feature magazine, a blog or for a website, it’s still all about quality writing and telling interesting and important stories. Where can you find unique story ideas? How do you locate good sources? And finally, how do you create the story that will grab your readers? A veteran adviser has a wealth of ideas.
David Wallner, Madison, Wis.
9 a.m. Saturday, L100J

GENERAL AUDIENCE

Issue seminar: Covering the uncomfortable (2 hours)
Let’s face it, every year you debate how to cover the following issues every school faces: How do we cover the drug dogs searching our school? What does cutting $3.4 million mean for our classroom teachers and students? Why is it that Ms. Smith vaporized from our school and no one can tell us why? How can we objectively and sensitively cover a student or staff death? This discussion will focus exclusively on covering the tough and, often, awkward issues.
Panelists: Mike Hiestand, Zenger Consulting/Student Press Law Center, Ferndale, Wash.; Kari Petrie, St. Cloud (Minn.) Times, and Kelsey Reid, University of Chicago, Chicago.
Moderator: Tim Dorway, Chanhassen (Minn.) H.S.
9-10:50 a.m. Saturday, M100C

ONLINE APPLICATIONS

Going online: How to get there
Are you and/or your staff looking to get online but not sure how to get there? We’ll give you a five-step roadmap to get you there.
Aaron Manfull, MJE, Francis Howell North H.S., St. Charles, Mo., and Jim Streisel, MJE, Carmel (Ind.) H.S.
9 a.m. Saturday, M100F

ADVISING/TEACHING

Big helpers for small schools
This session offers tips on using local and national resources to build successful journalism programs in small schools. It encourages sharing of success stories and cultivating networking techniques.
Carol Smith, Lovington, Ill.
9 a.m. Saturday, M100G

GENERAL AUDIENCE

Remix: recruit to increase diversity
Hear an adviser’s journey of increasing diversity and learn strategies to create and maintain a staff that includes the varied ethnic, cultural and socioeconomic backgrounds of your school.
Anthony Whitten, Westfield H.S., Chantilly, Va.
9 a.m. Saturday, M100H

GENERAL AUDIENCE

Being in charge is easy?
Not always true. Come to this session to learn what five things editors always say. Come discuss and share comments about daily routines of publications, staff organization, photography needs, deadlines and other concerns. You’re the editor. No advisers, please.
Sheryl Fulton, Jostens, Topeka, Kan.; Bonnie Blackman, Jostens, Tinton Falls, N.J., and Linda Chambers, Fairview (Tenn.) Middle School
9 a.m. Saturday, M100I

10 a.m.

ADVISING/TEACHING

Why consider JEA certification?
Advisers can demonstrate their professionalism by earning Certified Journalism Educator status and even become a Master Journalism Educator. This session tells how the JEA certification works and how advisers can gain their CJE or MJE.
Kim Green, MJE, Columbus (Ind.) North H.S.
10 a.m. Saturday, 205A
10 a.m. Saturday

ADVISING/TEACHING

Motivate the unwilling to do the impossible
This session is designed to give hope to the advisers who feel unappreciated, ignored and abandoned. Funny and practical advice from a veteran yearbook adviser who has seen and done it all. Suitable for all publications.
Mary Kay Downes, MJE, Chantilly (Va.) H.S.
10 a.m. Saturday, 205B

LAW/EThICS

Open discussion of prior review, censorship (2 hours)
Tell us about your experiences with prior review and censorship. This session is open to all students, advisers and administrators, is only part of an ongoing investigation into the educationally unsound practice of prior review in scholastic media.
John Bowen, MJE, Kent (Ohio) State University, and members of the JEA Scholastic Press Rights Commission
10-11:50 a.m. Saturday, 205C

GENERAL AUDIENCE

The Pacemaker
Learn about judging and criteria for the Pacemaker, NSPA’s highest honor since 1927. See how the finest print publications in the country are setting trends. We can’t promise you a Pacemaker after attending, but you’ll leave inspired and ready to implement ideas.
Logan Aimone, MJE, National Scholastic Press Association, Minneapolis
10 a.m. Saturday, Auditorium Lecture Hall 1

PHOTOGRAPHY

Go long. Or just punt
Bring one or two sports images that you’ve taken (flash drive, RGB, JPEG) and we’ll put them up on the screen and do a critique. Along the way, we’ll discuss what makes a good sports image and the best way to do a regular critique to provide the photographer constructive criticism.
Bradley Wilson, CJE, Cary, N.C.
10 a.m. Saturday, Auditorium Lecture Hall 2

PHOTOGRAPHY

Daniel Radcliffe Press Conference
Daniel Radcliffe, the star of the upcoming film “The Woman in Black,” will participate in a live press conference via satellite with convention attendees at 10 a.m. Saturday in the Auditorium Main. Two student journalists from each registered publication are invited to participate in the press conference. Please visit CBS Films booth in the exhibit hall on Thursday and Friday to watch the trailer for the film and pick up a press kit about “The Woman in Black.”
10 a.m. Saturday, Auditorium Main

PHOTOGRAPHY

Timing, light, composition, color and you
In a fast-moving, lively presentation, the speaker will give students a crash course in photo fundamentals that are the heart and soul of great photography. The presentation will also include a demonstration about effective cropping for maximum impact with photo display.
David LaBelle, Kent (Ohio) State University
10 a.m. Saturday, Auditorium Lecture Hall 3

FEATURED SPEAKER

Measuring success in online journalism
How do we judge success online? What is more important: a user or a visit or a pageview? What is better: a popular story or an important story? Using real-world examples, this session will examine the current best practices for measuring for online success.
Jim Bernard, Star Tribune, Minneapolis
10 a.m. Saturday, L100A

YEARBOOK

You are dismissed from the room
The yearbook room that is. Too often, the staff isolates itself from those it promises to cover and serve. Take your program to the streets and give your readers ownership in the yearbook in ways you never thought possible. From the start of a conversation to the heart of the matter, you will leave with countless ways to communicate with your readers.
Casey Nichols, CJE, Rocklin (Calif.) H.S., and John Cutsinger, CJE, Jostens, Ocoee, Fla.
10 a.m. Saturday, L100B

BROADCAST

What is the ‘truth’ in broadcasting?
“Do you swear to tell the truth, the whole truth and nothing but the truth…” when reporting with video? Do you strictly adhere to the Society of Professional Journalists’ Code of Ethics by objectively “seeking truth and providing a fair and comprehensive account of events and issues?” If you think you do, perhaps you should think again in this session guaranteed to challenge your beliefs about what the truth is.
Michael Riley, Cody (Wyo.) H.S.
10 a.m. Saturday, L100C

GENERAL AUDIENCE

Essential tips for covering high school sports
Whether in print, on air or online, gain some new methods for sports story ideas and techniques to cover the whole story.
Michael Rand, Star Tribune, Minneapolis
10 a.m. Saturday, L100D

YEARBOOK

It’s just a yearbook (and other blasphemy)
They’re your buyers; listen to them. Creating thriving yearbook cottage industries requires fresh approaches to content and business planning. Call it “yearbookonomics.” Join us, laugh and learn how to create books people want to buy.
Steve Kent, Herff Jones, Roanoke, Va.
10 a.m. Saturday, L100E

YEARBOOK

How to wow
Take your yearbook from OK to great. We’ll look at the verbal, visual and conceptual aspects of yearbook journalism.
Paul Ender, Palm Springs, Calif., and Ann Akers, MJE, Herff Jones, Matthews, N.C.
10 a.m. Saturday, L100F
YEARBOOK

Take a little off the top
You’ve laid the groundwork. Checked the facts. Plugged in the quotes. Even written the story. But you’re still having a bad hair day and want to hide. Time for a chop chop. A new cut and style. This session will inspire you to take your stories – even the decent ones – from acceptable to spectacular. It’s just a matter of finding the right words.
10 a.m. Saturday, L100G

PHOTOGRAPHY

Creating photojournalist awesomeness
What is expected from a photojournalist who is sent to cover an assignment? And how does that photographer turn the assignment from ugh to awesome? This session will describe composition, lighting and content focuses that make photojournalism amazing.
Eric Thomas, MJE, St. Teresa’s Academy, Kansas City, Mo.
10 a.m. Saturday, L100H

GENERAL AUDIENCE

Write copy that readers care about
Tired of boring, blah copy? In this session you’ll learn how to write stories that your students really want to read. Find out how to take the same-old stories you have to cover every year and make them into something special.
Michele Dunaway, MJE, Francis Howell H.S., St. Charles, Mo.
10 a.m. Saturday, L100I

NEWSPAPER

News: How to get it and use it
How do you find compelling news stories, and what do you do when you find them? This session explores ways to cover your school community, and find and report big and not-so-big, but still interesting stories.
Nick Ferenthos, Saratoga, Calif.
10 a.m. Saturday, L100J

GENERAL AUDIENCE

Issue seminar: Giving serious attention to GSAs (2 hours)
Sexual orientation is a controversial social issue making headlines across the country. Gay-Straight Alliances (GSAs) work in schools to create an atmosphere in which each member of the community is valued and respected regardless of sexual orientation or gender identity/expression. Conflict and harassment still predominate in many communities, however, affecting the lives of gay, lesbian, bisexual and transgender students. How are you covering GLBT issues? This seminar will help student journalists ask important questions and tell informative, fair and meaningful stories that can make a difference in their school communities.
Panelists: Patty Matern, University of Minnesota, Minneapolis; Amy Monson, Mayo H.S., Rochester, Minn., and Michelle Fournier, OutFront Minnesota, Minneapolis. Moderator: Reid Westren, Minnehaha H.S., Minneapolis
10-11:50 a.m. Saturday, M100B

ONLINE APPLICATIONS

What to do once you’re online
Getting online is half the battle; the other half is managing the beast that you’ve created. Let two advisers who have numerous years of online advising experience between them give you tips on how to best manage your online newsroom.
Aaron Manfull, MJE, Francis Howell North H.S., St. Charles, Mo., and Jim Streisel, MJE, Carmel (Ind.) H.S.
10 a.m. Saturday, M100F

ONLINE APPLICATIONS

The scituation room: fusing print and the web
Want to keep the integrity of your print newspaper, while strengthening your online presence? See the steps we’ve taken in making the transition from a traditional student paper to a quarterly news magazine and weekly online forum by restructuring staff and deadlines.
Colleen Gacic, CJE, Scituate (Mass.) H.S.
10 a.m. Saturday, M100G

GENERAL AUDIENCE

Editing your piers (oops) peers
Are you in charge of a small team of students or an entire staff? Do you get frustrated when they miss deadlines, won’t listen or get cranky when you edit their stories? What do you do when the slacker or clumsy writer is your friend? Get tips on editing and leadership at this workshop.
Wendy Wallace, The Poynter Institute, St. Petersburg, Fla.
10 a.m. Saturday, M100H

BROADCAST

Get out from behind the desk
Learn how to go beyond traditional reporting to engage viewers. Information will be shared on how to creatively present news announcements and features in a daily production. See how one staff creates special productions including SQOD, 9/11 Memorial and a three-screen Veterans Day presentation.
Margie Nisbett and Cat News Crew, Walnut Grove Middle School, Midlothian, Texas
10 a.m. Saturday, M101I

COMPUTER SOFTWARE

Advanced InDesign
If you’re looking to move beyond the basics of using InDesign or looking for some tips and tricks, then this is the seminar for you. (Sign up and get ticket at registration desk. Limit 34.)
David Graves, St. Thomas’ Episcopal School, and Hal Schmidt, Balfour Yearbooks, Houston
10 a.m. Saturday, M101C

11 a.m.

ADVISING/TEACHING

Get certified: design and graphics
If you plan to take the CJE exam or just want to learn more about principles of design and graphic elements, this session is for you. Learn about contrast, emphasis, rhythm, balance, proportion, direction and unity with contemporary examples from a variety of media. We’ll also cover strategies for how to teach these concepts to your students.
Kim Green, MJE, Columbus North H.S., Columbus, Ind.
11 a.m. Saturday, 205A

GENERAL AUDIENCE

50 tips to make a great publication
In 50 minutes you’ll get at least 50 tips on improving your staff and your newspaper, magazine or yearbook.
Linda Puntney, MJE, Kansas State University, Manhattan, Kan.
11 a.m. Saturday, Auditorium Lecture Hall 1
PHOTOGRAPHY

Putting your pictures online
Online media outlets have made it extremely easy for photojournalists to get their work noticed — and sold. They’ve also made it easy for unscrupulous people to steal images. We’ll discuss some ways photojournalists can get their work noticed and sold while still protecting their rights.
Bradley Wilson, CJFE, Cary, N.C.
11 a.m. Saturday, Auditorium Lecture Hall 2

GENERAL AUDIENCE

Laugh responsibly
Real Southern women shouldn’t laugh out loud, my mother reminds me. She’s not here, and if you promise not to tell her, we’ll laugh out loud as we examine satire and how to use it in your publication.
Lori Oglesbee-Petter, MJE, McKinney (Texas) H.S.
11 a.m. Saturday, Auditorium Lecture Hall 3

BROADCAST

Youth radio rocks my world
Youth radio from A-Z; how youth can use radio and how they can benefit from radio. How to perform news and interviews on the air.
Stan Bindell, Hopi H.S., Keams Canyon, Ariz.
11 a.m. Saturday, L100A

YEARBOOK

The total package
Want to give your yearbook that extra edge? This session will show you unique additions to your book from tip-ins to special papers and textures on the inside to chalkboards and laser cuts on the outside. It’s all about the package!
11 a.m. Saturday, L100B

BROADCAST

Secrets of a successful broadcast journalism program
Whether your program is just beginning or has been around a few years, hear what one program has done to become successful. We’ll discuss recruiting, assignments and responsibilities, dealing with administration and staff, publicity, fundraising and equipment.
Michael Hernandez, Mira Costa H.S., Manhattan Beach, Calif.
11 a.m. Saturday, L100C

BUSINESS/ADVERTISING

Ad sales: They will say yes
Selling ads is difficult and can be downright scary. Learn what to say, how to say it and, most importantly, how to react when a local business owner says no.
11 a.m. Saturday, L100D

YEARBOOK

Beyond and behind the book
Digital tools make all the difference when creating and improving a reader-relevant publication in today’s world. Come for yearbook ideas with emphasis on social media, online content and crowdsourcing.
Sarah Nichols, MJE, Whitney H.S., Rocklin, Calif., and Casey Nichols, CJE, Rocklin (Calif.) H.S.
11 a.m. Saturday, L100E

YEARBOOK

Finding your voice
Learn powerful strategies for developing a strong visual and verbal voice so your yearbook content will sing for the readers. From thorough analysis and preplanning your stories to making sure you don’t “lower the bar” once the work begins, there’s plenty you can do to create an amazing volume for 2012.
Paul Ender, Palm Springs, Calif., and Tamra McCarthy, CJE, James Enochs H.S., Modesto, Calif.
11 a.m. Saturday, L100F

FEATURED SPEAKER

Fact into fiction: from real dead bodies to living characters
Find out how mystery writer Erin Hart went from writing about theater to writing about ancient bodies preserved by the bogs of Ireland. Learn how she applied essential journalistic skills and used real-life events as inspiration for her award-winning archaeological/forensic crime series.
Erin Hart, St. Paul, Minn.
11 a.m. Saturday, L100G

PHOTOGRAPHY

Get into the game: action photography
Action sports photography is a staple of any high school publication. Learn how to make better photographs using simple rules. Also learn how to utilize your camera to stop the action, helping your readers get into the game.
Kelly Glasscock, Derby (Kan.) H.S.
11 a.m. Saturday, L100H

NEWSPAPER

It’s called a NEWSpaper
When readers look at your newspaper, website or yearbook, they ought to find out things they didn’t know about what is going in at your school. Find out how to cover what’s new with a beat system and an ear to the ground.
Kathleen Neumeyer, Harvard-Westlake School, Studio City, Calif.
11 a.m. Saturday, L100I

GENERAL AUDIENCE

Investigative journalism: You can do better
Investigative stories have more impact. They are the ones that bring new issues to light and show a need for change. Teen arrest rates? Teacher salaries? Water contamination checks? A quick how-to session to get you started on deeper, more important journalistic work.
Tom Sivertsen, Redwood H.S., Larkspur, Calif.
11 a.m. Saturday, L100J

ONLINE APPLICATIONS

Two Iowa City advisers go digital
In the past two years The Little Hawk and The West Side Story have both gone digital with Wordpress CMS systems. We will discuss our tips on how to get started, different organizational strategies and how to use social media effectively.
Jonathan Rogers, MJE, Iowa City H.S., and Sara Whittaker, CJE, West H.S., Iowa City, Iowa
11 a.m. Saturday, M100C

YEARBOOK

Yearbook remix: lessons from disc jockeys
A good yearbook is a lot like a great playlist. You need variety to keep it...
The story of the year. Starts here.

ReplayIt puts a yearbook camera in every student’s hands, allowing them to submit and share their own photos, creating more content and student engagement in your school’s yearbook. Stop by the Jostens booth to experience ReplayIt and see how the story of the year starts here!
In four years
(TAKE A DEEP BREATH)
you can:

Be a part of the nationally recognized Indiana Daily Student newspaper or website, the IU yearbook, campus radio or TV station; follow previous students to internships at Time magazine, CNN or The Wall Street Journal; report on HIV/AIDS in Africa; head south to learn about media in Chile; explore the latest communications technology at the South by Southwest Interactive festival in Austin; visit media outlets in Chicago; study at the National Sports Journalism Center; compete in (and win!) the Hearst writing contest; work in a student-run advertising agency; meet journalism legends such as Bob Woodward of Watergate fame and rising stars such as Lisa Ling; or … create your own experiences.

JOURNALISM EXPERIENCES
Classrooms without walls. Learn more at journalism.indiana.edu
interesting. A “mashup” or remix can keep things fresh. Learn how to improve your coverage and design, and how to take inspiration from the music around you.

**Advisers awards luncheon**
JEA, NSPA and Dow Jones News Fund will present awards at this special event. New and renewing Certified Journalism Educators and Master Journalism Educators will be recognized. Winners of JEA’s Carl Towley Award, Lifetime Achievement Award, Friend of Scholastic Journalism, Medal of Merit and Administrator of the Year will be recognized along with NSPA Pioneer Award winners and Dow Jones Teacher of the Year program winners.

Speakers will be Steve O’Donoghue, Carl Towley Award winner, and Aaron Manfull, MJIE, Dow Jones News Fund Journalism Teacher of the Year.

Preregistration was required. Please bring your ticket. Herff Jones has underwritten this event.

**Noon-2:20 p.m. Saturday, 102A-F**

**ADVISING/TEACHING**

**Missing voices in student media**
Recent results of the largest study of high school media to date show which voices we aren’t getting to hear. Join us to learn how we might help them get into the conversation plus add your input to suggest further research about student media.

Candace Perkins Bowen, MJIE, and Mark Goodman, Kent (Ohio) State University, and Peter Bobkowski, The University of Kansas, Lawrence, Kan.

**Noon Saturday, M100G**

**Establishing a national journalism PLC**
OK, so you teach journalism and advise student media all by yourself — but your principal wants you to be in a professional learning community with the speech teacher. Come and help establish a PLC with other journalism teachers. We can make it work!

Jill Chittum, MJIE, Blue Valley H.S., Stilwell, Kan., and Jim Streisel, MJIE, Carmel (Ind.) H.S.

**Noon Saturday, M100I**

**NEWS DESIGN**

**News design trends**
We will take a look at scholastic publications from across the country to see how they are designing their publication to cover the events of the year. Samples will be shown from newspapers and yearbooks to cover their school events.

Randy Stano, University of Miami, Coral Gables, Fla.

**Noon Saturday, Auditorium Lecture Hall 2**

**LAW/ETHICS**

**Covering the controversy**
This session will discuss how student journalists should approach controversial topics, how to decide if they are newsworthy and how to approach information gathering.

Caroline Zhang and Victor Xu, Carmel (Ind.) H.S.; Laura Weiss, Conestoga H.S., Berwyn, Pa.; Michael Tuschan, St. Louis Park (Minn.) H.S., and Brittany Valencic, Hillsborough Senior H.S., Tampa, Fla.

**11 a.m. Saturday, M100F**

**ADVISING/TEACHING**

**Follow your passion**
They say if you do what you love, you never have to work a day in your life. For all of us journalism teachers, this is the truth. Come to this session to learn about starting a fulfilling career as a high school journalism teacher.

Brian Hayes, MJIE, and Dan Waechter, Ball State University, Muncie, Ind.

**Noon Saturday, 205B**

**ONLINE APPLICATIONS**

**Social media zeroes in on your audience**
Smart journalists know how to find their audience instead of waiting for it to find them. That means using blogs, Facebook, Twitter and other online sites — everyone’s there already. Learn how to use these tools to build your brand.

Jackie Bergeron and Lindsay Ridinger, Kent (Ohio) State University

**Noon, Saturday, 205C**

**GENERAL AUDIENCE**

**Start a movement**
Enough of all this objectivity. As the varsity journalism staff, it’s about time we take a leadership role in the school and start some movements that change our world, or at least our school. People, let’s inspire people.

Scott Winter, University of Nebraska, Lincoln, Neb.

**Noon, Saturday, Auditorium Lecture Hall 1**

**GENERAL AUDIENCE**

**What’s next? College journalism!**
How can you stay involved in journalism after you graduate? A panel of college student journalists will share their stories, including how to get involved in every type of media from daily or weekly newspapers to magazines and websites.

Taryn Wobbema, The Minnesota Daily, Minneapolis

**Noon, Saturday, 205D**

**GENERAL AUDIENCE**

**Party like a rock star**
Whether it’s working on yearbook or newspaper, producing a publication can be daunting. Along with the stress of deadlines and challenging classmates, staffers have to maintain grades and sometimes a job. Learn how to take a break and motivate.

Margie Watters, Westmoore H.S., Oklahoma City, Okla.

**Noon, Saturday, 205A**

**GENERAL AUDIENCE**

**Cut it out!**
Make friends with Adobe InDesign’s Pen tool and become a master at cut-out backgrounds. This session will help you understand the functions of the Pen tool and how to make COBs that pop. (Sign up and ticket at the convention registration desk. Limit 34.)

Jerry Griffin, Walsworth Publishing Co., Atlanta, Texas

**11 a.m. Saturday, M101C**

**ADVISING/TEACHING**

**Missing voices in student media**
Recent results of the largest study of high school media to date show which voices we aren’t getting to hear. Join us to learn how we might help them get into the conversation plus add your input to suggest further research about student media.

Candace Perkins Bowen, MJIE, and Mark Goodman, Kent (Ohio) State University, and Peter Bobkowski, The University of Kansas, Lawrence, Kan.

**11 a.m. Saturday, M100H**

**ADVISING/TEACHING**

**Establishing a national journalism PLC**
OK, so you teach journalism and advise student media all by yourself — but your principal wants you to be in a professional learning community with the speech teacher. Come and help establish a PLC with other journalism teachers. We can make it work!

Jill Chittum, MJIE, Blue Valley H.S., Stilwell, Kan., and Jim Streisel, MJIE, Carmel (Ind.) H.S.

**11 a.m. Saturday, M100I**
NEWSPAPER

**Going too far?**
Each year, The Cougar Press surveys the students at Ventura H.S. with a 40-question survey about their dating habits and sexual activity and publishes the results. Two years ago, we made national news when a parent threatened court action to stop the survey.

Dan Nelson, Ventura (Calif.) H.S.
Noon, Saturday, Auditorium Lecture Hall 3

**Photography for dynamic pages**
Good photos turn the average into a dynamic page. Is it possible to take excellent photos when given an average assignment? This session will reveal the photojournalist's techniques for tight, emotion-centered shots that put quality photos on the page.

Shannon Hart, Balfour Yearbooks, St. Louis Park, Minn.
Noon, Saturday, L100I

**Recruit like your competition**
Size matters. Here is a session designed to help grow a staff. Hear information on aggressive strategies proven to allow you to build a staff to whatever size is desired — regardless of the typical hurdles exhibited in the school setting.

Dean Hume, Lakota East H.S., Liberty Township, Ohio
Noon, Saturday, M100B

**Photography**

**Photography skills = $$$**
You’ve spent hours honing your photography skills, now learn how your skills can make you extra money. This session will show you how to sell your photos on the Internet, build your own thriving photography business, and how to market yourself to potential clients.

Nathan Moseley, CJE, Westside H.S., Omaha, Neb.
Noon, Saturday, L100B

**Leading the pack**
Great editors must be great leaders. Come learn ideas and methods for leading your staffs. Learn how to motivate your staff to work hard toward your common goal and avoid common pitfalls that lead to an unproductive staff. In order to create a great product, you must have a great student leader.

Dan Mueller, Herff Jones, St. Louis, Mo.
Noon, Saturday, L100J

**Photography**

**Visual journalism on deadline using iPhone**
Many newspapers outfit photographers and reporters with smartphones expecting them to get normal coverage plus images or video from the scene to be published right away online. Learn how to use an iPhone on deadline using a basic complement of equipment and iPhone apps.

Greg A. Cooper, Brooks Institute, Ventura, Calif.
Noon, Saturday, M100C

**General Audience**

**Journalism and the first post-9/11 generation**
This session will explore lessons learned from a demonstration project in middle school journalism education that generated stories in professional media outlets from Seattle to Singapore. The project, a collaboration between the Asian American Journalists Association and a Dearborn, Mich., school, focused on community reporting.

Emilia Askari, University of Michigan, Ann Arbor, Mich., and April Kincaid, McCollough-Unis School, Dearborn, Mich.
Noon, Saturday, L100A

**Story ideas for your yearbook**
Story possibilities for your yearbook are endless, as are the angles you can take for each story. In this session, explore fresh story ideas that your staff can write about. And, adding great photos and design, these will be dynamic spreads in your yearbooks.

Kerry Nelson, Balfour Publishing, Lowry, Minn.
Noon, Saturday, L100F

**Story possibilities for your yearbook**

**Journalism using mobile devices and a cloud-based workflow**
Put an entire newsroom and video production studio in your pocket. Find out how to create text, photos or video, and get them online from anywhere, anytime. We'll review top apps and best practices.

Michael Hernandez, Mira Costa H.S., Manhattan Beach, Calif.
Noon, Saturday, L100C

**Photography**

**Why schools could be communication pioneers**
When was the last time YOU talked to CNN? The more “mass” media gets, the fewer options it has for connecting with its audience. Technology is changing that, and high schools could be the playground where advancements are made. See how in this session.

Megan McNames, Ball State University, Muncie, Ind.
Noon, Saturday, L100D

**YEARBOOK**

**Dude! Surf your way to radical design**
Get out of that design rut! Everyone is using magazines for design inspiration. Come to this session and we’ll show you where to surf the Internet for the most cutting-edge Web design and how to turn this design into better coverage.

Dellennis Burgess and Sarah Kodadek, Lifetouch Yearbooks, Eden Prairie, Minn.
Noon, Saturday, L100G

**NEWSPAPER**

**It’s the little things**
Other sessions can introduce the basics, but come to this one to hear almost three dozen specific suggestions aimed at improving your reporting, design and staff dynamics. Adjusting some of the little things may be all it takes to transform your paper or newsmagazine.

Jon Reese, Decatur (Ga.) H.S.
Noon, Saturday, L100H
Lillie Suburban Newspaper offers the BEST service money can buy. Tired of dealing with a customer service representative? Print with Lillie and work with the production team directly.

### Top 10 Reasons to Print your Paper with Lillie Suburban Newspaper

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<td>Work Directly w/the Production Team to get the BEST Quality</td>
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<td>Sales Training • Have our Professional Staff Give you Pointers on How to Sell Advertising</td>
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<td>FREE Facility Tours • Come In and Watch how the Presses Turn</td>
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For a FREE Consultation & Quote:
Call Tony Fragnito, Sales Manager
651.748.7860 or Email at tfragnito@lillienews.com
Depth of Field:
Refers to the distance in front of and in back of and the F-stop being used on that particular lens. It should be needed, given the focal length of the lens, to calculate depth of field exactly, which is a principle of physics, and the precise explanation for this principle can be put to use by staff photographers in multiple shooting situations.

This principle can be put to use by staff photographers in multiple shooting situations. Have three students sit one behind the other. Focus on the middle person, readjust your f-stop and shutter speed so you have an f-stop of f/8. The “crisp focus” can be sharpened, however, beyond what the photographer is seeing because of the depth of field corresponding to the f-stop set on the lens.

In practice, however, depth of field is important only if you want to get something in focus, front to back, in a photo. A smaller F-stop (f/16) will create a sharper band in focus, front to back, in a photo. A higher F-stop (f/2.8) will result in a much more blurred band in focus, front to back, in a photo. All of this math means one basic thing to the photographers in multiple shooting situations.

There are times when a f-stop is more important, however. In a concert arena? No good effect except lighting up a subject that is not close to the photographer. (All of this math means one basic thing to the photographers in multiple shooting situations.) By contrast, an external flash can produce enough light to create action-stopping images in poor or low-light situations, especially portraits. An external flash can provide artificial light for taking photos.

An external flash should be part of a camera kit — one of the best exercises for a new photographer who wants to take action shots. The flash sits on the top of the camera, and the connecting piece on the top of a DSLR on which the flash is set up away from the camera in the straight-on, direct lighting it provides — as opposed to the external flash which the flash is set up away from the camera in the straight-on, direct lighting it provides — as opposed to the external flash.

While on-camera flash provides a good option for professional lighting situations, especially portraits, it also creates options for more dramatic and dimensional lighting for a subject. The flash both creates a light source where there is none at all (outside in the woods, for example) and eliminates that problem, and using a flash off-camera provides action-stopping images in poor or low-light situations, especially portraits. An off-camera flash provides a means to eliminate that problem, and using a flash off-camera also creates options for more dramatic and dimensional lighting for a subject.

The flash both creates a light source where there is none at all (outside in the woods, for example) and eliminates that problem, and using a flash off-camera also creates options for more dramatic and dimensional lighting for a subject. An off-camera flash provides a means to eliminate that problem, and using a flash off-camera also creates options for more dramatic and dimensional lighting for a subject.
1 p.m. Saturday

**BROADCAST**

**Go live! The magic of online video streaming**
Why go through the trouble of shooting, editing and uploading a video to YouTube or Vimeo when you can stream it LIVE! Really cool free services such as Ustream.tv make streaming video easy for anyone. Your school news will never be the same.

Aaron Engelman, Kansas State University, Manhattan, Kan.
Noon, Saturday, M100F

**GENERAL AUDIENCE**

**How to get and use press credentials**
Have you ever wondered how high school journalists cover major events like inaugurations? This session will give you the need to know information on how to get into everything from the Super Bowl to the Grammys.

Leslie Orman, Kickapoo H.S., Springfield, Mo.
Noon, Saturday, M100G

**LAW/ETHICS**

**© that! Copyright law 101**
In this session, we skip the boring fine print and nitty-gritty details of copyright law and cut to the chase: What is copyright law? What music, images, written works can I use? What can’t I use? (Oh, and what about the Internet — a lot of great stuff there?) You won’t leave an expert, but it should keep you out of most trouble.

Mike Hiestand, Zenger Consulting/Student Press Law Center, Ferndale, Wash.
Noon, Saturday, M100H

**COMPUTER SOFTWARE**

**Beginning InDesign (2.5 hours)**
Learn the basics of InDesign and its capabilities. (Sign up and ticket at the convention registration desk. Limit 34.)

David Graves St. Thomas’ Episcopal School, and Hal Schmidt, Balfour Yearbooks, Houston
Noon-2:20 p.m., Saturday, M101C

1 p.m.

**MIDDLE SCHOOL**

**Creating portfolios for Aspiring Young Journalist Award**
It is never too early for students in any grade to compile a portfolio. Advisers and students are encouraged to attend. The session will highlight compiling a top-notch portfolio for the JEA Aspiring Young Journalist Award or year-end assignment. Examples and lessons included.

Anita Marie Wertz, MJE, Cesar Chavez H.S., Stockton, Calif.
1 p.m. Saturday, 205A

**GENERAL AUDIENCE**

**What’s waiting for you in college?**
About 500 colleges in America offer a major in journalism, but most of them do not call their major journalism, and all of them require their journalism students to take a lot of non-journalism classes. A college professor and four college seniors will help students sort it all out.

Joe Miranda, MJE, Melissa Bordelon, Lauren LeDuff, James Pagones, and Whitney Tisdale, Southeastern Louisiana University, Hammond, La.
1 p.m. Saturday, 205B

**BUSINESS/ADVERTISING**

**Easy ways to make more money**
We have simple solutions to your budget crunch. Walk away with at least 10 ways to raise money for your publication or program through techniques that put the “fun” back into fundraising while increasing staff morale and teamwork.

Lori Mortland, Clare Carmody and Molly Roth, Calhoun H.S., Hardin, Ill.
1 p.m. Saturday, 205C

**GENERAL AUDIENCE**

**Ask the academic adviser**
“Do I have to major in journalism?”
With the right planning, college offers many ways of preparing to adapt and excel in the journalism professions. A communication program adviser shares tips and strategies, with plenty of time for your questions.

Andrew Pritchard, North Dakota State University, Fargo, N.D.
1 p.m. Saturday, 205D

1 p.m. Saturday, Auditorium Lecture Hall 1

**GENERAL AUDIENCE**

**Duct tape and high funkadelity**
Newspaper journalists are smarter, better looking and more interesting than everybody else. That’s why the staff should have not only a goal of having an awesome newspaper, but also a goal of having the funkiest classroom and newsroom experience. We’ll give you 758 ideas for how to make class unforgettable this year.

Scott Winter, University of Nebraska, Lincoln, Neb.
1 p.m. Saturday, Auditorium Lecture Hall 2

**GENERAL AUDIENCE**

**Using creative typography in your publications**
Learn how to use creative typography in your publication by just using the basic typefaces in your style guide. We will look at how other publications use design or art type within their publication guidelines.

Randy Stano, University of Miami, Coral Gables, Fla.
1 p.m. Saturday, Auditorium Lecture Hall 3

**YEARBOOK**

**Bringing your yearbook into the 21st century**
Let us show you the advantages of using a tablet computer to view your yearbook or even build it. Digital printing, high-speed Internet, smartphones and digital photography have opened the doors for some exciting new possibilities for your program. Learn to use technology to market your theme, book and pictures.

Todd DeNoyer, LIVEYearbook, DeLand, Fla.
1 p.m. Saturday, Auditorium Lecture Hall 4

**ONLINE APPLICATIONS**

**3 reporters, 36 hours: That's comprehensive coverage**
Three first-year reporters spent 36 hours together providing award-winning “blanket coverage” of an important school event. See how they organized and covered a multi-day news story using the latest digital tools.

Anaika Miller, Rachel Crane and Chrissy Springer, Foothill Technology H.S., Ventura, Calif.
1 p.m. Saturday, L100A
These pages get boring. Learn how to engage your student population and how to write compelling and interesting columns and editorials.
John Beaudoin, Lee’s Summit (Mo.) Journal
1 p.m. Saturday, L100F

FEATURED SPEAKER
More than getting a good seat: become a critic
The lead theater critic of the Star Tribune credits his high school teacher for telling him if he wanted to get into concerts and Broadway shows for free, he should either usher or become a critic. Come get practical advice about the art of criticism and the benefits, beyond free tickets, of wrestling with ideas and imaginations for a living.
Rohan Preston, Star Tribune, Minneapolis
1 p.m. Saturday, L100G

GENERAL AUDIENCE
Beyond the interviewing basics
“Duh” questions get lifeless responses. Discover techniques that are sure to elicit powerful anecdotes, useful stats and charged reactions. You’ll also hear the best three words to start any interview. Bonus: Learn to decipher your interviewee’s body language!
Jon Reese, Decatur (Ga.) H.S.
1 p.m. Saturday, L100H

PHOTOGRAPHY
Yearbook photos in 5
Great yearbooks don’t happen without great photography. With a few simple rules, you can start shooting better photos for your publication. Your award-winning photo is just five steps away.
Jed Palmer, Sierra Middle School, Parker, Colo.
1 p.m. Saturday, L100I

GENERAL AUDIENCE
Make sports columns count
Often the most misunderstood or misused tool in the student publication tool bag, the sports column should demand thought and push for discussion. Learn to interpret issues like the columnists you love to read.
Dean Hume, Lakota East H.S., Liberty Township, Ohio
1 p.m. Saturday, L100J

GENERAL AUDIENCE
Organized chaos and singing ‘Kumbaya’
Are you tired of “fake it ’til you make it” newssroom organization and listening to staffers bicker? Meet one adviser and her staff members who have conquered the clutter and are on their way to true bonding. Get practical ideas for organization and de-stressing.
Heather Gates-Rusher, CJE, Parkersburg (W.Va.) H.S.
1 p.m. Saturday, M100B

GENERAL AUDIENCE
Networking: 6 steps to maximize education
Education is much more than going to class. Internships, workshops, contests and peer interaction are vital parts of a student’s learning process. Six steps to maximize the education experience will assist students in their approach to college life and beyond.
Greg A. Cooper, Brooks Institute, Ventura, Calif.
1 p.m. Saturday, M100C

GENERAL AUDIENCE
Merging online and print sports coverage
With your website off the ground, how can you best use the Web to supplement your sports coverage? Learn how to play to the strengths of both your online and print publications while providing your readers with a wide variety of sports story forms.
Jason Block, CJE, Prospect H.S., Mount Prospect, Ill.
1 p.m. Saturday, M100F

PHOTOGRAPHY
Photojournalists: covering controversy
This presentation will examine the legal rights and responsibilities behind press photography, as well as cover the legalities of shooting controversial situations. It will also cover what it means to be a breaking news photographer and how to appropriately use social media while covering events.
1 p.m. Saturday, M100G
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.
Mike Hiested, Zenger Consulting/Student Press Law Center, Ferndale, Wash.
1 p.m. Saturday, M100H

2:30 p.m.

MEETING

JEA board followup
The JEA board will meet briefly to discuss items that need resolution before the convention ends.
Mark Newton, MJE, Mountain Vista H.S., Highlands Ranch, Colo.
2:30 p.m. Saturday, 205A

GENERAL AUDIENCE

Handling headaches and horrors with humor
Come get real-life, relevant and revised strategies for making your classroom or production room a haven of sanity regardless of the latest natural or dramatic disaster of the day. True stories of unexpected lessons learned along the way may even spark laughter and smiles to take with you as we leave the convention energized to face the any challenge.
Carol Kazmierczak, CJE, Lebanon (Ind.) H.S., and Janet McKinney, CJE, Carmel, Ind.
2:30 p.m. Saturday, 205B

BROADCAST

How to be funny
Incorporate humor into your broadcast without making your audience roll their eyes and your administrators cover their ears.
Alyssa Armentrout, McKinney (Texas) H.S.
2:30 p.m. Saturday, 205C

GENERAL AUDIENCE

Publication pride in the private schools
Come swap stories with other private school students and advisers about the special challenges and opportunities that face you in the student publications world. Get practical advice and strategies to help you get the most of the high school journalism experience.
Marsha Kalkowski, MJE, Marian H.S., Omaha, Neb.
2:30 p.m. Saturday, 205D

GENERAL AUDIENCE

TAO of journalism: Take the pledge
Why should journalists be Transparent, Accountable and Open (TAO)? It’s all about trust and credibility. Professional journalists and student journalists around the world are taking the TAO Pledge and carrying the TAO Seal. Learn about it.
2:30 p.m., Saturday, L100A

YEARBOOK

Confessions of a font fanatic
Put an end to font abuse. Learn enough typography basics to help you make the best use of your fonts. You’ll also see the seven-step recovery program for fontaholics.
2:30 p.m. Saturday, L100B

GENERAL AUDIENCE

It only takes a minute
You work with smart students – who can be moody, stressed and unpredictable. It only takes a minute to win it – to return students to a happier state in your classroom. You do not need an entire day or class period to motivate your staff. See how a few minutes a week can keep publication staff members motivated and contented.
Mike Taylor, Walsworth Publishing Co., Mansfield, Texas
2:30 p.m. Saturday, L100C

ADVISING/TEACHING

Is pizza the only way?
Keeping your yearbook staff motivated can be a challenge. This session will focus on ways to help your students stay on task, meet deadlines and have fun at the same time. Bring your ideas!
Reida Lazer, Balfour Publishing, St. Louis Park, Minn.
2:30 p.m. Saturday, L100D

LAW/ETHICS

State laws protecting press freedom
Seven states have enacted laws that protect the rights of student journalists.
Lawmakers debate ways to protect and limit your expression each year. Learn how the existing state laws work, where this effort is heading and how to achieve legislation in your own state.
Mark Goodman, Kent (Ohio) State University
2:30 p.m. Saturday, L100E

ONLINE APPLICATIONS

Top 10 things to know about going online
If you’ve decided to make the move online, this session is for you. The staff of two Pacemaker-winning websites, The Harbinger Online and Niles West News, will present advice the top 10 things you need to know about running a website.
Evelyn Lauer, West Niles H.S., Skokie, Ill.
2:30 p.m. Saturday, L100F

GENERAL AUDIENCE

Serious team building can be fun
Improve how your staff works as a team. Learn innovative strategies, traditions, games and techniques in this interactive, hands-on session to make your genre of journalism fun. Relieve stress during deadlines, instill tradition, build a legacy and create a healthy working and learning environment. Be ready to play!
Ryan Rinaldi, Walsworth Publishing Co., Austin, Texas
2:30 p.m. Saturday, L100G

YEARBOOK

12 for 2012
A dozen design and coverage trends and essentials for your 2012 yearbook will be presented in this session.
Gary Lundgren, Jostens, Minneapolis
2:30 p.m. Saturday, L100H

LAW/ETHICS

Winning the prior review battle
In 2007, The Crier newspaper made national news when a photograph was censored from its pages. After four months of committee meetings, the school board recommended to maintain the paper’s student forum status. Come find the steps that were taken to ensure a win-win result for the students, the adviser, the newspaper and the district.
Glenn Morehouse Olson, CJE, St. Francis (Minn.) H.S.
2:30 p.m. Saturday, L100I
**NEWSPAPER**

**Brainstorming: finding the story**
Are your brainstorming sessions unproductive? Learn how to turn one idea into a dozen stories with a simple brainstorming method. Bring your ideas!
Joseph Dennis, The University of Georgia, Athens, Ga.
2:30 p.m. Saturday, L100J

**NEWSPAPER**

**When average isn't good enough**
Most high school newspapers do a great job writing average stories. Let’s take that average story and make it great. We will look at several different stories and what made them great. Be prepared to share in this session.
Jeanne Acton, University Interscholastic League, Austin, Texas
2:30 p.m. Saturday, M100H

**YEARBOOK**

**It’s all about options**
Today’s students are used to options in every part of their life when it comes to clothing, shoes, food, snacks, cell phones and automobiles. Does your yearbook offer students options? Technology allows us to customize, go more in depth in every section of the book or even create a whole new additional book. Bring options to your program and watch your sales soar.
Todd DeNoyer, LIVEYearbook, DeLand, Fla.
2:30 p.m. Saturday, M100I

**ONLINE APPLICATIONS**

**I’m scared of Dreamweaver and Web programming**
Wanting to learn Web programming but not sure where to start? This basic workshop introduces HTML and CSS to beginners wanting to know the languages. From syntax to structure, the goal of this workshop is to have you capable of reading, not writing, simple HTML. (Sign up and ticket at the convention registration desk. Limit 34.)
David Studinski, Sailthru, New York, N.Y.
2:30 p.m. Saturday, M101C

**NSPA Awards Ceremony**

Winners of the NSPA Best of Show, NSPA Pacemakers and national individual awards will be honored at this ceremony. JEA and NSPA encourage everyone to celebrate all winners.
3:30-5:30 p.m., Saturday, Auditorium Main, Lecture Halls 1-3

**Celebrate NSPA’s 90th Anniversary**
The National Scholastic Press Association will mark its 90th anniversary with a reception for advisers, friends and former NSPA staff. Refreshments will be served, and historic scholastic journalism memorabilia will be displayed.
5:45-7 p.m. Saturday, 102A-C

**See ‘Newsies’ Saturday night**
JEA and NSPA are excited to provide a special screening of the Disney movie “Newsies,” starring Christian Bale, on Saturday evening. Long before the popularity of “High School Musical” or “Glee,” Disney created the musical “Newsies” about the true story of the Newsboys Strike of 1899 in New York City. Doors will open at 8 p.m. After dinner with your group, grab some candy and head back to the convention center for a great movie! The University of Iowa School of Journalism and Mass Communication has underwritten this event.
8-10:30 p.m. Saturday, Auditorium Main

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**8:30 a.m. Sunday**

**JEA Awards Ceremony**

Winners of JEA Write-off contests and Future Teacher Scholarships will be recognized during the closing ceremony. You’ll also get to see a slideshow of convention highlights. Pick up Write-off entries after the ceremony. If you receive entries from other schools in your envelope, please contact JÉA at jea@spub.ksu.edu to find the correct school.
8:30-11 a.m. Sunday, Auditorium Main, Lecture Halls 1-3

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**NEWSPAPER**

**Dip your toe into multimedia**
Learn free, cheap and/or moderately priced ways to add video, audio and Internet to your print publications. (Especially for newspaper advisers, but open to all students and teachers.)
April van Buren, MJE, Mesa Vista Middle and H.S., Ojo Caliente, N.M.
2:30 p.m. Saturday, M100F

**NEWSPAPER**

**Designing with photos**
From visual redundancy to weak cropping, here are 10 common weaknesses and solutions for photo use and design. The goal: ramping up the overall visual content and design in your publication.
Sherri Taylor, Syracuse (N.Y.) University
2:30 p.m. Saturday, M100C

**ONLINE APPLICATIONS**

**Write the right lede**
This session will focus on nine different lede writing styles, with a special focus on writing anecdotal ledes. We will review which ledes are appropriate for which types of stories and do an anecdotal writing activity in class.
Katina Paron, Baruch College, New York, N.Y.
2:30 p.m. Saturday, M100G
Need design power? **Think Big** with **Online Design.**

Walsworth’s Online Design is built to give you the power to create stunning pages. With all the great features, it’s easy to think big about yearbook.

Stop by our booth today for a demonstration of the power of Online Design.
Friday opened to Minneapolis, for the Spring Banquet and REELie Film Festival: Restore. The event took place at the Epic Concert and Special Event Venue in the downtown district.

On April 1st more than 280 students dressed up and drove out to Minneapolis, for the Spring Banquet and REELie Film Festival: Restore. The event took place at the Epic Concert and Special Event Venue in the downtown district.

As with previous REELies, student-prizes were awarded. But the integration of the two events was a success altogether. To join forces to produce an event like none seen at Crown before. In previous years the banquet has been held at the Student Activities Board decided to start a Bible school within his own country of Burkina Faso. Pastor Matt Korthus im- personated student Tony Leai as part of how he received training as a pastor, but had to travel to the neighboring country of Burkina Faso. The pastor from Burkina Faso is the head pastor from the student-activity team (GIT) shared how God is working in Burkina Faso. The event was then set to occur at the Croan Ra- dio station as Pondou took the time to get to know the students. His presence was greatly felt on March 12-14 as the Global Impact Team (GIT) shared how God is working in Burkina Faso. Pastor Matt Korthus im- personated student Tony Leai as part of how he received training as a pastor, but had to travel to the neighboring country of Burkina Faso. The pastor from Burkina Faso is the head pastor from the student-activity team (GIT) shared how God is working in Burkina Faso. The event was then set to occur at the Croan Radio station as Pondou took the time to get to know the students. His presence was greatly felt on March 12-14 as the Global Impact Team (GIT) shared how God is working in Burkina Faso. Pastor Matt Korthus im- personated student Tony Leai as part of how he received training as a pastor, but had to travel to the neighboring country of Burkina Faso. The pastor from Burkina Faso is the head pastor from the student-activity team (GIT) shared how God is working in Burkina Faso. The event was then set to occur at the Croan Radio station as Pondou took the time to get to know the students. His presence was greatly felt on March 12-14 as the Global Impact Team (GIT) shared how God is working in Burkina Faso. Pastor Matt Korthus im- personated student Tony Leai as part of how he received training as a pastor, but had to travel to the neighboring country of Burkina Faso. The pastor from Burkina Faso is the head pastor from the student-activity team (GIT) shared how God is working in Burkina Faso. The event was then set to occur at the Croan Radio station as Pondou took the time to get to know the students. His presence was greatly felt on March 12-14 as the Global Impact Team (GIT) shared how God is working in Burkina Faso.
Jeanne Acton is the director for the scholastic press association of Texas, Interscholastic League Press Conference. Before joining ILPC in 2004, she advised both newspapers and yearbook and coached varsity softball. She also was a high school administrator for three years.

6 a.m. Saturday, Auditorium Lecture Hall 2; 2:30 p.m. Saturday, M100H

Paula Adamek teaches journalism and English and is a counseling intern at Yoakum (Texas) H.S. She has advised the yearbook and newspaper, which have earned star awards from Interscholastic League Press Conference. Her staff members have been named Tops in Texas winners. She has received ILPC’s Edith Fox King Award and Texas A&M University’s College of Education’s Dean Roundtable Award.

1 p.m. Saturday, L100D

Logan Aimone, MJE, is executive director of the National Scholastic Press Association. Prior to joining NSPA, Aimone taught journalism and advised national award-winning publications at Wenatchee (Wash.) H.S. He is a past DJNF Distinguished Adviser and Washington state journalism adviser of the year. He is co-author of the most recent editions of two textbooks, “High School Journalism” and “Junior High Journalism.”

9 and 10 a.m. Saturday, Auditorium Lecture Hall 1

Ann Akers, MJE, is Herff Jones Yearbooks’ education specialist. Formerly NSPA’s associate director, Akers has done stints as journalism teacher/publications adviser and yearbook representative. She was the 2005 recipient of the Carl Towley Award, JEA’s highest honor, and has been awarded CSPAs Gold Key and NSPA’s Pioneer Award.

9 and 10 a.m. Saturday, L100F

Martha Akers advises the yearbook at Loudoun Valley H.S. The Saga has received state, national awards including Pacemakers, Gold Crowns and VHSL Trophies. Akers, 2005 JEA Yearbook Adviser of the Year, has received CSPAs Gold Key, NSPA’s Pioneer, VAJTA’s Lifetime Achievement and SIPA’s Distinguished Service Award and is in VHSL Hall of Fame and OIPAs Scholaristic Journalism Hall of Fame.

8 a.m. Saturday, L100F

Jeff Allen is associate director of admissions at Macalester College in St. Paul, Minn.

10 a.m. Friday, L100B

Paul H. Anderson — See Featured Speakers, Page 8.

2:30 p.m. Friday, M100F

Alyssa Armentrout teaches broadcast journalism at McKinney (Texas). She loves working with students to produce their TV show and taking them and their ugly sweaters to conventions.

2:30 p.m. Saturday, 205C

Emilia Askari co-directs The Living Textbook, a project of the Asian American Journalists Association. It aims to enhance the communication skills of Arab-American youth in Michigan. She is a prize-winning reporter with 20 years’ experience at the Detroit Free Press. Askari holds master’s degrees from Columbia University’s Graduate School of Journalism and the University of Michigan School of Information.

Noon Saturday, L100A

Sasha Aslians — See Featured Speakers, Page 8.

10 a.m. Friday, L100G; 11 a.m. Friday, L100C

Judy Babb brings more than 30 years of advising to her job as a print specialist with Friesen Yearbooks. She advised staffs that won top state and national awards including Crowns and Pacemakers. She won Texas Journalism Teacher of the Year, JEA Distinguished Yearbook Adviser, Gold Key, Pioneer Award, Texas Legend and more. She is an energetic speaker and helped create Friesen’s new curriculum.

9 a.m. Friday, Auditorium Lecture Hall 3; 11 a.m. Friday, L100F

Linda Ballew, CJE, has represented advisers as the 2005 DJNF National High school Journalism Teacher of the Year and as JEA’s 2006 Distinguished Yearbook Adviser. She is JEA’s Montana director, is on the University of Montana’s Journalism Advisory Council and on MJEAs executive board. At Great Falls (Mont.) H.S., she advises the award-winning Inlwa newspaper, Roundup yearbook, interactive DVD and website.

10 and 11 a.m. Friday, L100D

Linda Barrington, MJE and NBCT, who advised a high school newspaper for 17 years, is now layout and design adviser for the student newspaper at Mount Mary College, where she teaches. Her new focus is on teacher education and mentoring new teachers. She is the president and workshops director for the Kettle Moraine Press Association. Barrington is co-chair of JEA’s Mentoring Program committee.

Noon Friday, L100H

Sarah Bauer is program director for the Minnesota Newspaper Association, the trade association for newspapers in the state, where she plans educational and outreach programs. She is the former executive director of the Minnesota News Council and past president of the Minnesota Pro Chapter of the Society of Professional Journalists.

Noon Friday, L100B

John Beaudoin is the publisher of the Lee’s Summit Journal and Cass County Democrat newspapers near Kansas City, Mo. A journalist since High school, Beaudoin has been honored for his editorials, columns, page layout, sports writing, headlines and special sections from both the Iowa Press and Missouri Press associations. His Lee’s Summit Journal was recently named the KC Press Club Newspaper of the Year.

1 p.m. Saturday, L100F

Jackie Bergeron is a junior magazine journalism major at Kent State University. She is the CCI Commons assistant, as well as the social media editor for Fusion magazine. She has worked for other student media groups at Kent State such as Black Squirrel Radio, The Burr and Jargon. This past summer, Bergeron interned at Toonari Post, an international online news organization for college students.

Noon Saturday, 205C

Jim Bernard — See Featured Speakers, Page 8.

10 a.m. Saturday, L100A

Stan Bindell serves as adviser for Hopi High Teen Radio and Bruin Times newspaper. He was a journalist before becoming an educator. Hopi High has the only live remote Native American teen talk show in the nation. It goes out on Hopi community radio station KUYI, which is the largest wattage public radio Native American station in the continental United States.

11 a.m. Saturday, L100A

Bonnie Blackman was an art instructor, yearbook adviser and coach in the Boston Public Schools before joining Jostens as a publishing representative. Blackman serves on Garden State Scholastic Press Association’s board. She received its 2002 Gold Quill and the 2006 CSPA Gold Key.

11 a.m. Friday, L100B; 9 a.m. Saturday, M100H

Jason Block, CJE, advises Prospect H.S.’s The Prospector and its website prospectormnow.com. During his eight years at Prospect, the Prospector has won two Pacemaker Awards and he was named a JEA Rising Star in 2006. Before going into teaching, he was a professional sportswriter, covering the Chicago suburbs and northwest Illinois.

1 p.m. Saturday, M100F

Rachel Blount is a sports reporter and columnist for the Star Tribune in Minneapolis. She has been at the Star Tribune since 1990 and has covered a wide range of sports, including the NHL, NBA, college hockey and Olympic sports. She has covered the past seven Olympic Games and eight Kentucky Derbies. Blount has won a variety of national and state writing awards and previously worked at the Des Moines Register and Atlanta Journal and Constitution.

11 a.m. Friday, Seasons

Jane Blystone, Ph.D. and MJE, is JEA’s Northeast regional director and a Scholastic Press Rights Commission member. She served as local chair for the JEA/NSPA Philadelphia convention. Honors include JEA’s Medal of Merit and Special Recognition Yearbook Adviser award, and CSPAs Gold Key and James F. Paschal awards. Blystone directs the graduate program in secondary education at Mercyhurst College, Erie, Pa.

7:15 a.m., Friday, M100H; 10 a.m. Friday, L100E

Peter Bobkowski, Ph.D., is assistant professor in the William Allen White School of Journalism

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The University of Southern California admits students of any race, color, and national or ethnic origin.
Rick Brooks is the Northeast creative design manager for Jostens. He has worked in the creative design and publishing fields since 1986. He works with and designs for numerous award-winning colleges and high schools. Brooks received the CSPA Gold Key and the PSPA Keystone Award for service to student journalism. He also sits on the Pennsylvania School Press Association executive board.

Cindy Carey, MJE, teaches journalism and advises the school newspaper, the Shen Pen, at Shenendehowa H.S., Clifton Park, N.Y. She wrote the journalism program at her school and continues to modify it to reflect changes in the industry. She also works as a freelance journalist for a weekly newspaper near her home.

Clare Carmody is a senior at Calhoun H.S. and the design editor for the Pow Wow yearbook staff. She has been a yearbook staff member since her freshman year and was an editorial manager her junior year. In addition to being her class treasurer since her sophomore year, she is also involved in National Honor Society, Scholastic Bowl and WYSE.

Jeff Brown is the executive director of the Kansas Scholastic Press Association at the University of Kansas, where he teaches multimedia reporting. Browne previously served as the director of Student Media at Colorado State University, the director of the Colorado High School Press Association, and as journalism advisor at Smoky Hill H.S. in Aurora, Colo.

Jill Chittum, MJE, advises The Tiger Print newsmagazine and teaches photojournalism at Westlake H.S. in Austin, Texas. Three of her students have been named both Texas and national high school journalists of the year. The newsmagazine has earned Pacemakers, Gold and Silver Crowns, Gold Stars and Best of Show awards. Brown received the Edith Fox King and a TJAE Trailblazer Award. She is an ATPI officer.

Judi Coolidge retired after 35 years at Bay H.S. in Ohio and now works in education and marketing for Balfour Yearbooks. The books she advised won CSPA Pacemakers, CSPA Trendsetter and Crowns and a Publisher's Gold and Silver Crowns, Gold Stars and Best of Show awards. Coolidge received the CSPA Gold Key and JEA National Yearbook Adviser of the Year. She was inducted into the Great Lakes Interscholastic Press Hall of Fame and the Scholastic Journalism Hall of Fame.

Greg A. Cooper teaches at Brooks Institute in Ventura, Calif. He graduated from Western Kentucky University with a double major in photojournalism and anthropology. He interned at the Ventura County Star and worked his way up to assistant picture editor. Next, he worked at the Columbus Dispatch as the Sunday
The purpose of the Al Neuharth Free Spirit and Journalism Conference is to promote the vital role of the First Amendment as a cornerstone of democracy, and to inspire students to pursue journalism careers. High school juniors who will graduate in spring 2013 are encouraged to apply for next year’s conference at the Newseum in Washington, D.C.

- College scholarships for aspiring journalists
- Free training at the Newseum and other locations in the nation’s capital
- Meet and learn from the nation’s leading media pros

“This was one of the most memorable and meaningful weeks of my life. I am even more excited to start a career in journalism.”

Al Neuharth, right, and 2011 Colorado Free Spirit Scholar Cassa Niedringhaus.

picture editor. Cooper returned to California to earn a master’s degree in photography at Brooks.

**Noon and 1 p.m. Saturday, M100C**

**Kathy Craghead, MJE** and former adviser at Mexico (Mo.) H.S., is now Newspapers In Education director for the Mexico Ledger. She is a former member of the JEA board of directors, and a recipient of the NSPA Pioneer, JEA Medal of Merit and JEA Lifetime Achievement awards. She is the 2003 National Yearbook Adviser of the Year.

**8:30 a.m. Thursday, M100J**

**Rachel Crane** is serving in her second year on the staff of The Foothill Dragon Press, the online news site for Foothill Technology H.S. in Ventura, Calif. A junior, Crane has received awards for her writing and photography from the Ventura County Star and the Tri-County JEA. The Foothill Dragon Press received All American status and an Online Pacemaker from NSPA this year.

**1 p.m. Saturday, L100A**

**Cat News Crew** from the Walnut Grove Middle School is a select group of seventh and eighth grade students who must submit an application to be considered for the yearlong elective class. Students are responsible for the daily production that is shown campuswide to disseminate information, feature successes and honors, highlight classroom activities and more.

**10 a.m. Saturday, M100I**

**John Cutsinger, CJE** and Creative Accounts manager for Jostens, is a DJNF National Journalism Teacher of the Year, CSPA Gold Key recipient, NSPA Pioneer, SIPA Distinguished Adviser, JEA Medal of Merit and Friend of Scholastic Journalism and Jostens Legend Award winner. He has advised award-winning yearbooks, newspapers and magazines; written yearbook curriculum and countless journal articles, and taught at conferences and conventions nationwide.

**9 and 10 a.m. Saturday, L100B**

**Mary Czech** is a representative for Walsworth Publishing Co. in the western Wisconsin/Minnesota area, where she started and developed a new territory for the company. She is on several company task teams, including sales and development. Czech has been a yearbook sales representative for six years, and has worked in the sales industry for more than 13 years.

**11 a.m. Saturday, L100D**

**Lisa DeNapoli** is the yearbook assistant at Niles West H.S. in Skokie, Ill., and sponsor of the literary magazine, Images. After several years in a mind-numbing publishing job, she made the switch to teaching and hasn’t looked back.

**8 a.m. Saturday, M100I**

**Joe Dennis** is the director of the Georgia Scholastic Press Association and the JEA state director for Georgia. A former newspaper editor, sports information director and radio disc jockey, Dennis also teaches journalism courses at the University of Georgia’s Grady College of Journalism and Mass Communication.

**Noon Friday, M100H; noon Saturday, L100E; 2:30 p.m. Saturday, L100J**

**Todd DeNoyer** is the co-founder of LIVEyearbook. He taught TV productions and coached in the public schools for 11 years, before starting a video yearbook business. After eight years of creating DVDs for students, he saw an opportunity to revolutionize the yearbook industry by introducing digital print with the power of the Internet.

**1 p.m. Saturday, Auditorium Lecture Hall 3; 2:30 p.m. Saturday, M100I**

**Jason DeRusha** — See Featured Speakers, Page 8.

**Amy Devault, MJE**, teaches editing and visual communication at Wichita State University. After teaching high school journalism for three years, she spent nearly five years as a visual journalist at The Wichita Eagle, where she designed the front page. DeVault earned a Society of News Design award of excellence and helped The Eagle win Kansas Press Association’s best front page award.

**8:30 a.m. Thursday, M100B; 9 a.m. Saturday, L100D**

**Julie E. Dodd, MJE** and Ph.D., is a professor in the University of Florida’s College of Journalism and Communications. She is the JEA board’s liaison to scholastic press associations, co-chair of the JEA Mentoring Committee, and a member of the Quill and Scroll board of trustees.

**11 a.m. Friday, M101C; 9 a.m. Saturday, 205D**

**Tim Dorway** is principal of Chanhassen (Minn.) H.S. Previously, he was the principal of Rochester (Minn.) Mayo H.S. for four years. Dorway serves on the NSPA board. A former yearbook and newspaper adviser at Park H.S. in Cottage Grove, Minn., a three-time Let Freedom Ring Award winner, he has visited administrative licensure cohorts to speak of the importance of honoring student First Amendment rights in schools.

**10 a.m. Friday, M100C; 9 a.m. Saturday, M100C**

**Mary Kay Downes, MJE**, has advised Odyssey yearbook at Chantilly (Va.) H.S. since 1988. The book is in the NSPA Hall of Fame and has won multiple Pacemaker and Crown awards. Downes has received the 2007 JEA Yearbook Adviser of the Year, CSPA Gold Key and NSPA Pioneer awards. She is past president of CSPAA, writes articles on copy and motivation and teaches at yearbook camps.

**9 a.m. Friday, Ballroom A; 10 a.m. Saturday, 205B**

**Michael Doyle, CJE** and NBCT, advises the North View newspaper and Equus yearbook at Belvidere North (III.) H.S., where he teaches journalism and geography. A member of the boards of the Illinois JEA and the Kettle Moraine Press Association, he writes a weekly column for the Rockford Register Star and has written two books on local history.

**Noon Friday, L100F**

**Linda Drake, MJE**, yearbook/newspaper adviser at Chase County Junior-Senior H.S. in Cottonwood Falls, Kan. Drake has received the Engel Award, the JEA Teacher Inspiration Award and Medal of Merit as well as a CSPA Gold Key Award and the NSPA Pioneer Award. She was named the 2008 National Yearbook Adviser of the Year. She has served on the KSPA, JEA and NSPA boards.

**9 a.m. Friday, M101C**

**Sean Duffy** advises the broadcast journalism program at Englewood (Colo.) H.S. After working in the press office for the governor of Florida, Duffy launched a career in education in Colorado; in his first year of advising, his students earned eight awards in the CHSPA Sweepstakes. As a CTE-licensed journalism and broadcast educator, Duffy has begun to lead the state in online, Web-based journalism.

**11 a.m. Friday, L100A**

**Alison Dunaway** is editor-in-chief of the Francis Howell H.S. Howelltillian yearbook. She also copy edits the Spotlight newspaper and helps manage fhstoday.com. She serves as a Student Partner with the 45words initiative for the JEA Scholastic Press Rights Commission.

**11 a.m. Friday, L100J**

**Michele Dunaway, MJE**, advises the award-winning Howelltillian yearbook, Spotlight newspaper and FHHS Today.com website at Francis Howell H.S. She is a JEA Medal of Merit recipient, Special Recognition Yearbook Adviser and a CSPA Gold Key holder. She has also written 23 novels published by Harlequin Enterprises.

**10 a.m. Saturday, L100I**

**Georgia Dunn, CJE**, is a retired journalism educator. She currently serves as the state director for Ohio and as a JEA mentor. This fall she and her husband are teaching a course for the online master’s program at Kent State University.

**8 a.m. Saturday, L100H**

**Wayne Dunn, CJE**, is a retired journalism teacher. He advised two publications: The Lebanon Light and Pacemaker winner The Voice. He is a JEA mentor and serves as vice president of the Ohio Scholastic Media Association. He is a CSPA Gold Key recipient. He currently teaches Teaching Photojournalism as part of the online master’s program at Kent State University.

**8 a.m. Saturday, Auditorium Lecture Hall 3**

**Mitch Eden** advises the Kirkwood (Mo.) H.S. Pioneer yearbook, Call newspaper and thekirkwoodcall.com website. All three publications have received numerous awards from the NSPA and CSPA including Gold Crown and Pacemaker. Eden is most proud of his...
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students and the student-run nature of the KHS journalism program and how his students act as empathetic people first, journalists second.

8 a.m. Saturday, L100E

Jennifer Elcano joined the National Institute on Drug Abuse’s Science Policy Branch in 2005 as a science writer. Her areas of expertise include prescription drugs, gender differences and pharmacotherapies. Previously, she served as president of her small business Elcano Communications, working mainly as a science and marketing writer on federal government contracts, including NIDA and other health/ science organizations. Elcano has a master's degree in English-professional writing and editing and is co-developer of a writing curriculum titled “7 Steps to Better Writing.”

10 a.m. Friday, M100C

Paul Ender was adviser to the award-winning American yearbook at Independence H.S. in San Jose, Calif., for more than 25 years. A long time special consultant for Herff Jones, Ender’s personal honors include JEA Yearbook Adviser of the Year, Northern California Yearbook Adviser of the Year, CSPSA Gold Key, JEA Lifetime Achievement Award, NSPA Pioneer Award and OIPA National Scholastic Journalism Hall of Fame.

10 and 11 a.m. Saturday, L100F

Aaron Engelman studies journalism and mass communication at Kansas State University as a graduate student. He has a passion for video directing with experiences ranging from directing and producing to project planning and presentation. His previous work includes live events in sporting, entertainment, music, academic and military venues. He also helped to create and develop a student-operated video production outlet — Wildcat Watch.

Noon Saturday, M100F

Susan V. Everett, MJE, a JEA Lifetime Achievement Award recipient, retired after 30 years of advising student newspapers. She is on the board of the Garden State SPA, serves as conference coordinator for that organization, and judges newspapers and newsmagazines for several state and national organizations. She is also JEA mentor.

2:30 p.m. Friday, L100B

Bryan Farley is a photographer, writer and educator. He is a frequent conference presenter. After working at Brooks Institute of Photography, Farley became a technology consultant and photographer. He also writes a blog advocating epilepsy research and awareness for instance.

Noon Friday, L100I

Carrie Faust, MJE, advises the Summit yearbook and Express newspaper staffs at Smoky Hill H.S. in Aurora, Colo. Her staffs have earned a CSPSA Silver Crown, an NSPA Pacemaker and other awards. She is the Region 2 director for JEA, a Scholastic Press Rights Commission member and president of the CHSPA. Honors include ASNE Fellow, JEA Rising Star and JEA Distinguished Adviser.

7:15 a.m., Friday, M100B; 9 a.m. Friday, L100I

Travis Feil advises the All-Kansas and All-American yearbook at Sterling (Kan.) H.S. He has presented at numerous local, state and national workshops and conferences. Currently president-elect of the Kansas Scholastic Press Association, Feil has served on the KSSPA executive board since 2007 as an area representative, First Amendment Response Committee chairman and state contest committee chairman.

8:30 a.m. Thursday, M100B; 9 a.m. Saturday, L100D

Nick Ferentinos is a retired newspaper adviser and English teacher. He helped start JEA's mentor program, where he served as lead trainer until this year. He was the DJNF National High School Journalism Teacher of Year in 1994.

10 a.m. Saturday, L100J

Beth Fitts, CJE, is director of the Mississippi Scholastic Press Association. Honors include 2003 DJNF National High School Journalism Teacher of the Year, 2003 Mississippi Teacher of the Year Alternate, NSPA Pioneer Award and All-American Adviser and SIPA Distinguished Service Award. She is a JEA state director, is on the SIPA executive board and is coordinator for Mississippi summer journalism camps.

8 a.m. Saturday, M100B

Bill Flechtnr, MJE, advised publications in Oregon for 25 years. He is a JEA Mentor Program committee member and has mentored new advisers since the program began. Since retiring from advising, he has been a teacher educator at Warner Pacific College in Portland, Ore.

9 a.m. Friday, M100B; 8:30 a.m. Thursday, Hyatt Cedar Lake

Karen Flowers, CJE, is director of the South Carolina Scholastic Press Association and the Southern Interscholastic Press Association. She directs the Carolina Journalism Institute. Flowers advised for 28 years, the last 20 at Imro H.S. in Columbia, S.C. Honors include South Carolina Adviser of the Year, CSPSA's Gold Key, NSPA’s Pioneer Award, distinguished service awards from SCSPA and SIPA, and DJNF Special Recognition and Distinguished Adviser.

8 a.m. Saturday, M100B

Michelle Fournier is the Safe Schools community organizer at OutFront Minnesota. She coordinates OutFront's work with the Safe Schools for All Coalition and the Minnesota School OUTreach Coalition to create welcoming and inclusive spaces for LGBTQ youth through policy, training, consultation and climate change, including working directly with communities and youth.

10 a.m. Saturday, M100B

Cheryl Franzmann is a representative for Walsworth Publishing Co. in the Pittsburgh, Pa., area. She is a new-adviser instructor at the Walsworth Adviser Academy. A former journalism major and award-winning yearbook adviser from DeLand (Fla.) H.S., Franzmann uses her experience, and fun, to help her advisers and yearbook staffs meet the daily challenges of yearbook production.

9 a.m. Saturday, M100B; 11 a.m. Saturday, L100D

Connie Fulkerson is administrative assistant and bookstore manager for the Journalism Education Association in Manhattan, Kan. She has worked for JEA since 1988. Previously, Fulkerson co-edited two weekly newspapers in western Kansas, worked at a Nebraska printing company and was production coordinator for Kansas State University Student Publications Inc.

11 a.m. Saturday, 205D

Sheryl Fulton is Marketing Services manager for Jostens Printing and Publishing in Topeka, Kan. Fulton formerly taught at Fort Collins (Colo.) H.S., where she advised the Lambkin yearbook. She also advised the Archive yearbook at St. Louis University. Her books won awards from NSPA, CSPSA and Colorado High School Press Association. She speaks frequently at summer workshops and conventions.

11 a.m. Friday, M100B; 9 a.m. Saturday, M100I

Colleen Gacic, CJE, advises the student newspaper the Scituation/Scituation, net at Scituate (Mass.) H.S. She is JEA's Massachusetts state director.

10 a.m. Saturday, M100G

Heather Gates-Rusher advises the award-winning publications at Parkersburg (W.Va.) H.S. and is JEA's West Virginia state director.

1 p.m. Saturday, M100B

Patricia Gathright advises the La Reata yearbook at St. Mary’s Hall, a private, coeducational, college-preparatory, independent day school in San Antonio. She serves as director of the fall convention of the Texas Association of Journalism Educators and will serve as the local co-chair of the 2012 JEA/NSPA convention in San Antonio.

8 a.m. Saturday, L100B

Tom Gayda, MJE, directs student media at North Central H.S. in Indianapolis. He is the JEA Region 6 director and Scholastic Journalism Week chair. Gayda has been honored with awards such as the JEA Medal of Merit, DJNF Distinguished Adviser, Indiana High School Press Association Adviser of the Year and Ball State University Graduate of the Last Decade.

9 a.m. Saturday, Auditorium Lecture Hall 2; 11 a.m. Saturday, 205B

Jim Gehrz — See Featured Speakers, Page 8.

10 a.m. Friday, Auditorium Lecture Hall 2

Kelly Glasscock is a journalism adviser at Derby (Kan.) H.S. as well as an accomplished freelance photographer. He has been published in national publications such as Time magazine,
my.hsj.org and hsj.org
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11 a.m. Saturday, L100H

Mark Goodman is a professor and the Knight Chair in Scholastic Journalism in the School of Journalism and Mass Communication at Kent State University. Goodman, a lawyer, was executive director of the Student Press Law Center for more than 22 years. Goodman has received many awards for his work with the student press including the Carl Towley Award, JEA's highest honor.
11 a.m. Saturday, M100H; 2:30 p.m. Saturday, L100E

Brenda W. Gorsuch, MJE, advises the newspaper and yearbook at West Henderson H.S. in Hendersonville, N.C. The publications have won CSPA Crowns and NSPA Pacemakers. She is a past chair of the SIPA executive committee and a past president of the NCSSMA. She was a JEA Distinguished Yearbook Adviser and a DJNF National High School Journalism Teacher of the Year. Gorsuch is JEA's Southeast regional director.
7:15 am, Friday, M100G; 8 a.m. Saturday, L100D

David Graves advises the yearbook at St. Thomas' Episcopal School in Houston. His staffs have earned CSPA Crowns, Pacemaker finalist awards, ILPC Star awards, among others. He has used InDesign since version 1.
9 a.m. Friday, M100C; 2:30 p.m. Friday, M101C; 10 a.m. and noon Saturday, M101C

Kim Green, MJE, advises student media at Columbus (Ind.) North H.S., where her students produce award-winning newsmagazine, yearbook and broadcast programs. She is a 2006 DJNF Distinguished Adviser, a 2009 JEA Distinguished Yearbook Adviser and a member of JEA's Certification Commission.
2:30 p.m. Friday, L100D; 3:30 p.m. Friday, M101C; 7:30 a.m. Saturday, JEA Suite, Hyatt; 10 and 11 a.m. Saturday, 205A

Missy Green has been a Walsworth yearbook sales representative for 35 years, working with the staffs of many award-winning yearbooks in Florida. She is the recipient of the JEA Friend of Scholastic Journalism award and the Gold Medallion from the Florida Scholastic Press Association. Before becoming a yearbook representative, she was a reporter, an advertising copywriter and a special events director.
11 a.m. Saturday, L100B

Peggy Gregory, CJE, is the language arts specialist for the Dysart USD. She taught English and journalism at Greenway H.S. in Phoenix for 35 years, where she founded the Demon Dispatch newspaper and Demonian yearbook. Gregory has received the DJNF Special Recognition Adviser and Distinguished Adviser awards, a CSPA Gold Key and the James F. Paschal Award. She serves on the JEA Mentoring committee.
8:30 a.m. Thursday, Hyatt Cedar Lake

Jerry Griffin is the yearbook sales representative for Walsworth Publishing Co. in eastern Texas and neighboring states for the past six years. Prior to that, Griffin was the yearbook adviser and a marketing teacher at Queen City (Texas) H.S.
11 a.m. Saturday, M101C

Karl Grubauh, CJE, advises the award-winning Gazette student newspaper at Granite Bay (Calif.) H.S., where he also teaches advanced placement economics. He also works as an occasional copy editor at the Sacramento Bee. He was the 2008 DJNF National High School Journalism Teacher of the Year.
8 and 9 a.m. Saturday, L100I

Nora Guiney has been in sales for more than 25 years, and she enjoys sharing the techniques that have made her successful. She works with many schools representing Walsworth Publishing Co. Guiney has appeared on “Oprah,” “Live with Regis and Kelly” and “Good Morning America.”
10 a.m. Friday, Ballroom A

Kathy Habiger, MJE, advises yearbook and newspaper and teaches photography and journalism at Mill Valley H.S. in Shawnee, Kan. The publications earn consistent Best of Show placings and Pacemaker honors. Habiger was local co-chair of the 2010 national convention in Kansas City. She serves on Kansas Scholastic Press Association’s executive board and is past president of the Journalism Educators of Metropolitan Kansas City.
8:30 a.m. Thursday, M100C; 9 a.m. Saturday, Auditorium Lecture Hall 2

H. L. Hall, MJE, advised the newspaper and yearbook at Kirkwood (Mo.) H.S. for 26 years. Both received Pacemaker and Gold Crown Awards. Personal honors include DJNF Journalism Teacher of the Year, JEA Yearbook Adviser of the Year, JEA Carl Towley Award, CSPA Gold Key and JEA’s first Teacher Inspiration Award. An adjunct professor at Kent State University, he teaches an online class in media management.
8:30 a.m. Thursday, M100J; 9 a.m. Friday, L100H; 11 a.m. Friday, M100B

Erinn Harris had been advising yearbook for the last six years, and she is in her third year advising Techniques at Thomas Jefferson H.S. for Science and Technology in Alexandria, Va. A year for the past 17 years, Harris enjoys the visual-verbal connection and purposeful use of white space.
11 a.m. Saturday, M100F

Erin Hart — See Featured Speakers, Page 8.
11 a.m. Saturday, L100G

Shannon Hart has been a yearbook representative with Balfour Yearbooks for the past seven years. A Minnesota native, Hart received a journalism and business/communication degree from Augustana College in Sioux Falls, S.D. She also supervises development of print and online products, and maintains the Foundation website. Before joining the Foundation, Hendricks was a features20writer and the teen editor at The Charleston (W.Va.) Gazette.
10 a.m. Friday, L100J

Michael Hernandez has taught broadcast journalism and video production for 12 years at Mira Costa H.S. in Manhattan Beach, Calif. He earned his M.F.A. in film production from Loyola Marymount University in Los Angeles and his B.A. in communication from Santa Clara University. He is an Apple Distinguished Educator.
11 a.m., noon and 1 p.m. Saturday, L100C

Laurie Hertzel — See Featured Speakers, Page 9.
11 a.m. Friday, M100G

Mike Hiestand is an attorney and legal consultant to the Student Press Law Center. Since 1991, he has provided legal help and information to nearly 15,000 student journalists and advisers. He is the primary author of the SPLC’s book, “Law of the Student Press” (third edition).
11 a.m. and noon Friday, M100H; 9 a.m. Saturday, M100C; noon and 1 p.m. Saturday, M100H

Jennifer Higgens has advised newsmagazines since 2004. Her current school, Liberty (Mo.) North H.S., opened its doors for the first time in 2010, and she embraced the challenge of
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9 a.m. Friday, 205D; 8 a.m. Saturday, 205C

Dean Hume, a former sportswriter, teaches journalism and advises the Spark newsmagazine at Lakota East H.S. Spark has earned Pacemaker, Best of Show and Gallup awards. It was named Best Student Publication in Ohio by SPJ and was recognized for excellence by Time magazine. Hume is a DJNF Distinguished Adviser, a NSPA Adviser of the Year and a member of NOSPA Adviser Hall of Fame.
Noon Saturday, M100B; 1 p.m. Saturday, L100J

Joe Humphrey, MJE, advises The Red & Black newspaper, Hilsborean yearbook and RBTV broadcast programs at Hillsborough H.S. in Tampa, Fla. He is a member of the JEA Certification Commission and a 2010 DJNF Distinguished Adviser. He teaches journalism at the University of Tampa and also serves as associate editor of The Laker, a weekly newspaper in the Tampa area.
11 a.m. Friday, L100E

Chris Ison — See Featured Speakers, Page 9.
9 a.m. Friday, L100F

Trevor Ivan is a graduate student in the School of Journalism and Mass Communication at Kent State University. He works in the Center for Scholastic Journalism and helps direct the Ohio Scholastic Media Association. He helps advise his high school newspaper, and, for his undergraduate honors project, he wrote “Student Voices: A curriculum guide to enhance extracurricular student publications,” sold in JEA’s bookstore.
9 a.m. Friday, 205C

Jessica J. Jensen is a design instructor at South Dakota State University in the Department of Journalism and Mass Communication. She specializes in InDesign software and creating print publications. She has taught several desktop publishing and design courses and has many years of previous experience in the field as a designer using InDesign and Photoshop software.
10 a.m. Friday, L100A

Sheila Jones advises the Pirateer newspaper at Englewood (Colo.) H.S. Her career honors include Colorado Publication Adviser of the year, the Federation of Press Women Fellowship, the CHSPA Don Ridgway Freedom of Speech Award and the CHSPA Medal of Merit. Her students have gone on to careers in both print and broadcast media. Jones holds Colorado licensure in CTE journalism and broadcasting.
11 a.m. Friday, L100A

Emma Jurgena is tri-editor-in-chief of Davenport Central H.S. newspaper, editor of Lift Every Voice, and vice president of Central’s Quill and Scroll Chapter. Involved in the Journalism Summer Academy since third grade, Jurgena served as a counselor for three years. She helped write a grant to promote scholastic journalism to the community using Constitution Day activities and then implemented it.
9 a.m. Saturday, 205C

Neal Justin — See Featured Speakers, Page 9.
2:30 p.m. Friday, L100G

Marsha Kalkowski, MJE, advises yearbook, newspaper and broadcast programs at Marian H.S., Nebraska’s only Class A Catholic high school. For the past 17 years, she has been promoting publications in the private schools.
2:30 p.m. Saturday, 205D

Carol Kazmierczak, CJE, has advised the newspaper, yearbook and literary magazine at Lebanon (Ind.) H.S. for the past 12 years. She also teaches English and journalism and is active with teacher leadership activities.
2:30 p.m. Saturday, 205B

Crystal Kazmiershok teaches graphic design, yearbook and drama at Arrowhead Christian Academy in Redlands, Calif. Her students have earned CSPA Crowns and NSPA Pacemakers for Wings. She was the 2000 JEA National Yearbook Adviser of the Year. She received CSPA’s Gold Key award in 2002 and NSPA’s Pioneer award in 2007.
9 a.m. Friday, M100H; 10 a.m. Saturday, L100G

Jack Kennedy, MJE and JEA’s past president, advised for three decades before taking on some new gigs in 2010, including heading a state press association and teaching college classes at Colorado State University and Metro State. He has been the DJNF Journalism Teacher of the Year, along with being a Pioneer, a Towley winner and a Gold Key winner. He advised 12 Pacemaker publications.
11 a.m. Saturday, 205D; 10 a.m. Friday, Ballroom B; 9 a.m. Friday, Ballroom B

Steve Kent is on a mission to modernize yearbooks by putting readers first. Last year, five of his staffs made the CSPA Crown list and four, the NSPA Pacemaker list. A multiple Crown and Pacemaker recipient himself, Steve serves as a consultant for Herff Jones in Virginia, and was the country’s first Adobe-certified yearbook consultant, with ACE status in both InDesign and Photoshop.
9 a.m. Friday, Auditorium Lecture Hall 1; 10 a.m. Saturday, L100E

April Kincaid, a graduate of the University of Detroit-Mercy, has been a Dearborn Public Schools teacher for 15 years. At McCollough-Unis, a K-8 school, she teaches journalism, social studies and leadership. She also is a national award-winning cheer coach. Kincaid, a Detroit native, has completed six credits of continuing education journalism training sponsored by the Michigan Interscholastic Press Association.
9 a.m. Friday, Auditorium Lecture Hall 1; 10 a.m. Saturday, L100A

Katie Klonowski, CJE, is a doctoral student in Cultural Foundations of Education at Kent State University. She has founded and advised award-winning student media programs in Ohio and North Carolina, and is in the process of developing a nonprofit called the Urban Scholastic Media Initiative, which establishes and partners developing programs in the inner city with established student media.
9 a.m. Friday, 205C

Norma Kneese, MJE, is adviser to the Print yearbook, the Prowl newspaper and the Pride literary magazine at Snake River H.S., Blackfoot, Idaho. Kneese chairs the JEA Multicultural Commission and Outreach Committee. Kneese was the 1997-98 IJAA Journalism Teacher of the Year and teaches at summer workshops.
8 a.m. Saturday, 205B

Joel Kramer — See Featured Speakers, Page 9.
2:30 p.m. Friday, L100H

Dave LaBelle teaches photojournalism at Kent State University. He worked at various newspapers, including Pittsburgh Post-Gazette, and taught at Western Kentucky University and the University of Kentucky. Seven former students have been on Pulitzer Prize-winning photo teams. LaBelle has written four books, including “The Great Picture Hunt” and “I don’t want to know all that technical stuff, I just want to shoot pictures.”
9 and 10 a.m. Saturday, Auditorium Lecture Hall 3

Carol Lange co-wrote a four-course radio curriculum for RTNDF, D.C. Public Schools and Prime Movers at George Washington University. Lange has done freelance work for The Washington Post, the Freedom Forum First Amendment Center and the Newseum. A former high school teacher and adviser, Lange has participated in or directed Intensive Journalistic Writing Institutes since 1988.
10 a.m. Friday, M100A

Evelyn Lauer, CJE, is the adviser of Niles West News, which won an Online Pacemaker and Best in Show first-place award during its first year. As a member of the JEA Digital Media committee, she contributes to the Digital Media website and wrote the column called “How I’m Surviving My First Year as Adviser.”
9 a.m. Friday, L100A; 2:30 p.m. Saturday, L100F

Reida Lazer was an English teacher and yearbook adviser before becoming a yearbook representative for Balfour Publishing. She has been involved in high school publications for more than 30 years. Her experience in the classroom and in the field helps yearbook staffs make their publications the best they can be.
2:30 p.m. Saturday, L100D

Pete LeBlanc is in his 19th year of teaching and 17th year advising publications. He advises the Titanium yearbook, The Titan Times newspaper and the Channel 5 Titan TV News at Antelope (Calif.) H.S.
8:30 a.m. Thursday, M100I

Lauren Leduff from New Orleans, La., is a
Senior English education major at Southeastern Louisiana University enrolled as a journalism teacher education student.

Noon Friday, L100E; 1 p.m. Saturday, 205B

Janet Levin, MJE, has loved teaching journalism for 31 years. Most of those years she has advised The Correspondent newspaper. Levin is a workshop addict who spends her summers learning more journalism. In 2009, she received the JEA Medal of Merit and the JEA Teacher Inspiration Award winner.

9 a.m. Saturday, L100A

Gary Lindsay, MJE, recently retired after 40 years of teaching language arts and journalism at Kennedy H.S. in Cedar Rapids, Iowa. During his career he advised newspaper, yearbook and literary magazine, and his staffs earned numerous state and national awards during his tenure. Lindsay is JEA’s North Central regional director, a JEA mentor for Iowa, and a member of several JEA committees.

7:15 a.m., Friday, M100C

Gary Lundgren, Jostens senior marketing manager, manages the company’s educational offerings including publications, curriculum materials, online resources and Jostens Adviser University. Lundgren served as director of student publications and director of the Arkansas Scholastic Press Association at the University of Arkansas. His staffs have earned Gold Crowns and Pacemakers and he has received the CSPa Gold Key, NSPA Pioneer and the JEA Medal of Merit.

2:30 p.m. Saturday, L100H

Adam Maksl, CJE, is a doctoral student at the University of Missouri School of Journalism, where he studies new media, censorship and youth journalism. Previously, he was assistant director of the J-Shop in the Department of Journalism at Ball State University, where he helped coordinate scholastic journalism outreach programs and taught undergraduate courses. He also briefly worked as a high school journalism teacher.

8 a.m. Saturday, M100H

Aaron Manfull, MJE and NBCT, is the JEA Digital Media chair coordinates JEA/DigitalMedia.org. He is adviser of the Excilibur yearbook, North Star newsmagazine, FHNtoday TV and FHNtoday.com at Francis Howell North H.S. in St. Charles, Mo.

8 a.m. Saturday, M101B; 9 and 10 a.m. Saturday, M100F

Eric Manto, a yearbook sales representative for Walsworth Publishing Co., is an expert in getting the most out of programs designed for yearbooking. He has worked with numerous NSPA Pacemaker and CSPa Crown award-winning staffs in the Washington, D.C., and Dallas/Fort Worth areas.

10 a.m. Friday, M101C

Julie Marshall has been supporting yearbook staffs and advisers for more than 15 years. She is an area sales manager for Walsworth Publishing Co. in Texas and surrounding states, and her background in business management gives her a practical approach to the business side of yearbooks. She received the Friend of Journalism award from the Texas Association of Journalism Educators in 2009.

1 p.m. Saturday, L100D

Susan Massy advises the Lair yearbook and the Northwest Passage newspaper at Shawnee Mission Northwest H.S. in Kansas, where she teaches newspaper, yearbook and photojournalism. Both publications have earned CSPa Crowns and NSPA Pacemakers. Massy was honored as the 1999 JEA National Yearbook Adviser of the Year.

11 a.m. Friday, M100F; 10 a.m. Saturday, L100G

Corinth Materia is an English teacher and adviser for an award-winning newspaper at Minneapolis South H.S., a diverse, urban high school.

11 a.m. Friday, L100C

Patty Mattern is assistant director for national media relations at the University of Minnesota News Service. Previously, she spent 10 years as a reporter at the St. Cloud Times, where she covered K-12 schools, cops and courts, environment, diversity and county government. Mattern’s investigative reporting at the Times earned her national and state awards for outstanding achievements in upholding the First Amendment. She is a National Lesbian and Gay Journalists Association board member.

10 a.m. Saturday, M100B

Tamra McCarthy, CJE, teaches English and advises Wingspan, the yearbook publication from James Enochs H.S. in Modesto, Calif. She was recognized as a Rising Star adviser in the spring of 2011. Her staff’s 2009 and 2010 editions of the yearbook were awarded Pacemaker and Crown awards.

11 a.m. Saturday, L100F

Lynda McDonnell is a longtime Twin Cities journalist, a Nieman fellow at Harvard, a Bush leadership fellow at the University of Minnesota, and the executive director of ThreeSixty at the University of St. Thomas, which provides journalism training especially for low-income and racially diverse students.

11 a.m. Friday, L100C

Jim McConnell has been a newspaper adviser for 35 years. He advises the national award-winning newspaper, Blue & Gold, 2A6today TV news program, The Vid video yearbook and the blueandgoldtoday.org website at Findlay (Ohio) H.S. McConnell is president of the Ohio Scholastic Media Association. He is the 2007 DJNF National Journalism Teacher of the Year and 2008 Master Teacher of Ohio. He received a Gold Key from CSPa.

9 a.m. Saturday, L100E

Janet McKinney, CJE, retired after 41 years as newspaper, yearbook and literary magazine adviser. She judges and speaks for state and national organizations. During her 17 years at Ben Davis H.S., her students captured Pacemaker and Crown awards. The yearbook coordinator for HSJ at IU is a member of the JEA Press Rights Commission. Honors include DJNF Distinguished Adviser, Indiana Journalism Teacher of the Year and JEA Lifetime Achievement Award.

2:30 p.m. Saturday, 205B

Colton Menke is tri-editor-in-chief of the Davenport Central H.S. newspaper, president of Quill and Scroll and International Club, and a World Food Prize Youth Institute participant. He has been an elementary journalism camp counselor for two years. Menke helped write a grant to promote scholastic journalism to the community using Constitution Day activities and then implemented it.

9 a.m. Saturday, 205C

Anaika Miller is editor-in-chief of the The Foothill Dragon Press in Ventura, Calif. The site received a 2011 NSPA Online Pacemaker. She has worked with the online news site for three years and wants to pursue a career in international journalism. She serves as a Student Partner with the 45words initiative for the JEA Scholastic Press Rights Commission.

Noon Friday, L100E; 1 p.m. Saturday, L100A

Joe Miranda, MJE and Ph.D., is a professor at Southeastern Louisiana University in Hammond, La. He worked as a reporter and copy editor at four daily newspapers and as a high school journalism teacher and school newspaper and yearbook adviser for five years. He now serves as supervisor of a college program in journalism teacher education.

Noon Friday, L100E; 1 p.m. Saturday, 205B

Rhonda Moore is the newspaper and yearbook adviser at McCallum H.S. in Austin, Texas. She is a CSPA Gold Key recipient and has been awarded Texas’ Edith Fox King Award and Max R. Haddick Teacher of the Year Award. Her students have won NSPA’s Pacemaker, CSPa Silver Crown and ILPC’s Silver and Bronze Stars.

8 a.m. Saturday, Auditorium Lecture Hall 1

Glenn Morehouse Olson, CJE, is newspaper and literary magazine adviser for St. Francis (Minn.) H.S. Previously, she was a theater communications specialist working in public and media relations for arts organizations. Honors include ASNE Reynolds Institute fellow, a DJNF Special Recognition Adviser and JEA Rising Star. She serves on the advisory board for Kent State’s Center for Scholastic Journalism and JEA’s Press Rights Commission.

2:30 p.m. Saturday, L100I

Lori Mortland advises the Calhoun H.S. Pow Wow yearbook as an extracurricular activity and teaches English courses. The 2011-2012
Nathan Moseley, CJE, is magazine adviser at Omaha Westside H.S. In addition, he and his wife run a professional wedding and family photography business. They have photographed more than 60 weddings throughout the Midwest.

Dan Mueller’s fun began when he was the editor of his high school yearbook and newspaper, and he continued as the editor of his college yearbook. Mueller now works as a Herff Jones yearbook representative in Missouri assisting yearbook staffs who consistently win local and national awards. He loves to help students learn how to use technology to enhance their books and design.

Mark Murray is executive director of the Association of Texas Photography Instructors and coordinator of Technology Systems for Arlington ISD. He also is an Adobe Education Leader. Murray is the recipient of NSPA’s Pioneer Award, CSPA’s Gold Key Award, TAJE’s Trailblazer Award, JEA’s Medal of Merit and ATPI’s Star of Texas.

Jeff Nardone is adviser of The Tower, Grosse Pointe South H.S.’s weekly newspaper. In recent years, The Tower has earned Browns, All Americans and Best In Show top fives. His students have won more than 750 individual awards from state and national organizations. Nardone has earned recognition as a DJNF Distinguished Adviser, and has received a CSPA Gold Key and the MIPA Golden Pen.

Andy Nelson is the R.M. Seaton Professional Journalism Chair at Kansas State University. Previously, Nelson was an independent photojournalist and multimedia producer based in Bangkok, Thailand, with more than 20 years’ experience covering humanitarian issues, world affairs, U.S. politics and the environment. From 1997 to 2008 he was the Washington, D.C.-based staff photographer for The Christian Science Monitor, covering stories in more than 30 countries.

Dan Nelson has been a journalism and yearbook adviser for 15 years.

Kerry Nelson advises the Harvard-Westlake Chronicle, as well as the Big Red sports magazine and Life, an alumni magazine. She oversees production of a science journal, a foreign language journal and a literary magazine. She has freelanced for national magazine and been contributing editor of Los Angeles magazine.

Susan Newell, MJE and NBCT, has advised award-winning newspapers and yearbooks for 27 years. She is JEA’s Alabama state director, a SIPA board member and a former ASPA president. She is an Alabama Adviser of the Year, a DJNF Special Recognition Adviser and Distinguished Adviser, and an ASNE Reynolds HSJ Institute fellow. She advises The Northridge Reporter newspaper and Blueprints yearbook.

Mark Newton, MJE, teaches journalism at Mountain Vista H.S. in Highlands Ranch, Colo., and advises The Vista Vine newspaper and Aerie yearbook. He is JEA’s president. While at Grand Junction H.S., The Orange & Black was consistently named the best large-school newspaper in Colorado by the Colorado High School Press Association. The paper was

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inducted into the NSPA Hall of Fame in 2003.
8:30 a.m. Thursday, M100G; 8 a.m. Friday, M100F; 2:30 p.m. Saturday, 205A

Casey Nichols, CJE, advises student publications at Rocklin (Calif.) H.S., where his students have been honored with state and national recognition. Nichols is a JEA mentor, former Yearbook Adviser of the Year, NSPA Pioneer, CSPA Gold Key and JEA Medal of Merit recipient.
11 a.m. Friday, L100G; 10 a.m. Saturday, L100B; 11 a.m. Saturday, L100E

Sarah Nichols, MJE, advises student media at Whitney H.S. in Rocklin, Calif., where her students have earned top state and national honors. Nichols serves as JEA’s vice president and has been recognized as Yearbook Adviser of the Year and named an NSPA Pioneer.
9 a.m. Friday, 205A; 11 a.m. Friday, L100G; 11 a.m. Saturday, L100E

Margie Nisbett advises yearbook and video news production at Walnut Grove Middle School in Midlothian, Texas. She has 17 years of teaching experience at the elementary and middle school levels as well as a background in instructional technology. In addition to yearbook and video classes, she teaches a robotics course and oversees the campus website and is the campus PR contact.
10 a.m. Saturday, M100I

Jane Nordhorn is director of recruitment at St. Catherine University in St. Paul, Minn.
10 a.m. Friday, L100B

Sara-Beth O’Connor advises The Comets’ Tale newspaper and teaches introduction to journalism at Grand Ledge (Mich.) H.S. She wrote and designed for The State News at Grand Ledge (Mich.) Daily News. She received a Future Teacher Scholarship from JEA in 2006 and was named a JEA Rising Star in 2011.
8 a.m. Saturday, L100G

Steve O’Donohue is a former DJNF National High School Journalism Teacher of the Year who taught 33 years in Oakland, Calif. Founder of The Media Academy and the California Scholastic Journalism Initiative, O’Donohue currently coordinates scholastic journalism efforts with industry partners in Los Angeles, Sacramento and Contra Costa, Calif.
8:30 a.m. Thursday, M100H; 10 a.m. Friday, M100B

Lori Oglesbee-Petter, MJE, of McKinney (Texas) H.S., loves what she does every day — work with amazing kids who exceed all of her expectations. The 2009 Yearbook Adviser of the Year will share any tips on advising, teaching, materials and coupons as she is the secretary for JEA and the champion of the checkout line.
Noon Friday, Ballroom A; 11 a.m. Saturday, Auditorium Lecture Hall 3

Stephanie Older heads the National Institute on Drug Abuse’s press team and oversees all media activities for the Institute, including press releases, outreach initiatives and arranging interviews. Older previously worked in the communications field, including as the media liaison for the National Breast Cancer Coalition. She also served as an attorney for the U.S. Department of Labor. She received her law degree from the University of Baltimore, where she was an editor on the law review.
10 a.m. Friday, M100C

Leslie Orman is a yearbook and newspaper adviser at Kickapo H.S. in Springfield, Mo. She has advised the national award-winning Prairie News, PNToday.com and the Legend yearbook for the past three years. Orman, a former editor of The Prairie News, served as a college editor-in-chief for the Drury Mirror and has worked as a professional journalist.
Noon Saturday, M100G

James Pagnes from Slidell, La., is a senior communication/creative writing major at Southeastern Louisiana University enrolled as a journalism teacher education student.
Noon Friday, L100E; 1 p.m. Saturday, 205B

Jed Palmer is the adviser for the Eagle Eye View yearbook and STV broadcasting at Sierra Middle School in Parker, Colo. He has been advising since 2002. The View has earned numerous national awards, including All-American critiques, a Pacemaker and Gold Crown. Four photographers from Sierra have been named finalists in the NSPA Picture of the Year contest.
9 a.m. Friday, L100J; 1 p.m. Saturday, L100I

Liz Palmer, CJE, is the teacher of a new multimedia class at duPont Manual H.S. in Louisville, Ky. The class produces manualeye.com, which features podcasts, audio slideshows, student blogs and news stories. She is the adviser of the Gold Crown-winning Crimson yearbook. She is JEA’s Kentucky state director and won the James L. Highland Kentucky Adviser of the Year award.
8 a.m. Saturday, M100C

Katina Paron is a journalism educator with 16 years of youth media experience. She is the co-director of the NYC High School Journalism Collaborative at Baruch College, where she is also a lecturer. She is founding newspaper adviser at two local high schools and is an instructor with Bronx News Network. She was the managing director and co-founder of the youth news agency, Children’s PressLine.
9 a.m. Friday, L100D; 2:30 p.m. Saturday, M100G

Mary Patrick, CJE, teaches and advises the yearbook at Maize South Middle School in Wichita, Kan. The yearbook has won numerous awards including CSPA Crowns, NSPA Pacemakers, and it is a member of the Journalism Hall of Fame. Patrick is a past chair of the JEA Junior High/Middle School Commission and is the middle school liaison for the Kansas Scholastic Press Association.
9 a.m. Friday, L100J; Noon Friday, M100G

Cheryl Pell has been the director of Michigan Interscholastic Press Association since 1987 and is a faculty member at the Michigan State University School of Journalism. Pell has received the JEA Medal of Merit award, CSPA James F. Paschal award, NSPA Pioneer Award, AEJMC Scholastic Journalism Division Educator of the Year award and is a member of the Michigan Journalism Hall of Fame.
2:30 p.m. Friday, Ballroom B

Meghan Percival, CJE, teaches photojournalism and AP Psychology and advises The Clan yearbook staff at McLean H.S. in Fairfax County, Va. The Clan staff has been recognized with the NSPA Pacemaker and CSPA Silver Crown and was inducted into the NSPA Hall of Fame in 2004.
Noon Friday, M100C; 11 a.m. Saturday, M100F

Kara Petersen began her yearbook career in high school and continued copy editing with the University of Virginia’s Corks & Cups. Petersen advised five yearbooks at Attie H.S. in Mechanicsville, Va., where the Legend earned a host of awards including Pacemaker Finalist. She works as a Herff Jones representative in northern Virginia.
11 a.m. Friday, M100H; noon Friday, M100C

Beth Phillips advises at Francis Howell North H.S. in St. Charles, Mo.
8 a.m. Saturday, L100A

Evan Pioch is a sophomore at Ithaca College, majoring in video production. He is a volunteer photographer for the local fire company and is the former photo editor for The Spoke, Conestoga H.S.’s Pacemaker award-winning student newspaper in Berwyn, Pa.
1 p.m. Saturday, M100G

Wayna Polk, MJE, recently retired from Abilene (Texas) H.S. Her Flashlight yearbook staffs won Silver Crowns and Pacemakers, SIPA All Southern and ILPC Gold and Silver Star awards. An NSPA Pioneer recipient, Polk has received JEA’s Medal of Merit and been a JEA Distinguished Adviser and Special Recognition Adviser. She is JEA South Central Region director, the Scholarship Committee chair and a member of the JEA Awards Committee.
7:15 am, Friday, M100F; 10 a.m. Friday, 205C; 9 a.m. Saturday, 205A

Rohan Preston — See Featured Speakers, Page 9.
1 p.m. Saturday, L100G

Andrew Pritchard is a former news editor and designer whose papers included The Pilot of Bend, Ore., and the St. Paul Pioneer Press. Currently working on his doctorate, he is the undergraduate adviser and internship coordinator in the communication department at North Dakota State University. He earned his undergraduate and law degrees from the University of Minnesota.
1 p.m. Saturday, 205D
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Linda Puntney, MJE, is JEA’s former executive director. A professor emeritus of journalism at Kansas State University, she was director of Student Publications and Royal Purple yearbook adviser. Puntney directed the Flint Hills Publications Workshop, JEA Advisers Institute and Yearbook Workshop and Idea Forum. Honors include NSPA Pioneer Award, CSPA Gold Key and Charles R. O’Malley Award and the JEA Carl Towley, Medal of Merit, Lifetime Achievement and Teacher Inspiration awards.

9 a.m. Saturday, L100G; 11 a.m. Saturday, Auditorium Lecture Hall 1

Luke Rafferty is managing editor of The Spoke, the Pacemaker award-winning newspaper of Conestoga H.S. in Berwyn, Pa. He is a student board member of the Pennsylvania Scholastic Press Association and a volunteer photographer for the local fire company.

1 p.m. Saturday, M100G

Michael Rand — See Featured Speakers, Page 9.

Kristi Rathbun, CJE, advises the Black & Gold yearbook and the Rock newspaper at Rock Canyon H.S. in Highlands Ranch, Colo. Rathbun has worked with student publications for 15 years, helping students and advisers to succeed at local, state and national levels.

10 and 11 a.m. Friday, L100H

Jon Reese advises the student magazine Carpe Diem and the broadcast program The DEC. He has taught journalism at Decatur H.S. for 20 years and still enjoys the staff dynamics, the deadlines and the finished products as much as he did in his first few years.

9 a.m. Friday, L100B; noon and 1 p.m. Saturday, L100H

Kelsey Reid was the editor-in-chief of The Echo, the Pacemaker award-winning student newspaper at St. Louis Park (Minn.) H.S., during the 2010-2011 school year. She was a runner-up for the 2011 NSPA Journalism Honor Roll Scholarship. Reid’s piece on a local clinic’s sexual education posters is a 2011 NSPA Editorial/Opinion Story of the Year Honorable Mention. She is currently a freshman at the University of Chicago.

9 a.m. Saturday, M100C

Lindsay Ridinger is a senior public relations major at Kent State University. She is copresident of her Public Relations Student Society of America chapter and has presented at PRSSA national conferences. Ridinger interned for the Akron Children’s Hospital Public Relations Department for one year before interning now for Davey Tree Corporate Communications in Kent, Ohio. Ridinger was awarded the 2011 PRSSA Scholarship Award. Noon Saturday, 205C

Mike Riley has an MFA in fiction writing from the University of Montana and has taught in various places – prison, public schools, Indian reservations, Pacific Islands, military bases, a school for the deaf — and he values student freedom of the press with a passion. He teaches newspaper and television production classes at Cody (Wyo.) H.S.

9 and 10 a.m. Saturday, L100C

Ryan Rinaldi is a Walsworth Yearbook Co. sales representative in Central Texas. Being a former high school journalism and broadcast teacher, Rinaldi believes scholastic journalism is an important part of the educational process and is dedicated to helping staffs reach their goals. He enjoys sharing his passion for journalism with advisers and staffs.

2:30 p.m. Saturday, L100G

Judy Robinson, CJE and Ph.D., is an assistant professor in the College of Journalism and Communications at the University of Florida. Her teaching emphasis is using technology for media applications. She is a member of the JEA Mentoring Committee. She is a former high school newspaper, yearbook and photography adviser in Ontario, Canada.

11 a.m. Friday, M101C

Jonathan Rogers, MJE, advises The Little Hawk at Iowa City (Iowa) H.S. He is a JEA Digital Media Committee member and an Iowa High School Press Association board member. He previously was a journalist for the Springfield Newsleader, Missouri State Standard and E the Environmental Magazine.

11 a.m. Saturday, M100C

Speaker bios P-R
Gail Rosenblum — See Featured Speakers, Page 9.
Noon Friday, L100G

Molly Roth is a senior at Calhoun H.S. and the photography editor for the Pow Wow yearbook staff. Roth has been a yearbook staff member since her freshman year and was an editorial manager her sophomore and junior years. She is also involved in National Honor Society. 1 p.m. Saturday, 205C

Starr Sackstein, MJE, advises the Blazer at World Journalism Preparatory School in Flushing, N.Y. She is JEA’s New York state director and routinely works to publish to stay relevant as a journalism teacher. Noon Friday, M100F

Rod Satterthwaite, CJE, is special projects chairperson of the Michigan Interscholastic Press Association and adviser of The Squal newspaper at Dexter (Mich.) H.S. His students’ publications have won awards including the Spartan, NSPA Pacemaker and CSPS Gold and Silver Crowns. This is his 19th year of teaching and advising. 7:15 a.m. Friday, M100H; 2:30 p.m. Friday, L100C

Laura Schaub, CJE, is Balfour’s education and training director. Previously, she directed the Oklahoma Interscholastic Press Association and served as a professor of journalism at the University of Oklahoma. She is past CSPAA president and has received the CSPS Gold Key, O’Malley, Paschal and Murphy awards. 10 and 11 a.m. Friday, L100H

Hal Schmidt is a yearbook representative for the Houston office of Balfour Yearbooks. He has been working with yearbook staffs and taught sessions on computer programs at state and national conventions for 24 years. He is co-owner of PS Graphics in Kingwood, Texas. 9 a.m. Friday, M100C; 2:30 p.m. Friday, M101C; 10 a.m. and noon Saturday, M101C

Kathy Schrier, MJE, a former student media adviser, now works for the Washington News Council, a nonprofit devoted to promoting ethics and accountability in our news media. She also serves as executive director of the Washington Journalism Education Association. Schrier holds a bachelor’s degree in journalism from the University of Wisconsin, and a master’s degree in education from Antioch University. 2:30 p.m. Saturday, L100A

Marilyn Scoggins advised the Hooker (Okla.) H.S. yearbook for 17 years. During that time her students earned top state honors from OIPA as well as CSPSA Gold and Silver Crowns and NSPA Pacemakers. She was twice her district’s Teacher of the Year and is a CSPSA Gold Key recipient. Scoggins works for Balfour Yearbooks as education and marketing coordinator. She also edits Elements magazine and Yearbook Yearbook. 11 a.m. Friday, Ballroom B

Vanessa Shelton is executive director of Quill and Scroll and an adjunct assistant professor of journalism at the University of Iowa. 11 a.m. Friday, M100B

Linda Shockley is deputy director of the Dow Jones News Fund. 8:30 a.m. Thursday, M100H

Mike Simons, CJE, advises the Skjold yearbook at West H.S. in Painted Post, N.Y. In addition to those duties, he is a professional photographer, information technology and special education teacher, band director, camp and convention presenter. 10 a.m. Friday, M100H

Tad Simons — See Featured Speakers, Page 9. 11 a.m. Friday, Auditorium Lecture Hall 2

Tom Sivertsen has been advising high school journalists for 18 years, and has degrees in journalism and educational psychology from University of Iowa and UC Santa Barbara. He advises the Bark newspaper at Redwood High in Larkspur, Calif. 9 and 10 a.m. Friday, M100G; 11 a.m. Saturday, L100J

Carol Smith retired in 2009 after advising Panther Prints newspaper at Lovington (Ill.) H.S. for more than 20 years. She has recently become a JEA mentor. 9 a.m. Saturday, M100G

Nancy Y. Smith, MJE, advises the newspaper, yearbook and DVD at Lafayette H.S. in Wildwood, Mo. She has been teaching journalism and advising publications for 25 years, and she frequently speaks at workshops and conferences across the country. Smith is the JEA national Write-off chair. Honors include DJNF Special Recognition Adviser and Distinguished Adviser in the National Yearbook Adviser of the Year competition. 2:45 p.m. Friday, 102A-F

Chase Snider is a national award-winning convergent journalist from Springfield, Mo., who has been honored by the NSPA and JEA. He is credentialed internationally by organizations such as the NFL, NBA, MLB, PGA, WTT and NASCAR and has done scholastic work with the White House. Snider is a former executive editor of PN Media and owns Chaser Media. He is majoring in journalism and law. Noon Saturday, M100G

Margaret Sorrows, CJE, advises the yearbook and newspaper at Bryant (Ark.) H.S. The yearbook has won the All-Arkansas Award every year since 1995, CSPSA Silver and Gold Crowns and NSPA Pacemakers. It was inducted into the NSPA Hall of Fame in 2008. Sorrows is a 2007 JEA Distinguished Yearbook Adviser. 10 a.m. Friday, Auditorium Lecture Hall 3

Howard Spanogle, assistant editor of Communication: Journalism Education Today, formerly advised the Glenbard East Echo (Lombard, Ill.) and the Highland Park Bagpipe (Dallas, Texas). Now located in Asheville, N.C., he has edited books and curriculum projects for Taylor and Lifetouch yearbook companies. Both Spanogle and his students have earned numerous state and national awards. 10:15 am, Friday, M100D-E; 2:30 p.m. Friday, M100G

Ronna Sparks Woodward, MJE, has advised yearbooks since 1997. Her 2010 yearbook was a Pacemaker winner. Sparks Woodward finds inspiration in her students. 9 a.m. Friday, 205D; 8 a.m. Saturday, 205C

Chrisy Springer is in her second year on the staff of The Foothill Dragon Press, the online news site for Foothill Technology H.S. in Ventura, Calif. A junior, Springer has received awards for her writing and photography from the Ventura County Star and the Tri-County JEA. The Foothill Dragon Press received All American status and an online Pacemaker from NSPA this year. 1 p.m. Saturday, L100A

Randy Stano, professor in the School of Communication at the University of Miami, advises the Ibis yearbook and Distraction quarterly magazine. Stano is a former College Media Advisers yearbook adviser of the Year, DJNF Journalism Teacher of the Year, Society for News Design president. He has received top design awards from SND, National Headliners Club, Print, and served on two Pulitzer teams. Noon and 1 p.m. Saturday, Auditorium Lecture Hall 2

Lynn Strause advised 30 yearbooks, the last 13 at East Lansing (Mich.) H.S., before she retired in 2007. The Ceniad earned 13 consecutive Spartan Awards from MIPA, Gold and Silver Crowns and Pacemakers during her tenure. She was named JEA National Yearbook Adviser of the Year in 2001. She works as a yearbook consultant and is yearbook chair on the MIPA board. 2:30 p.m. Saturday, L100B

Jim Streisel, MJE, advises the Carmel (Ind.) H.S. HiLite newspaper and its website, www.hilite.org. Streisel has written two journalism textbooks: “High School Journalism: A Practical Guide” and “Scholastic Web Journalism: Connecting with Readers in a Digital World.” 8:30 a.m. Thursday, Lake Minnetonka, Hyatt; 9 and 10 a.m. Saturday, M100F; 11 a.m. Saturday, M100I

David Studinski is product manager for Selfbo, which helps send emails for AOL/ Patch/Huffington Post, Business Insider and similar publishers. Studinski holds degrees in telecommunications and journalism from Ball State University, where he was Daily News editor-in-chief and Indiana Collegiate Press Association president. Honors include an online Pacemaker, UWIRE Top College Journalist and BSU’s Journalism Workshops, Hall of Fame. 1 p.m. Saturday, L100B; 2:30 p.m. Saturday, M101C
Sharon Swanson has been advising the yearbook course at Niles West H.S. in Skokie, Ill., for more than 10 years, and her staff has never missed a deadline. She teaches English and swears she will never retire.

8 a.m. Saturday, M100

Randy Swikle, CJE, serves on JEA’s Scholastic Press Rights Commission and Mentor Program. In 1999 he was named DJNF High School Journalism Teacher of the Year. He wrote the NSPA Code of Ethics for Journalists and the McCormick Foundation’s “Protocol for Free & Responsible Student News Media.” He advised the Johnsburg Weekly News at Johnsburg (Ill.) H.S. for 25 years before retiring in 2003.

8 a.m. Saturday, M100B

Andrew Taylor advises the North Pointe at Grosse Pointe (Mich.) North H.S. During the past 20 years, his newspapers have earned numerous Crown and Pacemaker awards at the middle school, high school and college levels. In 2009, the North Pointe was one of two newspapers nationally to earn both a Pacemaker and a Gold Crown award.

Noon Friday, M100A; 1 p.m. Saturday, L100E

Mike Taylor is a journalism specialist/key accounts with Walworth Publishing Co. He taught yearbook, newspaper and television production at Lecanto (Fla.) H.S. for 13 years. He has been president of the Florida Scholastic Press Association and has received the FSPA Gold Medallion and the JEA Medal of Merit.

2:30 p.m. Saturday, L100C

Sherri Taylor directs the Empire State School Press Association, headquartered at the Newhouse School of Communications at Syracuse University, where she also teaches graphics in the Multimedia, Photography and Design Department. She has received the Pioneer Award from NSPA and the Gold Key from CSPA. She is co-author of “Scholastic Journalism” and an author of Jostens “Get the Picture” photography curriculum.

2:30 p.m. Saturday, M100C

Eric Thomas advises the Teresian yearbook, The Dart newspaper and DartNewsOnline at St. Teresa’s Academy, a private all-girls Catholic high school in Kansas City, Mo. All three publications have been Pacemaker finalists. In 2008, Thomas was the Missouri Journalism Teacher of the Year. Thomas is president of the Journalism Educators of Metropolitan Kansas City and teaches summer workshops.

Noon Friday, L100J; 10 a.m. Saturday, L100H

Whitney Tisdale from Ponchatoula, La., is a senior Spanish/international studies major at Southeastern Louisiana University enrolled as a journalism teacher education student.

Noon Friday, L100E; 1 p.m. Saturday, 205B

Cindy Todd advises the El Paisano yearbook and teaches photojournalism at Westlake H.S. in Austin, Texas. Her students’ publications have earned top awards from TAJE, ILPC, CSPA and NSPA. Todd was named a Distinguished Yearbook Adviser by JEA and is a recipient of the Edith Fox King and Max R. Haddick Teacher of the Year awards.

11 a.m. Friday, Auditorium Lecture Hall 3

Patricia Turley is a JEA mentor and national Write-off co-chair. She recently retired from teaching at Junction City (Ore.) H.S. Her favorite day of the week is Tuesday, when she teaches journalism skills to fourth-graders at small, rural Territorial Elementary. They publish the Territorial Tattler.

2:45 p.m., Friday, 102A-F

Justin Turner advises the Sheridan (Ark.) H.S. yearbook, newspaper and literary magazine. For the past seven years, he has also run a successful photography business where he specializes in weddings and portraits.

Noon Friday, L100A

Mary Turocy is co-editor-in-chief of The Spoke at Conestoga H.S. in Berwyn, Pa. She has three years of editorial board experience, including as features editor. She serves as a Student Partner with the 45words initiative for the JEA Scholastic Press Rights Commission.

Noon Friday, L100D

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Michael Tuschman is the news editor for the St. Louis Park (Minn.) H.S. student-run publication, The Echo. He serves as a Student Partner with the 45words initiative for the JEA Scholastic Press Rights Commission.
11 a.m. Friday, L100J; 11 a.m. Saturday, M100G

Brittany Valencic is a life editor for The Red & Black newspaper in Hillsborough, Fla. She also works on The Red & Black website and has served as a writer and designer. She serves as a Student Partner with the 45words initiative for the JEA Scholastic Press Rights Commission.
11 a.m. Saturday, M100G

April van Buren, MJE, studied at the University of Missouri-Columbia’s journalism school. She has advised newspaper for eight years, yearbook and literary magazine for three, and has started two broadcast programs from scratch. She is also the New Mexico state director for JEA and teaches in a small, rural district outside of Taos, N.M., with her husband, Matthew, a Taos News reporter.
2:30 p.m. Saturday, M100F

Lisa Van Etta, who has taught high school journalism for 27 years, advises four publications — two print, two online — in addition to teaching broadcast journalism for Cypress Falls H.S. in Houston. Three of the past four Texas High School Journalists of the Year were graduates of CFHS. Two of the winners went on to win the title of National High School Journalist of the Year.
10 a.m. Friday, 205C

Ann Visser, MJE, has been advising yearbook and newspaper at Pella (Iowa) Community H.S. for the past 27 years. She is a JEA past president/convention consultant. She is also a past president of the Iowa H.S. Press Association.
6:45 p.m., Thursday, Auditorium Main

Dan Waechter is the interim chairperson of the Department of Journalism at Ball State University. With more than 20 years’ experience serving as an assistant department chair and academic adviser for both undergraduate and graduate journalism majors, Waechter has garnered both university and state recognition for his services in the field.
Noon Saturday, 205B

Wendy Wallace is director of the high school journalism program at The Poynter Institute, a school for journalists in St. Petersburg, Fla. Wallace came to Poynter from the St. Petersburg Times, where in turns she reported the news, wrote headlines, sold ads, ran the creative marketing department and even delivered the paper in the middle of the night.
10 a.m. Saturday, M100H

David Wallner was a professional journalist before advising The Norse Star, one of the top student publications in Wisconsin. During 33 years his students have won hundreds of writing and photography awards in state and national contests. Wallner has been a speaker at state and regional conferences and teacher conventions. He works with young teachers in the JEA’s national mentoring program.
9 a.m. Saturday, L100J

Lizbeth Walsh, MJE, advises the Re-Wa-Ne yearbook at Reno (Nev.) H.S. She has taught and advised for 18 years. Her staffs have earned CSPA All-Columbian Honors and Gold Medals and NSPA Marks of Distinction, First Place and All-American ratings. She is a member of the JEA Certification and Curriculum commissions, a teacher at yearbook camps and a publications judge.
9 a.m. Friday, M100A; 2:30 p.m. Saturday, M100B

Melissa Wantz advises The Foothill Dragon Press, the online news site at Foothill Technology H.S. in Ventura, Calif. A former journalist, Wantz is a 2009 ASNE Fellow and taught the Digital Journalism Bootcamp for Advisers class at CSPA’s Summer Journalism Workshop in June. The Foothill Dragon Press received NSPA All-American status and an Online Pacemaker this year.
2:30 p.m. Friday, L100J

Margie Watters, CJE, has been advising for 35 years and teaches at Westmore H.S. in Oklahoma City, Okla. She is JEA’s Oklahoma state director, a past CSPA vice president; past president of OIPAA and holds the CSPA Gold Key. Watters is also a former Oklahoma Yearbook Adviser of the Year. She is JEA Distinguished Yearbook Adviser and DJNF Distinguished Newspaper Adviser.
Noon Saturday, 205A

Chris Waugaman, CJE, teaches journalism and AP Language and Composition at Prince George (Va.) H.S., where he also advises the Royal News newspaper and TRNWired.org. Both staffs have won NSPA Pacemaker and CSPA Crown awards. He is director and online editor of the Virginia Association of Journalism Teachers and Advisers.
9 and 10 a.m. Friday, M100F

Joe Weber is editor-in-chief of the Kirkwood Call newspaper and thekirkwoodcall.com at Kirkwood (Mo.) H.S. He serves as a Student Partner with the 45words initiative for the JEA Scholastic Press Rights Commission.
11 a.m. Friday, L100J

Alan Weintraut teaches journalism, film and AP English at Annandale (Va.) H.S. He advises The A-Blast and The A-Blast Online. Weintraut mentors advisers and students through The Washington Post’s Young Journalists Development Program. Weintraut was a Carnegie-Knight panelist at Harvard University to study youth consumption of the news, and was 2006 DJNF National High School Journalism Teacher of the Year.
8:30 a.m. Thursday, M100A

Laura Weiss is the co-editor-in-chief of The Spoke and Stoganews.com in Berwyn, Pa. She previously worked as news editor, centerspread editor and a staff reporter. She serves as a Student Partner with the 45words initiative for the JEA Scholastic Press Rights Commission.
11 a.m. Friday, L100J; 11 a.m. Saturday, M100G

Anita Marie Wertz, MJE, advises the newspaper, yearbook and journalism programs at Cesar Chavez H.S. in Stockton, Calif. She is the JEA Junior High/Middle School Commission chair. She oversees the JEA Aspiring Young Journalist Award, which honors top middle school journalists.
1 a.m. Friday, L100J; noon Friday, M100B; 8 a.m. Saturday, 205D; 1 p.m. Saturday, 205A

Reid Westrom is the journalism adviser at Minnehaha Academy in Minneapolis.
10 a.m. Friday, L100B; 11 a.m. Friday, L100C; 10 a.m. Saturday, M100B

Sara Whittaker, CJE, advises the award-winning West Side Story newspaper at Iowa City (Iowa) West H.S. This is her ninth year as adviser.
11 a.m. Saturday, M100C

Anthony Whitten began his scholastic journalism career as a high school yearbook editor. He then served as business manager of Corks & Curts at the University of Virginia for three years. He advises the Guardian yearbook and the Watchdog newspaper at Westfield H.S. in Chantilly, Va. The publications have earned state and national awards including a CSPS Silver Crown.
9 a.m. Saturday, M100H

Shannon Williams works as a creative accounts manager for Jostens. He served as a high school and college yearbook editor for award-winning publications, managed an award-winning weekly newspaper following college and interned for the CBS Evening News during the Oklahoma City bombing. A former adviser, Williams has been involved in several curriculum projects at Jostens.
9 a.m. Saturday, L100B

Bradley Wilson, CJE, advises college media in North Carolina. He is editor of the publications and photography contest coordinator for the Journalism Education Association and often mentors advisers and students.
Speaker bios W-Z

speaks on photography and mass media. He has received the CSPA Gold Key, the NSPA Pioneer Award and the JEA Carl Towley Award.

10 and 11 a.m. Saturday, Auditorium Lecture Hall 2

Scott Winter is a professor at the University of Nebraska-Lincoln specializing in feature writing, magazine editing and social justice journalism. His job has taken him on teaching gigs in Kosovo, Ethiopia and India. Winter taught high school journalism for 10 years in North Dakota, Minnesota and Colorado. His students won awards. He also was a journalist for five years.

Noon and 1 p.m. Saturday, Auditorium Lecture Hall 1

Taryn Wobbema is the editor-in-chief of the Minnesota Daily for the 2011-12 academic year. She has also worked as an associate editor and a staff reporter covering the University’s administration and Board of Regents.

Noon Saturday, 205D

Vicky Wolfe grew up in yearbook from middle school staffer to editor-in-chief in high school and at the University of Virginia. After a short diversion in engineering, Wolfe traded rocket science for her passion — yearbooks. For 15 years she represented Herff Jones in Northern Virginia, and she now is the director of marketing. Wolfe received the CSPA Gold Key in 2006.

11 a.m. Friday, Ballroom A; 9 a.m. Saturday, L100F

Sandy Woodcock is director of the Newspaper Association of America Foundation and oversees Foundation youth readership programs and the Youth Editorial Alliance, a group of professional media that oversee youth products in the press. Prior to joining NAFF, she worked as a newspaper journalist and a high school journalism teacher.

10 a.m. Friday, L100J

Cathy Wurzer — See Featured Speakers, Page 9.

11 a.m. Friday, Auditorium Lecture Hall 1

Victor Xu is the cover story editor of the HiLite news magazine in Carmel, Ind. In past years, he has enjoyed writing as a reporter and updating the HiLite Online website. He serves as a Student Partner with the 45words initiative for the JEA Scholastic Press Rights Commission.

Noon Friday, L100D; 11 a.m. Saturday, M100G

Laura Yuen helped develop the Minnesota Public Radio series Civil War Kids: Young Somalis in Minnesota, this year’s winner of the Society of Professional Journalists’ New America award, given for public service journalism that explores and exposes an issue of importance to immigrant or ethnic communities living in the United States.

11 a.m. Friday, L100G

Caroline Zhang is a managing editor of the HiLite newsmagazine in Carmel, Ind., and has been involved on staff as a reporter, graphics artist, designer and editor. She serves as a Student Partner with the 45words initiative for the JEA Scholastic Press Rights Commission.

Noon Friday, L100D; 11 a.m. Saturday, M100G

Bretton Zinger, MJE, advises the print and online newspaper (The Purple Tide), the TV news show (The Knightly News) and the literary magazine (Andromeda) at Chantilly (Va.) H.S., in addition to teaching film study and broadcast journalism. The publications have received Pacemaker nominations and Crown awards. Zinger has received a Gold Key from CSPA and was a DJNF Special Recognition Adviser.

8 a.m. Saturday, M100G

Stan Zoller, MJE, advises The Pacer newspaper at Rolling Meadows (Ill.) H.S. Zoller was a DJNF Special Recognition Adviser and winner of the Peter Lisagor Award for Exemplary Journalism. He is a member of JEA’s Multicultural Commission and is JEA state director for Illinois and vice president the Kettle Moraine Press Association. A former reporter and editor, Zoller is a 2003 ASNE fellow.

8:30 a.m. Thursday, M100H; 11 a.m. Friday, 205D; 2:30 p.m. Friday, L100I

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Auditorium Main, 1, 2, 3 — General sessions, keynote speakers, award ceremonies
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