SEATTLE
JEA/NSPA National High School Journalism Convention
April 12-15, 2012 • Washington State Convention Center
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Welcome
You’re here, on the edge, at the JEA/NSPA Spring National High School Journalism Convention in Seattle, 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: At 605 feet, the Seattle Space Needle towers over the EMP Museum on the Seattle Center grounds. Photographer: Tim Thompson

LEFT: As part of the city of Seattle’s public arts program, The Seattle Arts Commission installed Hammering Man on Sept. 12, 1992, at the entrance to the Robert Venturi designed Seattle Art Museum at First Avenue and University Street. Photographer: Tim Thompson

Photographs throughout the program are courtesy of Seattle’s Convention and Visitors Bureau.
Jennifer Sizemore calls them “defining moments.”

Your first byline. Your first successful FOIA request. Your first published mistake.

But Sizemore, the editor in chief of MSNBC.com and our Thursday keynote speaker, writes in her foreword to “Journalism Next” that there’s a new wrinkle for journalists in the 21st century.

“While you’re absorbing these individual lessons, the entire industry will face its own series of defining moments,” she writes. “And each increment of that change will create yet more opportunities for you to learn and grow.”

Here at the Seattle JEA/NSPA National High School Journalism Convention, we have another name for this defining moment in the journalism industry: We call it the “edge.”

It’s an exciting place to be. It means that the ground before you hasn’t quite settled. It means your path isn’t set in stone. And it’s wonderfully appropriate to be talking about the edge here in Seattle, geographically located on the northwestern edge of the nation but also on the leading edge of many innovations.

Forty years ago two teachers and a magazine writer started a coffee company at Pike Place Market. Now that company, Starbucks, has 17,000 such stores and has revolutionized the industry. (That original Starbucks is still in operation, but expect a long line if you plan to order a caramel macchiato.)

In the 1970s, a pair of childhood friends with a passion for computer programming made a business from their shared skills. When Bill Gates and Paul Allen founded Microsoft, they launched an industry of software development. (Whether it’s Word or PowerPoint, Windows or Xbox, Microsoft’s edge slices through every aspect of American life.)

Just more than 20 years ago, cutting-edge band Nirvana released the album “Nevermind,” bringing the Seattle sound to the masses and changing the musical landscape forever. (An exhibit featuring rare and unseen artifacts and photography from the band is featured at the EMP Museum, the site of Saturday night’s entertainment hosted by the Washington Journalism Education Association.)

Exciting things happen here on the edge. What exciting idea will you come away with that will revolutionize the journalism industry?

The convention we’ve organized is a map you can use to navigate to the edge without going off a cliff. With keynotes from Sizemore and Dan Savage, hundreds of instructional breakout sessions and workshops, live contests and awards, you’re sure to find the innovation and inspiration you’re looking for.

We’ve brought you here, to the edge. Taking the next step is up to you.

Kelly Furnas, CJE
JEA Executive Director

Logan Aimone, MJE
NSPA Executive Director

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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 Spring National High School Journalism Convention. For each session listed in this program, you’ll find an evaluation code listed under the session description. 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.

Convention rules

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

- 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 or escalators; 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.

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
Jennifer Sizemore
7:30 p.m. Thursday, Hall 4B

Jennifer Sizemore oversees the global editorial staffs of MSNBC.com and TODAY.com, and drives editorial strategy for the national news digital network with an audience of 50 million unique monthly users. Sizemore is also executive producer, NBC News, as MSMBC.com is the online home for NBC News’ reporting and news broadcasts. The MSNBC Digital Network is a joint venture of NBC News and Microsoft, so it is uniquely positioned to do award-winning original multimedia reporting, host the No. 1 broadcast news network’s content, and deliver unique content to every digital platform. Sizemore joined MSNBC.com in June 2005 as deputy editor for news. Prior to that, Sizemore worked at newspapers in Houston, Seattle and Rochester, N.Y. She graduated from the University of Washington in Seattle with a B.A. in political science. She also holds an M.S. in journalism from Northwestern University in Evanston, Ill., and an MBA from the University of Washington. She serves on the Knight Digital Media Advisory Board, the InvestigateWest board of directors and the University of Nebraska School of Journalism Advisory Board.

Dan Savage
1 p.m. Friday, Hall 4B

Dan Savage is a household name thanks to his “It Gets Better” video project, which has gained popularity since its creation in September 2010. Inspired by gay teen suicides, Dan Savage is showing LGBT youth around the world that “it gets better.” Millions have participated and been inspired by his project so far. Savage is also a popular syndicated sex advice columnist with his “Savage Love” column. With his frank, funny advice on sex and relationships, he creates a safe space for all audiences to honestly discuss “taboo” topics. The “It Gets Better” project asks people to make and upload short positive videos about their experiences about the LGBT community. Millions have viewed the videos and participated so far, including President Barack Obama and entertainer Janet Jackson. Advertising Age has called “It Gets Better” one of the top social media campaigns of 2010. His new book is titled “It Gets Better: Coming Out, Overcoming Bullying and Creating a Life Worth Living.”
JERRY BREWER
Tips for creative sportswriting
11 a.m. Saturday, 602-603

Jerry Brewer is a sports columnist for The Seattle Times. He was nominated for a 2008 Pulitzer Prize for the “A prayer for Gloria” series that led to his first book, “Gloria’s Miracle.” Before coming to Seattle in 2006, Brewer worked at The Courier-Journal in Louisville, Ky., The Orlando Sentinel and The Philadelphia Inquirer. He has received national awards from organizations such as the American Association of Sunday and Features Editors, Associated Press Sports Editors, Society of Professional Journalists and others. He approaches sports journalism with a mantra: “The game is not the story. The game is a platform to tell a story.”

DAVID DOMKE
The something we can do
9 a.m. Friday, Room 4C-3

David Domke worked as a journalist for several newspapers in the 1980s and early 1990s, including the Orange County Register and Atlanta Journal-Constitution, before earning a Ph.D. in 1996. He is now a professor and chair in the Department of Communication at the University of Washington. He is the author of two books: “God Willing?: Political Fundamentalism in the White House, the ‘War on Terror,’ and the Echoing Press” and “The God Strategy: How Religion Became A Political Weapon in America.” In recent years Domke has spoken about politics and communication with academic, political, media and public audiences around the country, and he has worked closely with several organizations and on a number of campaigns.

PHYLLIS FLETCHER
Exclusive report: digging into your beat
2:30 p.m. Friday, 609

Phyllis Fletcher is an editor for KUOW Public Radio in Seattle. She started as a volunteer at KUOW, answering phones in the membership drive. In 2011, The Poynter Institute credited Fletcher’s “alert,” “good old-fashioned beat reporting” with a policy reversal that preserved student press freedom in Seattle Public Schools. Fletcher’s news reports and documentaries have won writing and reporting awards from Public Radio News Directors Inc. and the Pacific Northwest region of the Society of Professional Journalists. Fletcher has also been honored with the radio commentary award from the National Association of Black Journalists. She is an alumna of the Messenger student newspaper at Seattle’s James A. Garfield High School.

JOHN HAMER
TAO of Journalism: an ethical challenge
10 a.m. Friday, Room 4C-3

John Hamer is president and executive director of the Washington News Council, a nonprofit he founded in 1998, which is dedicated to promoting ethics and accountability in our news media. Hamer worked for the Congressional Quarterly in Washington, D.C., then was associate editorial page editor at The Seattle Times. After leaving the Times, he was a senior fellow at Discovery Institute, and later co-editor of “CounterPoint,” a media critique newspaper. He also co-wrote the “Watchdog” media column in Seattle Weekly and Eastside Week. He is a Dartmouth graduate and holds a master’s degree in journalism from Stanford University.

ERICA HILL
How to succeed in your first broadcast job
11 a.m. Saturday, 303

Erica Hill is the assistant news director at Q13 FOX News in Seattle. She has been an Emmy-award winning broadcast journalist for 12 years working in major markets including Seattle and Chicago. She has extensive knowledge about what it takes to start and succeed in a broadcast journalism career and has experience in a variety of roles in television newsrooms including field producing, reporting, writing, line producing, working on an assignment desk and managing a newsroom. Hill serves on the Board of Governors for the Northwest National Academy of Television Arts & Sciences, which honors the region’s television professionals with Emmy awards and serves local communities by offering scholarships. Hill also manages her station’s college internship program.

DAVID HORSEY
The joy of journalism
2:30 p.m. Friday, 608

David Horsey is a two-time Pulitzer Prize-winning editorial cartoonist and columnist. After a long career with Hearst Newspapers, he recently moved to the Los Angeles Times, where he is an online political commentator. His work has appeared in hundreds of media outlets, including the New York Times, the Washington Post, Newsweek and MSNBC.com. Besides winning two Pulitzers for the Seattle Post-Intelligencer in 1999 and 2003, Horsey received the National Press Foundation’s Berryman Award for Cartoonist of the Year. His career has taken him to national political party conventions, presidential primaries, the Olympic Games, the Super Bowl and assignments in Europe, Japan.

Go to jea.org/eval and input four-digit code to evaluate sessions.
and Mexico. Horsey has published seven books of cartoons, including his two most recent, “Draw Quick, Shoot Straight” and “From Hanging Chad to Baghdad.”

MARGARET LARSON
Why journalism is more important than ever
11 a.m. Friday, 4C-1, 2

Margaret Larson is the host of “New Day Northwest” on KING-TV and a four-time Emmy winner. She is also a veteran of international humanitarian work with organizations including World Vision, Mercy Corps and PATH, and helped found Burkitt’s Lymphoma Fund for Africa. Larson worked as a broadcast journalist with NBC News as a foreign correspondent based in London, news anchor for the “Today Show” and “Dateline NBC” reporter. During the Kurdish refugee crisis in southern Turkey at the end of the first Persian Gulf War, she began reporting on global humanitarian crises. What she learned and experienced changed her outlook, her career and her life.

LAWRENCE PINTAK
The Murrow Interview: Covering the Middle East
9 a.m. Saturday, Room 4C-2

Lawrence Pintak, the host of “The Murrow Interview,” a series of broadcast conversations with leading figures in international affairs and global journalism, has been called the foremost chronicler of the interaction between the Arab and Western media worlds. He is founding dean of The Edward R. Murrow College of Communication at Washington State University and a veteran of more than 30 years in journalism on four continents. He writes and lectures on America’s relationship with the Muslim world, the role of the media in shaping global perceptions and government policy and the future of journalism in a digital/globalized world. Prior to WSU, Pintak served as director of the Kamal Adham Center for Journalism Training and Research at The American University in Cairo. His books include “The New Arab Journalist”; “Reflections in a Bloodshot Lens: America, Islam & the War of Ideas”; “Seeds of Hate”; and “Beirut Outtakes.”

TERESA SCRIBNER
Making something out of nothing
11 a.m. Saturday, Room 4C-3
Running a tight ship
1 p.m. Saturday, 303

Teresa Scribner is an award-winning visual journalist for The Seattle Times. She serves as mentor to Cleveland High School in Seattle, where she helped revive the school newspaper after a 12-year hiatus. She also works with the journalism program at Aviation High School in Des Moines, Wash. For her support of scholastic journalism, she recently received the JEA Friend of Scholastic Journalism award. Scribner previously worked as a designer for the San Antonio Express-News and the Northwest Arkansas Times.

SARAH STUTEVILLE
New directions in journalism: The Common Language Project
Noon Friday, 609

Sarah Stuteville is a print and multimedia journalist whose work has been published by The Seattle Times, Pacific Magazine, Global Post, the Seattle Weekly and KUOW. She won the 2008 Unity Award for Reporting of Economics and has won several Independent Press Association Awards, including the 2006 award for Best Feature article. In addition to reporting and teaching entrepreneurial journalism at the University of Washington, Stuteville heads the Common Language Project’s educational programming, is CLP’s lead editor and writes a regular column for the Seattle Globalist. CLP’s mission is to engage, educate and inform Americans on the crucial human issues of our time through innovative journalism.

LINDA THOMAS
Never a better time to be a journalist
10 a.m. Saturday, Room 4C-3

Linda Thomas is the morning news host on 97.3 KIRO FM and an online reporter at MyNorthwest.com. She also started a podcast that has become a weekend show on KIRO. Thomas became the first female drive-time news anchor on KIRO radio in 1994. Prior to returning to KIRO two years ago, she worked freelance in radio and as a print journalist, writing for The Seattle Times, Reuters, Puget Sound Business Journal and Seattle’s Child magazine. Although radio is her first media love, Thomas is obsessed with social media and combining both media for their most effective use. As @TheNewsChick on Twitter, she was named one of the top 20 women journalists in the country, one of the 100 Twitter feeds journalism students should follow.

JOSHUA TRUJILLO
Photojournalism in a social media age
10 a.m. Saturday, 608

Joshua Trujillo is a visual journalist at seattlepi.com, the first major metro daily newspaper to go online-only. He worked at the Seattle Post-Intelligencer newspaper from 2003 until the presses stopped in 2009. Since then his job has been redefined in dramatic ways. Trujillo has embraced social media, uses an assortment of online tools to convey information to readers, often writes and reports stories, and even broke news of a major local economic story in 2009. He has photographed everything from the inside of a nuclear reactor to brain surgery, the Super Bowl to the pope.
**First-time attendee orientation meeting**
Advisers attending their first JEA/NSPA convention should consider attending a short orientation meeting. Ann Visser, a JEA past president, will provide a general overview and explanation of convention events and how to get the most out of them.
6:45 p.m. Thursday, 613

**Adviser kickoff reception**
All advisers are invited to this reception after the keynote address. It will give new and first-time attendee advisers a chance to meet the local committee and the JEA and NSPA board members and staffs. This reception is sponsored by hsj.org and my.hsj.org.
9:15-10:30 p.m. Thursday, 609

**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, Ballroom 6AB

**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. Broadcast contest entrants in Videography, In-camera Feature and Broadcast Package must have their contest ticket before the orientation meetings at 8 a.m. Friday.
Desk open: 1-7 p.m. Thursday and 8 a.m. to 3 p.m. Friday, Ballroom 6AB

**NSPA Best of Show**
Will your staff bring home the trophy this year? See how your publication fares against others represented at the convention. High school publications are eligible if at least one student representative is attending the convention and junior high publications can enter if the adviser is a registered delegate at the convention. 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.
Desk open: 1-7 p.m. Thursday, and 8 a.m. to 4 p.m. Friday, Ballroom 6AB

**JEA Bookstore**
Check out the new books, as well as popular best-sellers, 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, erasers and flash drives. Supplies are limited, so shop early.
1-7 p.m. Thursday; 7:30 a.m. to 5 p.m. Friday, and 7:30 a.m. to 2:30 p.m. Saturday, Ballroom 6C

**Adviser Hospitality**
Meet with your colleagues from across the country in the Adviser Hospitality room, 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.
7:30 a.m. to 5 p.m. Friday, and 7:30 a.m. to 2:30 Saturday, Ballroom 6C

**Meet the Mentors**
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 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 on Friday and Saturday.
9 a.m. to 3:30 p.m. Friday, and 8 a.m. to noon Saturday, Ballroom 6C

**On-site critiques**
Advisers and staffs who submitted newspapers, newsmagazines, yearbooks, videos, literary magazines and websites for a critique to check appointment times posted in the registration area in Ballroom 6AB. A schedule will be posted near the critique areas on Friday and Saturday. Since critiques are only 30 minutes long, it is important to be on time.
8 a.m.-3:30 p.m. Friday, and 8 a.m.-3 p.m. Saturday, Room 2A (print and video); website critiques will be in the East Lobby, 6th Floor

**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 310 has courses InDesign, Photoshop, Bridge and Dreamweaver software. 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.
Friday and Saturday, 310

**Break with a Pro**
If you preregistered for this career-exploration event with media professionals, please check your ticket for your assigned time and table number. Tickets will be in the school registration packet. Students are encouraged to develop questions on career preparation requirements, nature of work, salary-level expectations and job availability. They may also inquire about how to handle issues or situations as student journalists.
9 and 10 a.m. Friday, South Lobby, 4th Floor

**Friday adviser luncheon**
Relax and dine with your colleagues in a relaxed setting. This luncheon will honor the Seattle convention planning committee and JEA mentors. Guest speaker will be Susan Enfield, interim superintendent of Seattle Public Schools, a school official who not only values and defends the importance of the scholastic press, but one who began her career as a journalism adviser. As a student teacher, she taught beginning journalism, working with Nick Ferentinos at Homestead H.S. in Cupertino, Calif. She became co-adviser to The Epiphath student newspaper with Ferentinos during his final year as adviser in 1993-94, and went on to advise The Epiphath for three more years. After seven years, she joined the UC Berkeley Teaching and Learning Alliance as a high school support provider, coaching principals and...
assisting middle and high school teachers engaged in whole-school, standards-based reform aimed at closing the achievement gap. Preregistration was required. Please bring your ticket.
11 a.m. to 12:30 p.m. Friday, Ballroom 6E

**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, South Lobby, 4th Floor (high school students)
6:30 p.m. Thursday, 611 (middle school students and advisers)
9 a.m. Saturday, Room 201 (advisers)

**Friday adviser reception and SPLC fundraiser**
Save room for dessert. Advisers are invited to this social gathering featuring a dessert extravaganza and a fundraiser to benefit the Student Press Law Center. Visa, MasterCard, Discover, check or cash will be accepted. Those who are judging Write-off competitions are especially encouraged to attend after they finish judging.
8:30-11 p.m. Friday, 4C-3, 4

**Friday student dance**
Make the most of being at a national convention by taking time and making the effort to meet staffs from around the country. A dance, with music provided by a disc jockey, will offer students an energetic alternative to a day of sitting through sessions and competition. 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 6AB

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**Saturday adviser recognition luncheon**
JEA and NSPA will present awards at this special event. New and renewing Certified Journalism Educators and Master Journalism Educators will be recognized. Winners of JEA’s Yearbook Adviser of the Year, Teacher Inspiration Award, Rising Star and Diversity awards will be honored.

Kim Green, MJE, Yearbook Adviser of the Year, and Brian Hayes, MJE, the Linda S. Puntney Teacher Inspiration Award winner, will speak. Preregistration was required. Please bring your ticket. Herff Jones has underwritten this event.
Noon to 2:20 p.m. Saturday, 6E

**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 4B. JEA will announce winners of the Write-off competitions and National High School Journalist of the Year scholarship recipients during the closing ceremony, 8:30-10:30 a.m. Sunday in 4B. JEA and NSPA encourage everyone to celebrate all winners.

**EMP Museum dance party**
Celebrate the end of a great week by joining the local organizing committee for a once-in-a-lifetime dance party at the world-famous EMP Museum from 7:30-11 p.m. Saturday. Founded as a monument to the creative inspiration of rock ‘n’ roll music, and originally named the Experience Music Project, the EMP Museum now includes fabulous interactive galleries, displays and exhibits dedicated to rock music, science fiction and popular culture. You’ll learn about the history of rock ‘n’ roll and science fiction using cutting-edge computer technology, state-of-the art sound systems and stunning visual displays. Roam the museum with your friends or dance all night in the museum’s “Sky Church,” a concert venue with state-of-the-art sound and lighting that houses the largest indoor LED screen in the world. Tickets must be purchased in advance and cost $15. Tickets include a one-way Monorail trip back from the EMP Museum to the Westlake Center, two blocks from the convention hotel. You must be registered for the convention to attend the EMP Museum Dance Party. Tickets will be distributed at the convention. Attendees must arrange their own transportation to the EMP Museum following the NSPA awards ceremony and their own dinner arrangements.

---

**EMP Museum and the Seattle Space Needle share space on the Seattle Center grounds. This is where the Saturday dance party will be.**
Photographer: Tim Thompson

JEA/NSPA Seattle Convention — 9
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 photographs. 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.

2011 YEARBOOK PACEMAKER FINALISTS
presented on Saturday, April 14, 2012; national winners announced at that time

Hornet
Bryant HS
Bryant, Ark.

Titanium
Antelope HS
Antelope, Calif.

Pride
Benicia HS
Benicia, Calif.

Nugget
Cupertino HS
Cupertino, Calif.

Jamboree
Toby Johnson MS
Elk Grove, Calif.

Decambian
Del Campo HS
Fair Oaks, Calif.

Aerie
Brentwood School
Los Angeles, Calif.

Yearbook
Mirman School
Los Angeles, 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.

Tonitrus
Rocklin HS
Rocklin, Calif.

Details
Whitney HS
Rocklin, Calif.

The Carillon
Bellarmine College Preparatory School
San Jose, Calif.

Titanian
San Marino HS
San Marino, Calif.

Prowler
Pioneer MS
Tustin, Calif.

Summit
Smoky Hill HS
Aurora, Colo.

The Black and Gold
Rock Canyon HS
Highlands Ranch, Colo.

The Prowl
Powell MS
Littleton, Colo.

Equus
Ponderosa HS
Parker, Colo.

Tigrium
Holy Trinity Episcopal Academy
Melbourne, Fla.

The Stampede
J.W. Mitchell HS
New Port Richey, Fla.

Legend
William R. Boone HS
Orlando, Fla.

Teleios
Mount Paran Christian School
Kennesaw, Ga.

Resumé
George Walton Academy
Monroe, Ga.

Etruscan
Glenbrook South HS
Glenciem, Ill.

Log
Columbus North HS
Columbus, Ind.

Quiver
Lake Central HS
St. John, Ind.

The Dragon
Johnston HS
Johnston, Iowa

Indian
Shawnee Mission North HS
Overland Park, Kan.

Hauberk
Shawnee Mission East HS
Prairie Village, Kan.

Lair
Shawnee Mission Northwest HS
Shawnee, Kan.

Crimson
duPont Manual HS
Louisville, Ky.

Fentonian
Fenton HS
Fenton, Mich.

Flashback
Rock Bridge Sr. HS
Columbia, Mo.

Cambia
Oak Park HS
Kansas City, Mo.

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

Westwind
West Henderson HS
Hendersonville, N.C.

The Warrior
West-Oak MS
Westminster, S.C.

El Paisano
Westlake HS
Austin, Texas

The Lonestar
Vista Ridge HS
Cedar Park, Texas

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

Hoofbeats
Burges HS
El Paso, Texas

Pride
Franklin HS
El Paso, Texas

Triune
Trinity HS
Euless, Texas

Bobcat
Hallsville HS
Hallsville, Texas

Belltower
St. Thomas’ Episcopal School
Houston, Texas

The Arena
Legacy HS
Mansfield, Texas

The Lion
Mckinney HS
McKinney, Texas

The Hawk
Pleasant Grove HS
Texarkana, Texas

Nuntius
Altavista Combined School
Altavista, Va.

The Cavalier
George Washington HS
Danneville, Va.

Sentry
Robinson MS
Fairfax, Va.

Cavalier
W.T. Woodson HS
Fairfax, Va.

The Buzzer
Brookville HS
Lynchburg, Va.

The Clan
McLean HS
McLean, Va.

Saga
Loudoun Valley HS
Purcellville, Va.

Theogony
Hidden Valley HS
Roanoke, Va.

North Star
Northside HS
Roanoke, Va.

Laconian
Salem HS
Salem, Va.

2011 MAGAZINE PACEMAKER FINALISTS
presented on Saturday, April 14, 2012; national winners announced at that time

Shadows
Cactus Shadows HS
Cave Creek, Ariz.

Connotations
Fayetteville HS
Fayetteville, Ark.

Rapier
Marist School
Atlanta, Ga.

New Pennies
De Kalb HS
De Kalb, Ill.

Spectator
Walter Johnson HS
Bethesda, Md.

Colophon
Towson HS
Towson, Md.

The WORKS
Clayton HS
Clayton, Mo.

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

Blotopia
Gaston Day School
Gastonia, N.C.

Vibrato
Hockaday School
Dallas, Texas

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

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

The Crusader
Kapaun Mount Carmel HS
Wichita, Kan.

The Legend
Lafayette HS
Wildwood, Mo.

The Bronco
McKinney Boyd HS
McKinney, Texas

Patriot Images
Northern HS
Owings, Md.

Tiger Paw
Oakville Sr. HS
St. Louis, Mo.

The Lion
Mckinney HS
McKinney, Texas

2011 DIGITAL YEARBOOK PACEMAKER FINALISTS
presented on Saturday, April 14, 2012; national winners announced at that time

Cruiser
Kapalu HS
Ewa Beach, Oahu, Hawaii

The Para
Monte Vista HS
Palos Verdes, Calif.

The Student
Oak Grove HS
Rowland Heights, Calif.

The Legend
St. Mark’s HS
Dallas, Texas

The Bronco
McKinney Boyd HS
McKinney, Texas

The Lion
Mckinney HS
McKinney, Texas
in its annual Pacemaker competitions

### 2011 Newspaper Pacemakers

**Pacemakers**

<table>
<thead>
<tr>
<th>Pacemakers</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>The CS Press</td>
<td>Cave Creek, Ariz.</td>
</tr>
<tr>
<td>Cactus Shadows HS</td>
<td>Cave Creek, Ariz.</td>
</tr>
<tr>
<td>The Gazette</td>
<td>Granite Bay, Calif.</td>
</tr>
<tr>
<td>Granite Bay HS</td>
<td>Granite Bay, Calif.</td>
</tr>
<tr>
<td>Verde</td>
<td>Palo Alto HS, Calif.</td>
</tr>
<tr>
<td>Palo Alto HS</td>
<td>Palo Alto, Calif.</td>
</tr>
<tr>
<td>High Tide</td>
<td>Redondo Union HS, Calif.</td>
</tr>
<tr>
<td>Redondo Beach, Calif.</td>
<td></td>
</tr>
<tr>
<td>The Standard</td>
<td>London, England</td>
</tr>
<tr>
<td>American School in London</td>
<td>London, England</td>
</tr>
<tr>
<td>The Scroll</td>
<td>San Jose, Calif.</td>
</tr>
<tr>
<td>Harker School</td>
<td>San Jose, Calif.</td>
</tr>
<tr>
<td>TalonWP</td>
<td>San Jose, Calif.</td>
</tr>
<tr>
<td>Palo Alto HS</td>
<td>Palo Alto, Calif.</td>
</tr>
<tr>
<td>The Muse</td>
<td>Carlsbad, Calif.</td>
</tr>
<tr>
<td>Dreyfoos School of the Arts</td>
<td>Carlsbad, Calif.</td>
</tr>
<tr>
<td>The Central Times</td>
<td>Naperville, Ill.</td>
</tr>
<tr>
<td>Naperville Central HS</td>
<td>Naperville, Ill.</td>
</tr>
</tbody>
</table>

**Finalists**

| The Fourcast | H | Inklings |
| Hockaday School | Horizon HS | Crown Point HS |
| Dallas, Texas | Scottsdale, Ariz. | Crown Point, Ind. |
| The ReMarker | El Estoque | Grove Pointe South HS |
| St. Mark’s School of Texas | Monta Vista HS | Grove Pointe Farms, Mich. |
| Dallas, Texas | Cupertino, Calif. | The Tower |
| Panther Pride | The Hub | Grosse Pointe Mission |
| Midlothian HS | Davis Sr. HS | East HS |
| Midlothian, Texas | Davis, Calif. | Prairie Village, Kan. |
| GiToday | Campanile | Paso Robles HS |
| Thomas Jefferson HS | Paso Robles, Calif. | Paso Alto HS |

### 2012 Online Pacemaker Finalists

**Pacemakers**

<table>
<thead>
<tr>
<th>Pacemakers</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Lancer Link</td>
<td>Carlsbad HS, Calif.</td>
</tr>
<tr>
<td>Carlsbad, Calif.</td>
<td>Carlsbad HS, Calif.</td>
</tr>
<tr>
<td>thelancerlink.com</td>
<td>El Estoque</td>
</tr>
<tr>
<td>Monta Vista HS</td>
<td>Monta Vista HS, Calif.</td>
</tr>
<tr>
<td>Cupertino, Calif.</td>
<td>elestogue.org</td>
</tr>
<tr>
<td>The Feather Online</td>
<td>Odyssey Online</td>
</tr>
<tr>
<td>Fresno Christian HS</td>
<td>Clarke Central HS</td>
</tr>
<tr>
<td>Fresno, Calif.</td>
<td>Athens, Ga.</td>
</tr>
<tr>
<td>thefeather.com</td>
<td>odysseynews magazine.net</td>
</tr>
<tr>
<td>The Poly Voice</td>
<td>The Voice Online</td>
</tr>
<tr>
<td>Palo Alto HS</td>
<td>Hunterly HS</td>
</tr>
<tr>
<td>Palo Alto, Calif.</td>
<td>Hunteley, Ill.</td>
</tr>
<tr>
<td>palyvoice.com</td>
<td>huntleyvoice.com</td>
</tr>
<tr>
<td>GrizzlyGazette.net</td>
<td>Niles West News</td>
</tr>
<tr>
<td>Granite Hills HS</td>
<td>Niles West HS, Skokie, Ill.</td>
</tr>
<tr>
<td>Porterville, Calif.</td>
<td>nileswestnews.org</td>
</tr>
<tr>
<td>cnhsmedia.com</td>
<td>Columbia North HS</td>
</tr>
<tr>
<td>Columbus, Ind.</td>
<td>Columbus North HS, Columbus, Ind.</td>
</tr>
<tr>
<td>The Fourth Estate</td>
<td>NCHS Live!</td>
</tr>
<tr>
<td>Laguna Blanca School Santa Barbara, Calif.</td>
<td>North Central HS</td>
</tr>
</tbody>
</table>

**Finalists**

| The Little Hawk | The Fourcast | The Oracle |
| Iowa City HS | Hockaday School | Glenbrook South HS |
| Iowa City, Iowa | Dallas, Texas | Glenview, Ill. |
| thelittlehawk.com | The ReMarker | Carmel HS |
| St. Mark’s School of Texas | Dallas, Texas | Carmel, Ind. |
| Panther Pride | Midlothian HS | The Spartana |
| Midlothian, Texas | Midlothian, Texas | Homestead HS |
| GiToday | Thomas Jefferson HS | Fort Wayne, Ind. |
| | | Marshfield HS |
| | | Coos Bay, Ore. |
| The California | Trojan Bluestreak | Pirate Press |
| Silver Chips | Andover HS | Crandall HS |
| Montgomery Blair HS | Andover, Kan. | Crandall, Texas |
| Silver Spring, Md. | Guidon | Stampede |
| North Pointe | Hays HS | Burges HS |
| Grosse Pointe North HS | Hays, Kan. | El Paso, Texas |
| Grosse Pointe Woods, Mich. | The Echo | Panther Prints |
| St. Louis Park HS | St. Louis Park, Minn. | Plano East HS |
| The Rock | Rock Bridge Sr. HS | Plano, Texas |
| Columbia, Mo. | Phillips Exeter Academy | The Edge |
| Exeter, N.H. | Exeter, N.H. | Pleasant Grove HS |
| | | Texarkana, Texas |
| The Northern | The Bruin Times | The Daily Times |
| Horizons | Lake Braddock | Lake Braddock Secondary School |
| Northwest Guilford HS | Burke, Va. | Secondary School |
| Greensboro, N.C. | | Renton, Wash. |
Spring Award Honorees & Newly Certified Educators

National Yearbook Adviser of the Year
Kim Green, MJE, Columbus (Ind.) North High School

Distinguished Yearbook Advisers
Lizabeth Walsh, MJE, Reno (Nev.) High School
Brian Wilson, CJE, Waterford (Mich.) Kettering High School

Special Recognition Yearbook Advisers
Michael Simons, CJE, West High School, Painted Post, N.Y.
Eric Thomas, MJE, St. Teresa's Academy, Kansas City, Mo.

Linda S. Puntney Teacher Inspiration Award
Brian Hayes, MJE, Ball State University, Muncie, Ind.

Rising Star
Jody Evans, Hillcrest High School, Tuscaloosa, Ala.
Heather Hanks, CJE, Bloomingdale High School, Valrico, Fla.
Stephanie Keagle, CJE, Auburn (Wash.) Mountainview High School.
Evelyn Lauer, CJE, Niles West High School, Skokie, Ill.
Beth Phillips, Francis Howell North High School, St. Charles, Mo.
Mary Seal, Taylorsville (Utah) High School
Timothy Yorke, Heritage High School, Leesburg, Va.
Jessica Young, CJE, Orange Glen High School, Escondido, Calif.

Diversity Award
Arrow newsmagazine, Queenelle Gazmen, editor, Renton (Wash.) High School

Diversity Award Runner-up
J Camp sponsored by Asian American Journalists Association

New Certified Journalism Educators (as of March 1)
Colleen E. Bennett, Oak Ridge High School, Orlando, Fla.
Patrick T. Bernal, Marble Hill School for International Studies, Bronx, N.Y.
John W. Bradford, Creekview High School, Canton, Ga.
BriAnne L. Chayer, Paola (Kan.) High School
Judith M. Davis, Norfolk (Va.) Collegiate School
Elizabeth A. Dunn, Hightstown (N.J.) High School
Brian J. Eriksen, South Salem (Ore.) High School
JoAnn M. Gage, Mount Vernon (Iowa) High School
Kari L. Johnson, Platte County High School, Platte City, Mo.
Joelle Keene, Shalhevet High School, Los Angeles
Kimberly Messadié, El Camino Real Charter High School, Woodland Hills, Calif.
Beatrice Y. Motamedi, The Urban School of San Francisco, San Francisco
Leslie A. Orman, Kickapoo High School, Springfield, Mo.
Katina Paron, Baruch College, New York
Patsy B. Peckenpaugh, Dyersburg (Tenn.) High School
Kyle N. Phillips, George Washington High School, Cedar Rapids, Iowa
Doreen A. Picozzi, Lincoln (R.I.) High School

New Master Journalism Educators (as of March 1)
Ellen Austin, Palo Alto ( Calif.) High School
Heather Hanks, Bloomingdale High School, Valrico, Fla.
Elizabeth J. Levin, Downers Grove (Ill.) North High School
Kent McCleary, Lindbergh High School, Renton, Wash.
Timm Pilcher, Hoover High School / Meredith Middle School, Des Moines, Iowa
Wayna C. Polk, Weatherford, Texas
Kathy J. Smith, Downers Grove (Ill.) North High School

Renewed CJE (as of March 1)
Dawnae Bunch, Ellsworth (Kan.) High School
Shythe Cypher, Maybe Creek High School, Houston
Karen W. Ford, Holton (Kan.) High School
Cindy Hallam, Premier Learning Academy, LaMarque, Texas
Adrienne Hollifield, Charles D. Owen High School, Black Mountain, N.C.
Sheila Jones, Englewood (Colo.) High School
Lauren May, Oak Lawn (Ill.) Community High School
Meghan J. Percival, McLean (Va.) High School
Jennifer Swanson, Arroyo High School, El Monte, Calif.
Peter F. Tittel, Liberty High School, Bakersfield, Calif.
Carolyn Wagner, Lake Zurich (Ill.) High School

Renewed MJE (as of March 1)
Sue Ellen Blackmon, Klein Forest High School, Houston
Sandra Wilson Coyer, Puyallup (Wash.) High School
Diane Yotsuya Honda, Bullard High School, Fresno, Calif.
Aaron Manfull, Francis Howell North High School, St. Charles, Mo.
Robin Morris, Richland, Wash.
Mary Lou Nagy, Plymouth High School, Canton, Mich.
Kathy Schrier, Washington Journalism Education Association, Seattle
Ronna Sparks-Woodward, Liberty (Mo.) North High School
Susan Hathaway Tantillo, McHenry, Ill.
Fern Valentine, Auburn, Wash.

These individuals will be honored at the adviser luncheon at noon Saturday in Ballroom 6E. A more complete list of CJE and MJE recipients will be in the luncheon program.
JEA Advisers Institute | www.jea.org
Las Vegas | July 9-12, 2012

Regardless of your experience level or the type of publication you advise, the Journalism Education Association’s Advisers Institute has programming specifically designed to make you a better educator.

- Training on ethics, law, design, writing, photography, videography, website development, advertising, staff motivation, grading, the role of the adviser, and more.
- Instruction from professional journalists, attorneys from the Student Press Law Center and nationally recognized high school journalism advisers.
- Networking opportunities with other teachers and advisers from across the country.

Registration

Register online at jea.org

- JEA member (postmarked before May 15): $135
- Nonmember (postmarked before May 15): $155
- JEA member (postmarked May 15 and after): $150
- Nonmember (postmarked May 15 and after): $170

Hotel Information

The Flamingo in Las Vegas is the official hotel of the Advisers Institute and the location of all event activities.

- Rooms in the JEA block are $49 single/double, or $69 for the Flamingo’s deluxe “Go” rooms.

 Reserve by calling 888-902-9929 and mentioning group code SFJE2.

Journalism Education Association | 103 Kedzie Hall, Manhattan, KS 66506-1505 | 785-532-5532 or toll free 866-532-5532 | Fax: 785-532-5563 | jea@spub.ksu.edu
Student Publications

Newspapers, News magazines, Newsletters, Literary Magazines, Playbills...
- American Heritage High School.

Business Stationary

Letterhead, Envelopes & more...
JS Printing can handle all of your office printing needs. If you have fliers, tickets, forms, etc. to print, contact our Customer Service Team and...

Apparel

T-Shirts, Club Apparel, Caps, Uniforms...
Need apparel with your club or sports team logo? No problem. The same great quality you find in our newspapers can be found in...

Recognition Awards

Trophies, Certificates & more...
If you are looking for something special to show your appreciation, we can help...

Invitations

Graduation Invites, Wedding Invites, RSVPs...
Let us handle the printing for that special event. We know how important these events are to you so we take extra special care to...

Reasons you'll like us!

Like
Daylee Downs commented on JS Printing: “You guys are WONDERFUL! If I was there, I'd give you a great big hug. THANK YOU SO MUCH!!!!!!! Happy holidays. :)

Pam Anderson messaged JS Printing: "When I first contacted your company last year for a quote, I was very impressed with the reasonable cost. Next, I saw the quality of some of your print jobs. And finally, I have the untried support of Angela. All three made for a memory book of our 59 year reunion to be treasured by all our classmates. Thanking you again for your professional and customer oriented services."

Lynda Wheeler commented on JS Printing: "You cannot know how helpful you have been when our server simply would not let us upload to your site. I don't even know if it will be able to accommodate us in the fall. Using your email was a Godsend! Enjoy the flowers!"

Richard Mitchell
CEO_JS Printing
We love printing your stuff. All kinds of stuff (see the examples to the left). We love giving you the highest quality, fast turn-around, for the low price. Those are good reasons to like us.

But we're not aiming for "like." We want you to love us. So we treat you like friends. Good friends. Long-lasting friends, like Bill's letter above. You and your students deserve a printing partner that will treat you like a great friend. Try us out, and discover the reasons you'll love us.

Try us out: I'm convinced you'll love us. I'm so convinced I'll put my money where my mouth is (details below).
<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>213, 214</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Write-off Headquarters</td>
</tr>
<tr>
<td>303 (40)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>JEA board meeting (8 a.m.)</td>
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<td></td>
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<td></td>
<td>Scholarship Committee (6 p.m.)</td>
</tr>
<tr>
<td>310 (34)</td>
<td>Beginning Photoshop (8:30 a.m.-noon)</td>
<td>Advanced Photoshop (1-4:30 p.m.)</td>
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<td>Hall 4B (4,032)</td>
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<td>Opening/Keynote: Jennifer Sizemore (7:30 p.m.)</td>
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<tr>
<td>602 (24)</td>
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<td></td>
<td></td>
<td>National Journalism PLC workshop</td>
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<td>603 (42)</td>
<td>JEA Outreach Academy update (9 a.m.-1 p.m.)</td>
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<tr>
<td>606 (60)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Online boot camp</td>
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<td>607 (70)</td>
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<td>Redesign seminar</td>
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<td>608 (80)</td>
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<td>Writers’ workshop</td>
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<td>609 (60)</td>
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<td>Leadership seminar</td>
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<td>Adviser kickoff reception (9:15 p.m.)</td>
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<tr>
<td>611 (30)</td>
<td></td>
<td></td>
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<td></td>
<td>Digital photography workshop</td>
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<td>Middle Madness and Swap Shop (6:30 p.m.)</td>
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<tr>
<td>612 (54)</td>
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<td>Team storytelling</td>
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<td>613 (32)</td>
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<td>Mentor forum</td>
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<td></td>
<td>New adviser orientation (6:45 p.m.)</td>
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<tr>
<td>614 (32)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Mentor training</td>
</tr>
<tr>
<td>Ballroom 6AB</td>
<td></td>
<td>Convention check-in and registration, trade show, Best of Show desk, check-in for Write-offs and On-site Critiques, T-shirt distribution (1-7 p.m.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ballroom 6C</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>JEA Bookstore (1-7 p.m.)</td>
</tr>
</tbody>
</table>
8 a.m.

MEETING
JEA board meeting
JEA board members meet to discuss ongoing projects and other agenda items.
Evaluation code: 2026
Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.
8 a.m.-3:30 p.m. Thursday, Room 303 (40)

8:30 a.m.

COMPUTER SOFTWARE
Photoshop for beginners
This half-day workshop will emphasize a basic workflow for preparing photographs for publication using Photoshop. The Macintosh computers for the lab are provided by Walsworth Publishing Co. Preregistration was required.
Evaluation code: 2063
Mark Murray, Arlington (Texas) ISD
8:30 a.m.-noon Thursday, Room 310 (34)

ADVISING/TEACHING
National journalism professional learning community training
Advisers will join with other journalism professionals to create working PLCs using a national journalism PLC model. Preregistration was required.
Evaluation code: 2082
Jill Chittum, MJE, Blue Valley High School, Stilwell, Kan.
8:30 a.m.-5 p.m. Thursday, Room 602 (24)

ADVISING/TEACHING
Online boot camp
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.
Evaluation code: 2340
Alan Weintraut, Annandale (Va.) High School
8:30 a.m.-5 p.m. Thursday, Room 606 (60)

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 area professional photographers will critique students’ work and offer editing tips. Participants must bring a digital camera, and they are encouraged to bring a laptop computer with the photo-editing program (Photoshop, Lightroom) they will use. Preregistration was required.
Evaluation code: 2079
Andy Nelson, Kansas State University, Manhattan, Kan.
8:30 a.m.-5 p.m. Thursday, Room 611 (30)

9 a.m.

MEETING
Mentor forum
JEA mentors will meet to exchange ideas on how to provide better assistance to new or nearly new advisers.
Evaluation code: 2056
8:30 a.m.-5 p.m. Thursday, Room 613 (30)

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.
Evaluation code: 2069
Linda Shockley, Dow Jones News Fund, Princeton, N.J.; Steve O’Donoghue, California Scholastic Journalism Initiative, Sacramento, Calif.; Stan Zoller, MJE, Rolling Meadows (III.) High School
9 a.m.-1 p.m. Thursday, Room 603 (30)

JEA Bookstore
Check out the new books, as well as popular best-sellers, at the JEA Bookstore. Nearly 300 items relating to teaching and advising journalism are displayed. Purchase JEA-logo items, as well as the popular 45words and “J” T-shirts. Did you forget Write-off supplies? Check here.
1-7 p.m. Thursday, Ballroom 6C

Convention registration and 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, Ballroom 6AB
1 p.m.

**COMPUTER SOFTWARE**

**Advanced Photoshop**
For participants who are already familiar with Photoshop, this workshop will cover more advanced skills and tricks to take full advantage of this powerful software, including cut-outs, layers, paths and other special effects. The Macintosh computer for the lab are provided by Walsworth Publishing Co. Preregistration was required.

*Evaluation code: 2525*
*Mark Murray, Arlington (Texas) ISD*

1-4:30 p.m. Thursday, Room 310 (34)

6:30 p.m.

**MIDDLE SCHOOL, GENERAL AUDIENCE**

**Middle madness**
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!

*Evaluation code: 2186*

*Anita Marie Wertz, MJE, Cesar Chavez High School, Stockton, Calif.; Jed Palmer, Sierra Middle School, Parker, Colo.; Mary Patrick, CJE, Maize South Middle School, Wichita, Kan.*

6:30-7:15 p.m. Thursday, Room 611 (132)

6:45 p.m.

**ADVISING/TEACHING**

**New adviser convention orientation**
Advisers attending their first JEA/NSPA convention should consider attending this short meeting to get a general overview and explanation of convention events and how to get the most out of them.

*Evaluation code: 2156*

*Ann Visser, MJE, Pella (Iowa) Community High School*

6:45 p.m. Thursday, Room 613 (84)

7:30 p.m.

**GENERAL AUDIENCE**

**Opening ceremony/keynote:**
Jennifer Sizemore
You’ll be on the edge of your seats as the local committee welcomes you to the Seattle convention and fills you in on what’s in store for you. Jennifer Sizemore of MSNBC.com and TODAY.com will give the address.

*Evaluation code: 2088*

7:30 p.m. Thursday, Hall 4B (4,032)

SEVEN DAYS IN SEATTLE

**THURSDAY**

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Reynolds High School Journalism Institute: An intensive, two-week summer program provided at no cost to the teacher or school. It is the best training available for high school journalism advisers and teachers. Funded by the Donald W. Reynolds Foundation.

MCT Campus High School Newspaper Service: The McClatchy/Tribune Campus wire service may be utilized in the student paper/Web site and in journalism class. There’s a one-time $100 application fee to hsj.org.

Journalism Partnerships: News organizations mentor a local high school to start or improve student media.

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my.hsj.org and hsj.org, 11690B Sunrise Valley Drive, Reston VA 20191
Phone: 703-453-1125 Fax: 703-453-1139 E-mail: dmk@asne.org

This initiative was created in 2000 by the American Society of News Editors. The overall project has the financial support of the John S. and James L. Knight Foundation.
<table>
<thead>
<tr>
<th>(Room capacities in parentheses)</th>
<th>8 a.m.</th>
<th>9 a.m.</th>
<th>10 a.m.</th>
<th>11 a.m.</th>
<th>Noon</th>
</tr>
</thead>
<tbody>
<tr>
<td>201 (54)</td>
<td>7:30 Moderators 8 &amp; 8:30 Student Meetings</td>
<td>9 Students meet 9:30 Broadcast Package editing</td>
<td>Broadcast Package editing; 11 a.m.: Videography dropoff; 11:30 a.m.: In-camera dropoff</td>
<td>Noon: Broadcast Pkg. dropoff; 12:30 p.m.: Judging</td>
<td></td>
</tr>
<tr>
<td>204 (75)</td>
<td>8:30 a.m.: Write-off contest: Broadcast News Story</td>
<td>Write-off contest: Broadcast Sports Story</td>
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<tr>
<td>212 (70)</td>
<td>Write-off contest: Broadcast Commentary</td>
<td>Broadcast Judging</td>
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<tr>
<td>213, 214</td>
<td>Write-off headquarters</td>
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<tr>
<td>2A (60)</td>
<td>On-site critiques</td>
<td></td>
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<tr>
<td>2B (180)</td>
<td>Design so cool it will make your eyes bleed</td>
<td>10 top tips for tip-top sports writing</td>
<td>Composition, captions and corrections</td>
<td>Stronger publications ... stronger coverage</td>
<td></td>
</tr>
<tr>
<td>303 (62)</td>
<td>Journalism ethics case studies</td>
<td>Organizing for frequent publication</td>
<td>Advanced approaches to writing film criticism</td>
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<tr>
<td>307 (78)</td>
<td>101 journalism laughs</td>
<td>More than a short story and 20 poems</td>
<td>Create the compelling profile</td>
<td>Create the compelling column</td>
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<tr>
<td>308 (36)</td>
<td>Photography contest judging</td>
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<tr>
<td>310 (34)</td>
<td>Photoshop tricks made easy</td>
<td>Photoshop to the rescue</td>
<td>Preparing photos for your online publication or blog</td>
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</tr>
<tr>
<td>3AB (144)</td>
<td>Not your granny’s copy</td>
<td>You want to be a winner</td>
<td>What not to wear</td>
<td>Laugh responsibly</td>
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<tr>
<td>4B (4,032)</td>
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<tr>
<td>4-C1,2 (255)</td>
<td>Hunger and Harry and hobbits, oh my!</td>
<td>Newspaper design mistakes and fixes</td>
<td>Why journalism is more important than ever</td>
<td>Choosing the right body</td>
<td></td>
</tr>
<tr>
<td>4-C3 (120)</td>
<td>The something we can do</td>
<td>TAO of Journalism: an ethical challenge</td>
<td>Struck a nerve</td>
<td>Create, control and profit from the Buzz</td>
<td></td>
</tr>
<tr>
<td>4-C4 (286)</td>
<td>Writing people will read</td>
<td>Photography: from ordinary to extraordinary</td>
<td>The power of the palette</td>
<td>Be an action hero</td>
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<tr>
<td>South Lobby, 4th Floor (500)</td>
<td>Break with a Pro</td>
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<td>601 (30)</td>
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<tr>
<td>602 (108)</td>
<td>Create a social media plan</td>
<td>There’s no crying in baseball</td>
<td>Ready, set — lede</td>
<td>New writing for new media</td>
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<tr>
<td>Time</td>
<td>Session</td>
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<tr>
<td>1 p.m.</td>
<td>Broadcast judging</td>
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<tr>
<td>1:30 p.m.</td>
<td>Write-off contest: Broadcast Feature Story</td>
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<tr>
<td>2:30 p.m.</td>
<td>Write-off contest: On-air Reporter</td>
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<tr>
<td>3:30 p.m.</td>
<td>Room 214: Broadcast taping, judging as needed</td>
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<tr>
<td>4-6 p.m.</td>
<td>4:30 Write-off contest: Short documentary</td>
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<tr>
<td>Evening</td>
<td>Broadcast judging as needed</td>
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</tbody>
</table>

**On-site critiques**

- **Sell like a pro**
- **Snooping for word crimes**
- **CJE/MJE certification study session**
- **InDesign tips and tricks**
- **5 steps of revision**

**General session/keynote: Dan Savage**

- Book signing after keynote.

**Please attend general session in 4B.**

**Write copy the readers care about**

**Know your font personality**

**Change the world with words and pictures**

**Mentor training**

**Using Web design to set yourself apart**

**Write-off contest to be determined**

**Adviser reception and SPLC fundraiser**

- 8:30-11 p.m.
- Media Swap Shops 8 and 9 p.m.
<table>
<thead>
<tr>
<th>Time</th>
<th>Ballroom 6AB</th>
<th>Ballroom 6C</th>
<th>Ballroom 6E</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 a.m.</td>
<td>Convention check-in and registration, trade show, Best of Show and Write-off desks, T-shirt distribution, On-site Critique check-in</td>
<td>7:30 a.m.–5 p.m. JEA Bookstore; Adviser Hospitality; Meet the Mentors; Meet and greet meetings; 9 a.m. State directors meeting; 10:15 a.m. Write for JEA's magazine</td>
<td>Adviser Luncheon</td>
</tr>
<tr>
<td>9 a.m.</td>
<td>JEA general membership mtg.</td>
<td>Tickle my ears: audio storytelling</td>
<td>Issue Seminar: bullying, harassment and hazing</td>
</tr>
<tr>
<td>10 a.m.</td>
<td>Importance of ... editorial policies</td>
<td>Get certified: managing media</td>
<td>Proven strategies to make money</td>
</tr>
<tr>
<td>11 a.m.</td>
<td>Organization 101</td>
<td>Taking the dread out of deadlines</td>
<td>Why consider JEA certification?</td>
</tr>
<tr>
<td>Noon</td>
<td>Building relationships</td>
<td>Open forum on press rights</td>
<td>Publication judging 101</td>
</tr>
<tr>
<td></td>
<td>New directions in journalism: CLP</td>
<td>Building relationships</td>
<td>Open forum on press rights</td>
</tr>
<tr>
<td>603 (42)</td>
<td>Journalism is journalism</td>
<td>From another perspective</td>
<td>That's not plagiarism - or is it?</td>
</tr>
<tr>
<td>604 (120)</td>
<td>Publication persona online</td>
<td>Why do this? Why not?</td>
<td>Make 'em laugh; make 'em cry</td>
</tr>
<tr>
<td>606 (167)</td>
<td>Write-off contest: Online news mtg.</td>
<td>How to survive the first year online</td>
<td>Why can't we be friends?</td>
</tr>
<tr>
<td>607 (84)</td>
<td>Yearbook are dead. Not.</td>
<td>All the small things</td>
<td>The perfect Jell-O</td>
</tr>
<tr>
<td>608 (96)</td>
<td>Going online: How to get there (Part 1)</td>
<td>What to do once you’re online (Pt. 2)</td>
<td>3-12-4-12 yearbook trends</td>
</tr>
<tr>
<td>609 (186)</td>
<td>Curiosity killed the cat, but ...</td>
<td>‘Snap! How’d that happen?’</td>
<td>12-4-12 yearbook trends</td>
</tr>
<tr>
<td>611 (54)</td>
<td>© that! Copyright law 101</td>
<td>Student media rights: roller coaster</td>
<td>Proven strategies to make money</td>
</tr>
<tr>
<td>612 (156)</td>
<td>JEA general membership mtg.</td>
<td>Issue Seminar: bullying, harassment and hazing</td>
<td>There's no 'I' in journalism dept.</td>
</tr>
<tr>
<td>613 (84)</td>
<td>Getting to know you</td>
<td>How many, how much, how big?</td>
<td>Proven strategies to make money</td>
</tr>
<tr>
<td>614 (84)</td>
<td>Importance of ... editorial policies</td>
<td>Get certified: managing media</td>
<td>Advertising POW!</td>
</tr>
<tr>
<td>615 (42)</td>
<td>Organization 101</td>
<td>Taking the dread out of deadlines</td>
<td>3 P's: publication policy planning</td>
</tr>
<tr>
<td>616 (96)</td>
<td>Building relationships</td>
<td>Open forum on press rights</td>
<td>Publication judging 101</td>
</tr>
<tr>
<td>617 (96)</td>
<td>Sports writing and editing</td>
<td>Staff motivation</td>
<td>Everybody has a story</td>
</tr>
<tr>
<td>618 (60)</td>
<td>NJPLCs meeting, work time</td>
<td></td>
<td></td>
</tr>
<tr>
<td>619 (42)</td>
<td>Get certified: AP style primer</td>
<td>MJE: Yes, you can!</td>
<td>Use springtime to get ahead</td>
</tr>
<tr>
<td>620 (96)</td>
<td>DSLR Shooting 101: buttons, knobs, dials</td>
<td>Light it up!</td>
<td>Captions easy as 1, 2, 3</td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
<td>Location</td>
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<tr>
<td>1 p.m.</td>
<td>Convention check-in and registration, trade show</td>
<td></td>
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<tr>
<td>1:30 p.m.</td>
<td>JEA Bookstore, Adviser Hospitality, Meet the Mentors, Meet and Greet</td>
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<tr>
<td>2:30 p.m.</td>
<td>Write-off contest to be determined</td>
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<tr>
<td>3 p.m.</td>
<td>Write-off contest to be determined</td>
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<tr>
<td>4-6 p.m.</td>
<td>Write-off contest to be determined</td>
<td></td>
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</tr>
<tr>
<td>Evening</td>
<td>Middle school fun night 6-10 p.m.</td>
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</tbody>
</table>

Please attend general session and keynote address by Dan Savage in 4B. Book signing will follow.
**FRIDAY**

**Write-off Contests**

**Advisers:** Check in at the Write-off desk in Ballroom 6AB to pick up students’ tickets and make sure they have their tickets before their contests are scheduled to meet. Online news and some broadcast students need tickets by 8 a.m. Friday.

**Students:** Please note the assigned time and room for your contest. Broadcast contests and Online News Package will meet at various times throughout the day Friday. Bring required equipment and supplies (as explained in rules booklet), entries (for carry-in contests) and contest ticket to the assigned room. Room assignments will be confirmed after the Write-off deadline and will be published in the Convention Update. Most contests/critiques will last two hours.

**Note:** As of press time, the Write-off deadline had not passed. Some contests may be canceled if fewer than four contestants are entered.

**Write-off Desk** is open 1-7 p.m. Thursday and 8 a.m.-3 p.m. Friday.

**Broadcast Moderators** (contests 40, 43 and 44): 7:30 a.m., Room 201. **Moderators** (contests 01-35): 3 p.m., Ballroom 6E

**Photography Judges:** 9 a.m., Room 308. **Write-off Judges Dinner/Judging:** 6 p.m., Ballroom 6E

<table>
<thead>
<tr>
<th>Contest Type</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>01 Newswriting</td>
<td>4 p.m., Room 4-C1, 2</td>
<td></td>
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<tr>
<td>02 Editorial Writing</td>
<td>4 p.m., Room 4-C1, 2</td>
<td></td>
</tr>
<tr>
<td>03 Feature Writing</td>
<td>4 p.m. See Convention Update</td>
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<tr>
<td>04 Sports Writing</td>
<td>4 p.m. See Convention Update</td>
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<tr>
<td>05 Review Writing</td>
<td>4 p.m. See Convention Update</td>
<td></td>
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<tr>
<td>06 Editorial Cartooning</td>
<td>4 p.m., Room 4-C1, 2</td>
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<tr>
<td>07 Commentary Writing</td>
<td>4 p.m. See Convention Update</td>
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<tr>
<td>08 News Editing/Headline Writing</td>
<td>4 p.m. See Convention Update</td>
<td></td>
</tr>
<tr>
<td>09 Newspaper Layout (carry-in)</td>
<td>4 p.m. See Convention Update, bring entry, stay for critique</td>
<td></td>
</tr>
<tr>
<td>10 News magazine Layout (carry-in)</td>
<td>4 p.m. See Convention Update, bring entry, stay for critique</td>
<td></td>
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<tr>
<td>11 Advertising</td>
<td>4 p.m. See Convention Update</td>
<td></td>
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<tr>
<td>12 Yearbook Copy/Caption: Sports</td>
<td>4 p.m. See Convention Update</td>
<td></td>
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<tr>
<td>13 Yearbook Copy/Caption: Academics</td>
<td>4 p.m. See Convention Update</td>
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<tr>
<td>14 Yearbook Copy/Caption: Clubs</td>
<td>4 p.m. See Convention Update</td>
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<tr>
<td>15 Yearbook Copy/Caption: Student Life</td>
<td>4 p.m. See Convention Update</td>
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<tr>
<td>16 Yearbook Layout: Theme (carry-in)</td>
<td>4 p.m. See Convention Update, bring entry, stay for critique</td>
<td></td>
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<tr>
<td>17 Yearbook Layout: Inside Pages (carry-in)</td>
<td>4 p.m. See Convention Update, bring entry, stay for critique</td>
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<tr>
<td>18 Yearbook Cover/End Sheets (carry-in)</td>
<td>4 p.m. See Convention Update, bring entry, stay for critique</td>
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<tr>
<td>19 Literary Magazine Layout (carry-in)</td>
<td>4 p.m. See Convention Update, bring entry, stay for critique</td>
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<tr>
<td>20 Literary Magazine Poetry</td>
<td>4 p.m. See Convention Update</td>
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<tr>
<td>21 Literary Magazine Illustration</td>
<td>4 p.m. See Convention Update, bring entry, stay for critique</td>
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<tr>
<td>22 Computer Design: Headline (carry-in)</td>
<td>4 p.m. See Convention Update, bring entry, stay for critique</td>
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<tr>
<td>23 Computer Design: Logo (carry-in)</td>
<td>4 p.m. See Convention Update, bring entry, stay for critique</td>
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<tr>
<td>24 Computer Design: Infographics (carry-in)</td>
<td>4 p.m. See Convention Update, bring entry, stay for critique</td>
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<tr>
<td>25 Computer Design: Advertising (carry-in)</td>
<td>4 p.m. See Convention Update, bring entry, stay for critique</td>
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<tr>
<td>26 Computer Design: Art Illustration (carry-in)</td>
<td>4 p.m. See Convention Update, bring entry, stay for critique</td>
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<tr>
<td>27 Computer Design: Photoshop Art (carry-in)</td>
<td>4 p.m. See Convention Update, bring entry, stay for critique</td>
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<tr>
<td>28 Yearbook Sports Photography (upload)</td>
<td>4 p.m, Hall 4B, stay for critique</td>
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<tr>
<td>29 Newspaper Sports Photography (upload)</td>
<td>4 p.m, Hall 4B, stay for critique</td>
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<tr>
<td>30 Yearbook Student Life Photography (upload)</td>
<td>4 p.m, Hall 4B, stay for critique</td>
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<tr>
<td>31 Newspaper News/Feature Photography (upload)</td>
<td>4 p.m, Hall 4B, stay for critique</td>
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<tr>
<td>32 Photo Story (upload)</td>
<td>4 p.m, Hall 4B, stay for critique</td>
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<tr>
<td>33 Photography Portfolio (upload)</td>
<td>4 p.m, Hall 4B, stay for critique</td>
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<tr>
<td>34 Photo Portrait (upload)</td>
<td>4 p.m, Hall 4B, stay for critique</td>
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<tr>
<td>35 First-year Photo (upload)</td>
<td>4 p.m, Hall 4B, stay for critique</td>
<td></td>
</tr>
<tr>
<td>36 Broadcast News Story (carry-in)</td>
<td>8:30 a.m., Room 204, bring entry; stay for critique</td>
<td></td>
</tr>
<tr>
<td>37 Broadcast Sports Story (carry-in)</td>
<td>11 a.m., Room 204, bring entry; stay for critique</td>
<td></td>
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<tr>
<td>38 Broadcast Feature Story (carry-in)</td>
<td>1:30 p.m., Room 204, bring entry; stay for critique</td>
<td></td>
</tr>
<tr>
<td>39 Broadcast Commercial/PSA (carry-in)</td>
<td>4 p.m., Room 204, bring entry; stay for critique</td>
<td></td>
</tr>
<tr>
<td>40 In-Camera Feature (on-site)</td>
<td>8:30 a.m., Room 201 — Turn in entry to Room 201 by 11 a.m.</td>
<td></td>
</tr>
<tr>
<td>41 On-Air Reporter (on-site)</td>
<td>1 p.m., Room 212</td>
<td></td>
</tr>
<tr>
<td>42 Broadcast Newswriting (on-site)</td>
<td>4 p.m., Room 214</td>
<td></td>
</tr>
<tr>
<td>43 Broadcast Package (on-site)</td>
<td>8 a.m., Room 201 — Turn in entry to Room 201 by noon</td>
<td></td>
</tr>
<tr>
<td>44 Videography (on-site)</td>
<td>9 a.m., Room 201 — Turn in entry to Room 201 by 10 a.m.</td>
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<tr>
<td>45 Broadcast Commentary (on-site)</td>
<td>8 a.m., Room 212</td>
<td></td>
</tr>
<tr>
<td>46 Short Documentary (on-site)</td>
<td>4:30 p.m., Room 201, bring entry; stay for critique</td>
<td></td>
</tr>
<tr>
<td>47 Podcasting (carry-in)</td>
<td>4 p.m., Room 212, bring entry, stay for critique</td>
<td></td>
</tr>
<tr>
<td>48 Online News Package (on-site)</td>
<td>8 a.m., Room 606; return at 2:30 p.m. to upload to website</td>
<td></td>
</tr>
</tbody>
</table>
8 a.m.

MEETING

JEA general membership meeting

JEA members and others interested in the organization are invited to attend this meeting. You’ll learn about recent JEA board action, hear concerns and discuss future plans and goals.

Evaluation code: 2027
Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.
8 a.m. Friday, Room 612 (156)

9 a.m.

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. Tissues provided for eyes that really do start bleeding.

Evaluation code: 2298
Karl Grubaugh, CJEE, Granite Bay (Calif.) High School
9 a.m. Friday, Room 2B (180)

LAW/ETHICS

Journalism ethics case studies

Ethical behavior is especially important for journalists. By examining a number of actual situations that have happened on student papers, students will develop methods of coming to ethical decisions about content.

Evaluation code: 2613
Harry Proudfoot, Fall River, Mass.
9 a.m. Friday, Room 303 (116)

GENERAL AUDIENCE

101 journalism laughs

You will get a list of 101 anecdotes of journalism laughter and be inspired to create special assignments, projects and events sure to lift spirits, motivate performance and plant smiles on faces. We’ve met six presidents, gone on night patrol with the sheriff, played good-natured pranks, held all-school journalism assemblies — all with the purpose of advancing authentic journalism within and beyond school walls.

Evaluation code: 2574
Randy Swickle, CJEE, McHenry, Ill.
9 a.m. Friday, Room 307 (78)

COMPUTER SOFTWARE

Photoshop tricks made easy

No matter your level of experience in Photoshop, this session is for you. As a designer or designer wanna-be, you can learn easy ways to create advanced Photoshop tricks to enhance your spreads and marketing materials. A brief introduction on what makes good design will lead into the hands-on session. (Sign up and get ticket at registration desk. Limit 34.)

Evaluation code: 2563
Monica Loera, Walsworth Publishing Co., Riverside, Calif.
9 a.m. Friday, Room 310 (104)

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 worth remembering.

Evaluation code: 2151
Mary Kay Downes, MJE, Chantilly (Va.) High School
9 a.m. Friday, Room 3AB (360)

ONLINE, NEWSPAPER

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 coverage much like you have for your newspaper or yearbook? This session will give you five simple steps to help you produce a winning social media presence.

Evaluation code: 2011
Chris Waugaman, CJEE, Prince George (Va.) High School
9 a.m. Friday, Room 602 (108)

ADVISING/TEACHING

Journalism is journalism

Why are we still working against each other? Yearbook and newspaper CAN be friends. Figure out how to brand your publications as the go-to place for information. Learning to share photos, utilize social media and advertise as a media network in this session.

Evaluation code: 2488
Rachel McCarver, CJE, Columbus (Ind.) North High School; Nicole Wilson, CJEE, Carmel (Ind.) High School
9 a.m. Friday, Room 603 (99)

ONLINE APPLICATIONS

Publication persona online

How might completing a Facebook profile for your publication give you a new brand identity? How might the punctuation of your updates and Tweets affect your publication’s brand? How might you use your publication’s social media more artfully? One school’s adviser and social media manager brainstorm some ways.

Evaluation code: 2523
Derek Smith, Renton (Wash.) High School
9 a.m. Friday, Room 604 (120)
JOURNALISM
FRIDAY
26 — JEA/NSPA Seattle Convention
Go to jea.org/eval and input four-digit code to evaluate sessions.

ON THE EDGE

ONLINE APPLICATIONS

How to survive the first year online
We did it in one year and so can you. The adviser of Niles West News, which won an Online Pacemaker in its first year, discusses what it takes to survive and excel after deciding to make the move online.
Evaluation code: 2182
Evelyn Lauer, CJE, West Niles High School, Skokie, Ill.
9 a.m. Friday, Room 606 (167)

ADVISING/TEACHING, YEARBOOK

Yearbooks are dead. No.
The modern yearbook is alive and well.
Come, laugh along and see how staffs create books that reflect the life and times of their buyers. “Yearbookonomics” is the latest thinking in the industry, and it works.
Evaluation code: 2534
Steve Kent, Herff Jones, Roanoke, Va.
9 a.m. Friday, Room 607

ON THE EDGE

Going online: How to get there
65305,(7730*(;065:
9 a.m. Friday, Room 606
Steve Kent, Herff Jones, Roanoke, Va.
Evaluation code: 2534

ONLINE APPLICATIONS

 Going online: How to get there (Part 1)
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.
Evaluation code: 2061
Aaron Manfull, MJE, Francis Howell North High School, St. Charles, Mo.
9 a.m. Friday, Room 608 (190)

NEwsPAPER, YEARBOOK

Curiosity killed the cat, but ...
... it created the student journalist. Ideas can be found everywhere. Learn best strategies to help your staff members find the “real” and interesting stories of the year.
Evaluation code: 2502
Tina Cleavelin, Jostens, Phoenix; Deanna Dellana, Bowie H.S., Austin, Texas
9 a.m. Friday, Room 609 (186)

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.
Evaluation code: 2219
Mike Hiestand, Zenger Consulting/Student Press Law Center, Ferndale, Wash.
9 a.m. Friday, Room 611 (132)

BROADCAST

Tickle my ears: audio storytelling
Luring listeners into a podcast or radio story isn’t easy. Learn how to combine stunning natural sound, revealing sound bites, compelling narrative and detailed storytelling into a compelling audio story.
Evaluation code: 2461
Jeff Browne, Kansas Scholastic Press Association, Lawrence, Kan.
9 a.m. Friday, Room 612 (156)

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 strengths — and weaknesses — of developing such policies, and what should go into strong ones.
Evaluation code: 2000
John Bowen, MJE, Kent (Ohio) State University; Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.
9 a.m. Friday, Room 614 (84)

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 awesome handouts.
Evaluation code: 2275
Ronna Sparks Woodward, MJE, and Jennifer Higgins, Liberty (Mo.) North High School
9 a.m. Friday, Room 615 (96)

ADVISING/TEACHING

Building relationships
Good relationships with students, faculty, administrators, parents and community will make your life better and your work more effective. Learn tips to engage those you interact with. Develop methods to build strong staff relationships.
Evaluation code: 2224
Mary Anne McCloud, Newton, Kan.
9 a.m. Friday, Room 616 (96)

NEwsPAPER

Sports writing and editing
This session will focus on ways to attract readers to the sports section all year. It will include an overview of sports coverage and sports style, and how they relate to news and features.
Evaluation code: 2608
9 a.m. Friday, Room 617 (96)

MEETING

NJPLCs meeting, work time (2 hours)
This session is for PLC group 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.
Evaluation code: 2033
Jill Chittum, MJE, Blue Valley High School, Stilwell, Kan.
9 a.m. Friday, Room 618 (96)

ADVISING/TEACHING

Get certified: AP style primer
This session is aimed at advisers planning to take the JEA Certified Journalism Educator exam, but it also is a great refresher for students or advisers looking to brush up on their knowledge of Associated Press style.
Evaluation code: 2149
Elizabeth Walsh, MJE, Reno (Nev.) High School
9 a.m. Friday, Room 619 (96)

Break with a Pro
Kick off your morning with tailored, small-group discussion sessions with journalism professionals in traditional and specialized areas. Media professionals will share information about their work and backgrounds.
Preregistration was required. Please check your ticket for your assigned time.
9 and 10 a.m. Friday, South Lobby, 4th Floor

Meet the Mentors
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. Stop by and visit in the Adviser Hospitality room on Friday and Saturday.
9 a.m.-3:30 p.m. Friday, Ballroom 6C

26 — JEA/NSPA Seattle Convention
 General Audience

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.
Evaluation code: 2118
Judy Babb, Friesen Yearbooks, Plano, Texas
9 a.m. Friday, Room 4C-4 (286)

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 50 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.
Evaluation code: 2297
Karl Grubaugh, CJE, Granite Bay High School, Granite Bay, Calif.
10 a.m. Friday, Room 2B (180)

Magazine

More than a short story and 20 poems
Fifty or more ideas for adding nonfiction to your literary magazine’s content — and ways to get submissions. Features can be as varied in subject and stimulating in style as poetry and short stories.
Evaluation code: 2378
Carol Lange, Reston, Va.
10 a.m. Friday, Room 307 (78)

Computer Software

Photoshop to the rescue
It is an awesome photo … or it would be if there weren’t some problems with it. Come and learn a few simple tips for working in Photoshop that can improve almost any photo. (Sign up and get ticket at registration desk. Limit 34.)
Evaluation code: 2564
10 a.m. Friday, Room 310 (104)

Yearbook

You want to be a winner
Puzzled how to reap the gold? Wondering just what a judge looks for while reviewing your yearbook? Come to this session to hear a veteran judge reveal the strategies you should follow to not only win an award, but also produce a great yearbook.
Evaluation code: 2517
Mary Kay Downes, MJE, Chantilly (Va.) High School
10 a.m. Friday, Room 3AB (360)

Newspaper

There’s no crying in baseball!
Is your sports section full of boring game recaps and numbers that mean very little to your readers? Come discover how to bring emotion, impact and passion to great sports writing. You are guaranteed to leave inspired to revitalize your sports section with great storytelling skills. And, yes, there may be some crying … but that’s OK.
Evaluation code: 2012
Chris Waugaman, CJE, Prince George (Va.) High School
10 a.m. Friday, Room 602 (108)

General Audience

From another perspective
Do you ever wonder how everyone else seems to have so much less (or more) work than you? Surprise — they don’t! Come prepared for interaction and a chance to get a taste of how “the other half” feels, works and leads.
Evaluation code: 2467
Rachel McCarver, Columbus (Ind.) North High School; Nicole Wilson, CJE, Carmel (Ind.) High School
10 a.m. Friday, Room 603 (99)

General Audience, Teaching/Advising

Why do this? Why not?
“Why” is the most essential question in journalism — and life. Asking — and answering — “why” is the way to tell great stories and motivate ourselves and staffs.
Evaluation code: 2471
Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.; Karen Wagner, Eaglecrest High School, Centennial, Colo.
10 a.m. Friday, Room 604 (120)

Online Applications, Newspaper

Why can’t we be friends?
The band War said it best in 1974, and it still applies to your publication too. Web and print publications CAN be friends. In
Go to jea.org/eval and input four-digit code to evaluate sessions.

this session learn specific ways to integrate them. Learn what leading publications are doing and how to incorporate QR codes, video, Twitter columns and more to attract print readers to your website.

Evaluation code: 2536
Jonathan Rogers, MJE, Iowa City (Iowa) High School; Sarajane Whittaker, CJE, West High School, Iowa City, Iowa
10 a.m. Friday, Room 606 (167)

NEWSPAPER
All the small things
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.

Evaluation code: 2353
Susan Massy, Shawnee Mission Northwest High School, Shawnee, Kan.
10 a.m. Friday, Room 607 (171)

ONLINE APPLICATIONS
What to do once you’re online (Part 2)
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.

Evaluation code: 2062
Aaron Manfull, MJE, Francis Howell North High School, St. Charles, Mo.
10 a.m. Friday, Room 608 (190)

NEWSPAPER, YEARBOOK
’Snap! How’d that happen?’
The best leaders and staff members are those who are proactive, not reactive. This session will help staff members realize the importance of being accurate and realize all they have to lose is their credibility. Be prepared to laugh as you learn motivational techniques.

Evaluation code: 2477
H.L. Hall, MJE, Hendersonville, Tenn.
10 a.m. Friday, Room 609 (186)

LAW/EThICS
Student media rights: a legal roller coaster
The court cases of three censored students — Mary Beth Tinker, Cathy Kuhlmeier 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.

Evaluation code: 2217
Mike Hiestand, Zenger Consulting/Student Press Law Center, Ferndale, Wash.
10 a.m. Friday, Room 611 (132)

GENERAL AUDIENCE
Issue seminar: bullying, harassment and hazing (2 hours)
Bullying in schools. Harassment of gay and lesbian students. Hazing incidents that lead to violence, injury and murder. Student journalists cover a world where bullying, harassment and hazing are part of their experience. The extremely violent incidents that appear on top of the fold. The everyday incidents contribute to lives of private misery. This seminar will bring together newsmakers and expert commentators to report the extent of these violations, their consequences and what individuals and organizations are doing about it. Learn ways to localize this sensitive issue for your school media.

Speakers to be announced
10 a.m. Friday, Room 612 (156)

Regional meet-and-greet meetings for advisers
JEA invites teacher and adviser delegates to attend one of seven meet-and-greet sessions led by JEA regional directors. It’s a great way to network with others in your region and offer suggestions on how JEA can better meet your needs as a journalism teacher. Find your state in the list and attend the meeting at the assigned time for the regional meeting.
Grab a beverage in the adviser hospitality area and meet in the back of the room.

Region 1/Northwest
Alaska, Idaho, Montana, Oregon, Washington and Wyoming
Evaluation code: 2037
Sandra Coyer, MJE, Puyallup (Wash.) High School
10 a.m. Friday, Ballroom 6C

Region 2/Southwest
Arizona, California, Colorado, Hawaii, Nevada, New Mexico and Utah
Evaluation code: 2040
Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.
10:30 a.m. Friday, Ballroom 6C

Region 3/North Central
Illinois, Iowa, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin
Evaluation code: 2038
Gary Lindsay, MJE, Cedar Rapids, Iowa
11 a.m. Friday, Ballroom 6C

Region 4/South Central
Arkansas, Kansas, Louisiana, Missouri, Oklahoma and Texas
Evaluation code: 2039
Wayna Polk, MJE, Weatherford, Texas
3 p.m. Friday, Ballroom 6C

Region 5/Southeast
Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Tennessee
Evaluation code: 2041
Brenda Gorsuch, MJE, West Henderson High School, Hendersonville, N.C.
2:30 p.m. Friday, Ballroom 6C

Region 6/Mid-Atlantic, Great Lakes
Delaware, Indiana, Kentucky, Maryland, Michigan, Ohio, Virginia, West Virginia and Washington, D.C.
Evaluation code: 2043
Rod Satterthwaite, CJE, Dexter (Mich.) High School
11:30 a.m. Friday, Ballroom 6C

Region 7/Northeast
Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont
Evaluation code: 2039
Jane Blystone, MJE, Mercyhurst College, Erie, Pa.
3:30 p.m. Friday, Ballroom 6C

Go to jea.org/eval and input four-digit code to evaluate sessions.
How many, how much, how big?
How long is the line, how tall the banner, how big the crowd? Credible journalists don’t need “really” or “a lot of.” They use specifics and get the numbers with a few simple skills and almost no equipment. Come learn how!
Evaluation code: 2579
Janet Ewell, MJE, Huntington Beach, Calif.
10 a.m. Friday, Room 613 (84)

Get certified: managing student media
This session will provide information in the area of staff management for those taking the CJE/MJE exam.
Evaluation code: 2223
Jane Blystone, MJE, Mercyhurst College, Erie, Pa.
10 a.m. Friday, Room 614 (84)

Taking the dread out of deadlines
Have you ever been at a deadline night and wondered “how do 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.
Evaluation code: 2277
Ronna Sparks Woodward, MJE, and Jennifer Higgins, Liberty (Mo.) North High School
10 a.m. Friday, Room 615 (96)

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.
Evaluation code: 2019
John Bowen, MJE, Kent (Ohio) State University
10 a.m. Friday, Room 616 (96)

Staff motivation
One of the most challenging parts of managing a student news publication is staff motivation. At this session, editors and advisers can raise questions, share challenges and gain insights as they discuss realistic ways to solve problems.
Evaluation code: 2607
10 a.m. Friday, Room 617 (96)

Get certified: managing student media
This session will provide information in the area of staff management for those taking the CJE/MJE exam.
Evaluation code: 2475
Lizabeth Walsh, MJE, Reno ( Nev.) High School; Cathy Wall, MJE, Harrisburg (Ill.) High School
10 a.m. Friday, Room 619 (96)

Newspaper design mistakes, and fixes
After (seriously) decades judging newspaper layout Write-off contests, and browsing through hundreds of high school papers, there are about 20 design mistakes that we could actually correct, raising the bar for your designs in just a few minutes. See for yourself.
Evaluation code: 2481
10 a.m. Friday, Room 4C-1, 2 (255)

FEATURED SPEAKER, LAW/ETHICS
TAO of Journalism: an ethical challenge
The TAO of Journalism challenges journalism organizations and independent journalists to take a pledge to be Transparent, Accountable and Open. Those who make this promise may post the TAO of Journalism Seal with their published works: Strengthen Public Trust; Take the Pledge; Carry the Seal.
Evaluation code: 2545
John Hamer, Washington News Council, Seattle
10 a.m. Friday, Room 4C-3 (286)

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-stopping wonderful. Go beyond the rules to thinking like a professional. You can do it!
Evaluation code: 2314
Judy Babb, Friesen Yearbooks, Plano, Texas
10 a.m. Friday, Room 4C-4 (286)

PREPARING YOUR PAPER FOR PUBLICATION OR BLOG
Learn techniques for using Photoshop for preparing photos for the Web. You will optimize photos for the Web and use color
tuning for special effects. You’ll also learn how to use transparency for images.

**Evaluation code:** 2530

**Julie Dodd, MJE, and Judy Robinson, CJE, University of Florida, Gainesville, Fla.**

11 a.m. Friday, Room 310 (104)

**YEARBOOK**

**What not to wear**

Let me show you how getting one aspect wrong in design can ruin your whole look. We look at the wrong way to do design then shop around for ideas for a better look.

**Evaluation code:** 2452

**Lori Oglesbee, MJE, McKinney (Texas) High School**

11 a.m. Friday, Room 3AB (360)

**GENERAL AUDIENCE**

**Ready, set — lede**

What’s the story about? Say it in the “lede”! This session will look tips for writing leads as well as examples of good ledes, and some that aren’t so good.

**Evaluation code:** 2263

**Stan Zoller, MJE, Rolling Meadows (Ill.) High School**

11 a.m. Friday, Room 602 (108)

**YEARBOOK**

**That’s not plagiarism — or is it?**

The Internet provides journalists with tons of information, along with substantial legal and ethical dilemmas. Learn what you can use from the Web and how attribution is often the key. This session will also consider how organizations are cracking down on plagiarism in contests.

**Evaluation code:** 2018

**Candace Perkins Bowen, MJE, Kent (Ohio) State University**

11 a.m. Friday, Room 603 (99)

**YEARBOOK**

**Make ’em laugh; make ’em cry**

... but most of all, make an impact! Be brave and throw out trite themes and copy. Instead, build a concept, coverage and plan to make the methods for telling the stories of your year innovative and memorable.

**Evaluation code:** 2450

**Linda Ballew, CJE, Great Falls (Mont.) High School**

11 a.m. Friday, Room 604 (120)

**ADVISING/TEACHING**

**Friend me!**

Come to this session to learn how to set up a closed Facebook group to better communicate with members in your state and scholastic press association. Learn how to use FB to share information and problem solve. Bring your laptop and follow along.

**Evaluation code:** 2504

**Starr Sackstein, MJE, World Journalism Prep School, Flushing, N.Y.**

11 a.m. Friday, Room 606 (167)

**YEARBOOK**

**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.

**Evaluation code:** 2205

**Crystal Kazmierski, Arrowhead Christian Academy, Redlands, Calif.**

11 a.m. Friday, Room 607 (171)

**YEARBOOK**

**Managing the chronological yearbook**

Thinking of making the jump to chronological coverage next year? Start planning now! This session will give tips and reflections from our successful first year of chronological planning.

**Evaluation code:** 2514

**Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.**

11 a.m. Friday, Room 608 (190)

**YEARBOOK**

**12-4-12 yearbook trends**

With the focus on readers, trends center around including relevant, storytelling content and packaging it in a reader-friendly way. From modular design to whole-book links, many trends drive coverage and help the staff meet its goal of featuring every student at least three times.

**Evaluation code:** 2483

**Gary Lundgren, Jostens, Minneapolis**

11 a.m. Friday, Room 609 (180)

**GENERAL AUDIENCE**

**Producing a winning Journalist of the Year 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.

**Evaluation code:** 2171

**Wayna Polk, MJE, Weatherford, Texas; Lisa Van Etta, Cypress Falls High School, Houston; Victoria Ison, Ball State University, Muncie, Ind.**

11 a.m. Friday, Room 611 (132)

**BUSINESS/ADVERTISING**

**Proven strategies to make money**

Budget cuts and a tough economy have dried up many of the traditional sources of revenue for student publications. Learn how not only to survive but to thrive — even when advertisers and administrators say they are out of money.

**Evaluation code:** 2480

**Carmen Wendt, MJE, Scottsdale, Ariz.; Joe Pfeiff, Peoria, Ariz.**

11 a.m. Friday, Room 613 (84)

**BUSINESS/ADVERTISING**

**Advertising POW!**

This session will provide your staff with tips that will nearly double your sales and will offer multiple design ideas to make your customer a happy, repeat buyer.

**Evaluation code:** 2501

**Beth Fitts, CJE, Mississippi Scholastic Press Association, University, Miss.**

11 a.m. Friday, Room 614 (84)

**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.

**Evaluation code:** 2023

**Anita Marie Wertz, MJE, Cesar Chavez High School, Stockton, Calif.**

11 a.m. Friday, Room 615 (96)

**ADVISING/TEACHING**

**Publication judging 101**

Have you ever thought of being a publication judge? Maybe you just want to be better? A panel of veteran judges from the National Scholastic Press Association critique service will discuss their methods, offer tips for maximizing accuracy and
eficiency, and host a Q-and-A session.

Evaluation code: 2459

Logan Aimeone, MJE, National Scholastic Press Association, Minneapolis; Linda Barrington, MJE, Mount Mary College, Milwaukee; Kim Green, MJE, Columbus (Ind.) North High School; H.L. Hall, MJE, Hendersonville, Tenn.

11 a.m. Friday, Room 616 (96)

GENERAL AUDIENCE

Everybody has a story

Find a means to provide total coverage in the school publications. Everyone, not just the jocks and queens, deserve a spot in the spotlight. Learn how to reach the “invisible” students on campus.

Evaluation code: 2604

Norma Kneese, MJE, Snake River High School, Blackfoot, Idaho

11 a.m. Friday, Room 617 (96)

ADVISING/TEACHING

Use springtime to get ahead

Unsure how you should make use of the down time between final deadline and the end of school? Come find out how individual and group projects, in-class activities, and alternative final exam preparation can make this time the most productive ever.

Evaluation code: 2486

Lizabeth Walsh, MJE, Reno ( Nev.) High School

11 a.m. Friday, Room 619 (96)

PHOTOGRAPHY

Light it up!

Once you’ve built a solid foundation with your DSLR know-how, you can work with light to make your photos sing. This session offers tips, tricks and resources for publications on a shoestring budget, and ideas for those with a few bucks to spend.

Evaluation code: 2594

Mike Simons, CJE, West High School, Painted Post, N.Y.

11 a.m. Friday, Room 620 (96)

FEATURED SPEAKER, GENERAL AUDIENCE

Why journalism is more important than ever

With newspapers closing down and foreign bureaus for television networks consolidating, it appears that the market for journalism is shrinking. But in fact, more people consume news now than ever before. Where are the opportunities for young journalists to best serve an audience?

Evaluation code: 2473

Margaret Larson, KING-TV, Seattle

11 a.m. Friday, Room 4C-1, 2 (255)

GENERAL AUDIENCE

Struck a nerve

We have compiled a list of things that bug us about student publications. Come see if you are guilty of any journalistic sins, and we will help you change your ways. Possible topics are bad cut outs, not using consistent internal margins, using clichés and editorializing.

Evaluation code: 2520

Kathy Habiger, MJE, Mill Valley High School, Shawnee, Kan.; Amy Morgan, MJE, Shawnee Mission West High School, Overland Park, Kan.

11 a.m. Friday, Room 4C-3 (156)

YEARBOOK

The power of the palette

Color matters, and this session will examine the role of color in creating visual impact. See how yearbook staffs can use color with purpose and as an extension of concept development with inspiration from the pros.

Evaluation code: 2050

Sarah Nichols, MJE, Whitney High School, Rocklin, Calif.; Casey Nichols, CJE, Rocklin (Calif.) High School

11 a.m. Friday, Room 4C-4 (286)

Noon

GENERAL AUDIENCE

Stronger publications through stronger coverage

Great publications cover everything from beginning through the middle to the end. Strengthen your paper, yearbook, magazine and/or broadcast and make a great year for everyone with these tips for increasing coverage that is unique and memorable — from start to finish.

Evaluation code: 2560

Kristi Rathbun, CJE, Rock Canyon High School, Highlands Ranch, Colo.

Noon Friday, Room 2B (180)

GENERAL AUDIENCE, NEWSPAPER

Create the compelling column

This hands-on, old school writing workshop will provide you with some valuable tools for creating a scintillating column that satisfies all the Aristotelian appeals.

Evaluation code: 2479


Noon Friday, Room 307 (78)

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.

Evaluation code: 2201

Lori Oglesbee, MJE, McKinney (Texas) High School

Noon Friday, Room 3AB (360)

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.

Evaluation code: 2306

Rod Satterthwait, CJE, Dexter (Mich.) High School

Noon Friday, Room 602 (108)

ADVISING/TEACHING, GENERAL AUDIENCE

Building a journalism program on a shoestring

Many schools avoid starting a journalism program because of budget cuts and costs. Here’s how to start and build a program when funds are small and interest is small.

Evaluation code: 2551

Jody Evans, Hillcrest High School, Tuscaloosa, Ala.

Noon Friday, Room 603 (99)

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.

Evaluation code: 2265

Mark Murray, Arlington (Texas) ISD; Bryan Farley, Oakland, Calif.

Noon Friday, Room 604 (120)

ONLINE APPLICATIONS

Pushing the envelope in Web journalism

Student editors from some of the country’s Pacemaker-winning journalism Web sites join each other in a panel discussion about their shared (and divergent) visions, common problems and solutions.

Evaluation code: 2541

Paul Kandell, Palo Alto (Calif.) High School

Noon Friday, Room 606 (167)

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.

Evaluation code: 2147

Meghan Percival, CJE, McLean (Va.) High School; Kara Petersen, Herff Jones Yearbooks, Centreville, Va.

Noon Friday, Room 607 (171)
GENERAL AUDIENCE
Preparing to study journalism in college
What are my options to study journalism in college? I like to do write, shoot and edit, but what major should I pick? Come to this session to get your questions answered.
Evaluation code: 2500
Eric Burse, University of Southern California, Los Angeles
Noon Friday, Room 608 (190)

NEWSPAPER, YEARBOOK
Choosing the right body
There are other body copy fonts out there besides Times and Times New Roman. We’ll look at a few of them and discuss a process for picking a new body copy font that is readable and innovative.
Evaluation code: 2476
Bradley Wilson, CJE, Cary, N.C.
Noon Friday, Room 4C-1, 2 (255)

FEATURED SPEAKER, GENERAL AUDIENCE
New directions in journalism: The Common Language Project
Journalism is a profession in transition, which means it’s also one of the most exciting professions to pursue. Find out about cool new journalism projects, startups, models and mediums with Common Language Project’s co-founders.
Evaluation code: 2561
Sarah Stuteville and Jessica Partnow, The Common Language Project, Seattle
Noon Friday, Room 609 (186)

GENERAL AUDIENCE
There’s no ‘I’ in journalism department
OK, fine. Maybe there is, but we can show you how to build your staff and department by creating a team that works together and wants to stay together for the long haul. We’ll provide specific take-home ideas that your staff can implement right away.
Evaluation code: 2470
Brian Wilson, CJE, and Jesse McLean, Waterford (Mich.) Kettering High School
Noon Friday, Room 612 (156)

GENERAL AUDIENCE, ADVISING/TEACHING
Shift your journalism into maximum overdrive
Maximize your high school journalism experiences to succeed to the next level — college. Whether you plan to major in journalism or not, you have the opportunity to take it to the max. Quill and Scroll International Honorary Society for High School Journalists can help. We will answer your questions about college-related issues and how Quill and Scroll can rev up your high school journalism.
Evaluation code: 2529
Vanessa Shelton, Quill and Scroll International Honorary Society for High School Journalists, Iowa City, Iowa
Noon Friday, Room 613 (84)

ADVISING/TEACHING
Why consider JEA certification?
Advisers can demonstrate their professionalism by earning Certified Journalism Educator status and even become Master Journalism Educator. Learn how the JEA certification works and how advisers can gain their CJJE or MJE.
Evaluation code: 2046
Kim Green, MJE, Columbus (Ind.) North High School
Noon Friday, Room 614 (84)

ADVISING/TEACHING
Resources for developing successful journalism programs
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.
Evaluation code: 2401
Carol Smith, Lovington, Ill.
Noon Friday, Room 615 (96)

ADVISING/TEACHING
Get certified: journalism history and media in society
If you are preparing for the CJJE test, this session offers a review of important events and individuals in journalism history and the functions of the mass media in American society. Sample questions and model responses will be discussed if time permits.
Evaluation code: 2178
Joe Miranda, MJE, Southeastern Louisiana University, Hammond, La.
Noon Friday, Room 616 (96)

ADVISING/TEACHING
Get certified: photojournalism
Whether you’re planning to take the CJJE exam or just want to learn more about principles of photojournalism, this session is for you. Learn about the elements of composition, camera techniques, file formats, 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.
Evaluation code: 2276
Starr Sackstein, MJE, World Journalism Prep School, Flushing, N.Y.
Noon Friday, Room 619 (96)

YEARBOOK
Captions easy as 1, 2, 3
If your book is making the leap from "picture book" to journalistic publication, or if you need to break out of the repetitive gerund-laden traps of lame captions, this session is for you. Learn a quick three-step approach to make your book’s captions stand out!
Evaluation code: 2593
Mike Simons, CJE, West High School, Painted Post, N.Y.
Noon Friday, Room 620 (86)

PHOTOGRAPHY
Be an action hero
"With great power comes great responsibility." You may not be Spider-Man, but that 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.
Evaluation code: 2155
Cindy Todd and Deanne Brown, Westlake High School, Austin, Texas
Noon Friday, Room 4C-4 (286)

1 p.m.

GENERAL AUDIENCE
General session/keynote: Dan Savage
Syndicated columnist and author Dan Savage will be the keynote speaker at this general session. Students will get ideas on how to cover the topic of bullying in their student media. After a short Q-and-A

Go to jea.org/eval and input four-digit code to evaluate sessions.
 session, he’ll be signing copies of his book, “It Gets Better: Coming Out, Overcoming Bullying, and Creating a Life Worth Living.” Books may be purchased in the JEA Bookstore in Ballroom 6C.
Evaluation code: 2343
1 p.m. Friday, 4B (4,032)

MEETING

Mentor training
New mentors in the JEA Mentoring Program will continue their training.
Evaluation code: 2573
1 p.m. Friday, Room 601 (60)

2:30 p.m.

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.
Evaluation code: 2342
2:30 p.m. Friday, Room 2B (180)

GENERAL AUDIENCE

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. Arrest word fraud 24/7. Rise to the top as a detective fixing copy that connects clues for readers.
Evaluation code: 2267
Howard Spanogle, Asheville, N.C.
2:30 p.m. Friday, Room 307 (78)

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.
Evaluation code: 2045
Kim Green, MJE, Columbus (Ind.) North High School
2:30 p.m. Friday, Room 308 (70)

COMPUTER SOFTWARE

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.)
Evaluation code: 2174
Linda Drake, MJE, Chase County Junior-Senior High School, Cottonwood Falls, Kan.
2:30 p.m. Friday, Room 310 (104)

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.
Evaluation code: 2200
Lori Oglesbee, MJE, McKinney (Texas) High School
2:30 p.m. Friday, Room 3AB (360)

ONLINE APPLICATIONS

Using Web design to set yourself apart online
Layout isn’t only important in print publications. Come learn easy ways to make your site modern and unique. Whether you have designed your own site or are using a template, we have tips to make your design stand out.
Evaluation code: 2456
Mary Barber, Matthew Gutschenritter and Evan Barber, Wayland (Mass.) High School
2:30 p.m. Friday, Room 602 (108)

ADVISING/TEACHING, ONLINE

Say it in a blog — but be careful out there
Bloggng requires the same ethics and excellence as any type of writing. This session addresses not only how to blog, but where to blog.
Evaluation code: 2518
Stan Zoller, MJE, Rolling Meadows (Ill.) High School
2:30 p.m. Friday, Room 603 (99)

PHOTOGRAPHY

Big lighting, little cost
You want to make high-quality, well-lit photographs that look like a million bucks but don’t have a million dollar budget. Learn how to take your photography to the next level using low-cost lighting tools.
Evaluation code: 2489
Andy Nelson, Kansas State University, Manhattan, Kan.
2:30 p.m. Friday, Room 604 (120)

NEWSPAPER

The next level
Learn to overhaul your existing staff into a functional, well-oiled machine. Using basic strategies to capitalize on your design and writing skills, take your current publication and give it a competitive edge. Like AP style quizzes? Tear-jerking feature stories? Take a seat, right over there.
Evaluation code: 2595

Chris Heady and Kat Buchanan, Shawnee Mission East High School, Prairie Village, Kan.
2:30 p.m. Friday, Room 607 (171)

FEATURED SPEAKER, GENERAL AUDIENCE

The joy of journalism
A Pulitzer Prize-winning cartoonist and columnist spins tales from a grand career and describes how he has stayed engaged as journalism has been transformed by the digital world.
Evaluation code: 2484
David Horsey, Los Angeles Times, Seattle
2:30 p.m. Friday, Room 608 (190)

BUSINESS/ADVERTISING

Advertising sales in a challenging time
This introduction to advertising sales for students will include questions to ask, the presentation, handling objections and more. The session will also touch on rate marketing your yearbook, newspaper, website and rate cards.
Evaluation code: 2499
Terry Fain, Pacific Publishing Co., Seattle
2:30 p.m. Friday, Room 611 (132)

YEARBOOK

Not your mama’s yearbook
What do you think about when you look at your mom’s yearbook? Big hair? Bad prom dresses? What about cliché themes and photos without captions? Take a lesson from yearbooks past so that you avoid the same mistakes in the future.
Evaluation code: 2540
2:30 p.m. Friday, Room 612 (156)

GENERAL AUDIENCE

Make your headlines ZING!
Want people to read your news story? Make your headline ZING! Want people to read your feature story? Make your headline ZING! Want people to read your editorial? I think you get the idea now. Make your headline ZING! Learn how in this session.
Evaluation code: 2635
Janet Shideler, The Colony (Texas) High School
2:30 p.m. Friday, Room 613 (84)
ADVISING/TEACHING
Get certified: design and graphics
Whether you’re planning 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.

Evaluation code: 2292
Brian Hayes, MJE, Ball State University, Muncie, Ind.
2:30 p.m. Friday, Room 616 (84)

ADVISING/TEACHING
So it’s finished ... now what?
The final pages of the yearbook have shipped and the last newspaper is at press. What do you do with them until the end of the year? Learn the value of a student portfolio, how to assign and grade it.

Evaluation code: 2535
Renee Burke, MJE, Boone High School, Orlando, Fla.
2:30 p.m. Friday, Room 615 (96)

LAW/ETHICS
Advising students on First Amendment rights
To exercise their First Amendment rights, students need to know press law history and specific cases that have led to freedom of the press behind schoolhouse doors. JEA mentors will trace student press rights from the Tinker case through current issues.

Evaluation code: 2463
Barbara “Babs” Erickson, Cherry Valley, Ill.; Martha Rothwell, Statesville, N.C.; Katharine Swan, San Francisco; Randy Swindle, CJE, McHenry, Ill.; Kay Windsor, Clemmons, N.C.
2:30 p.m. Friday, Room 616 (96)

LITERARY MAGAZINE
Literary magazine tips from A to Z
Come learn a variety of tips on such topics as working with advisers, fundraising, submissions and zebras (OK, maybe not zebras, but you’ll learn a lot of other great stuff).

Evaluation code: 2570
Mark Murray, Arlington (Texas) ISD
2:30 p.m. Friday, Room 617 (96)

MEETING
Common Core/21st-Century Skills Committee meeting
This JEA meeting will meet to discuss plans and projects for the upcoming year.

Photography, Yearbook, Newspaper
Captions, not craptions
Learn ways to develop good captions for yearbook or newspaper pictures.

Evaluation code: 2295
Marilyn Chapman, CJE, Florence, S.C.
2:30 p.m. Friday, Room 620 (86)

GENERAL AUDIENCE
Write copy 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.

Evaluation code: 2114
Michele Dunaway, MJE, Francis Howell High School, St. Charles, Mo.
2:30 p.m. Friday, 4C-1, 2 (171)

YEARBOOK
Know your font personality
Your personality defines you. Choosing the font personality for your yearbook defines the look and tone of your book. This session offers best practices when selecting fonts and the trends we see in typography.

Evaluation code: 2584
Tina Cleavelin, Jostens, Phoenix; Michelle Coro, Desert Vista H.S., Phoenix
2:30 p.m. Friday, Room 4C-3 (286)

PHOTOGRAPHY
Change the world with words and pictures
As a photojournalist and teacher for most of his life, David LaBell believes in the power of photojournalism to awaken a sleeping world and encourage healing actions. He will share examples of work that have led to positive changes, while encouraging students to use their skills to do meaningful work in their publications.

Evaluation code: 2015
David LaBell, Kent (Ohio) State University
2:30 p.m. Friday, Room 4C-4 (286)

3 p.m.
CONTEST
Write-off moderators meeting
Those who have agreed to be moderators for the 4 p.m. contests will meet at this time to get their instructions and supplies.

Evaluation code: 2034
Patty Turley, Junction City, Ore.; Nancy Y. Smith, MJE, Lafayette High School, Ballwin, Mo.
3 p.m. Friday, Ballroom 6E

3:30 p.m.
ADVISING/TEACHING
CJE/MJE certification testing
Advisers who have applied to take the CJE or MJE tests will do so at this time.

Evaluation code: 2044
Kim Green, MJE, Columbus (Ind.) North High School
3:30 p.m. Friday, Room 310 (104)
4 p.m.

**CONTEST**

**JEA Write-off contests**

Many of the Write-off contests begin at this time. Check the Convention Update for your official room assignment. Bring your entry to carry-in contests and other equipment and supplies as listed in the rules booklet. Contest ticket is required. Arrive at the room 10 to 15 minutes before the contest is scheduled to begin. Latecomers may be disqualified.

4-6 p.m. Friday, See Convention Update

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6 p.m.

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**8 p.m.**

**Middle school fun night**

As an alternative to the dance, middle-level students can hang out and have fun here getting to know each other and playing games. Members of the JEA Junior High/Middle School Commission will oversee this event.

*Evaluation code: 2362*

Anita Marie Wertz, MJE, Cesar Chavez High School, Stockton, Calif.

6-10 p.m. Friday, Room 618 (96)

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**8:30 p.m.**

**Advisers reception and SPLC fundraiser**

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. 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, Room 4C-3, 4 (300)

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9 p.m.

**Student dance**

A dance for students on Friday will have music provided by a deejay. 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 sponsor of this event.

9-11:30 p.m. Friday, Ballroom 6AB (2,296)

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**The Roy H. Park School of Communications would like to congratulate the 2011 S’Park Media Mentor Award Winners**

Do you know of an outstanding high school media mentor? This award recognizes high school teachers and advisers who are committed to igniting a passion for media in their students. For more information, visit: ithaca.edu/rhp/community/sparkaward

[LEFT TO RIGHT] CHRISTOPHER SCHWALM, Cedar Crest High School, Lebanon, PA • LYNN WASHINGTON, Richland Northeast High School, Columbia, SC • NICHOLE LEMMON, Central High School, Springfield, MO • JILL COOK, Brookfield Central High School, Brookfield, WI • LIZ PALMER, duPont Manual High School, Louisville, KY

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**ITHACA COLLEGE**

[ithaca.edu/rhp](http://ithaca.edu/rhp)
The story of the year.

Jostens is the only yearbook company to earn the PIA “Benny” for printing excellence — for three consecutive years.

From in-school marketing tools to a full-service program, Jostens offers more marketing and sales support than any other yearbook company.

Jostens YearTech™ and Adobe InDesign® provide the ultimate “real world” desktop publishing experience enhanced by unmatched technical support.
Jostens ReplayIt™ takes the yearbook to the next level, allowing your school community to share the story of your year. Together.

While no two yearbooks are alike, they all have a story to tell. Jostens understands this and is committed to assisting your school in telling the story of your year in a unique, creative and inclusive way.

After all, more schools work with Jostens than any other yearbook company in the world because they recognize that our people, educational resources, publishing tools, marketing programs and award-winning print quality can’t be matched.

Stop by the Jostens booth and see how the story of the year starts here!

jostensyearbooks.com
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<thead>
<tr>
<th>(Room capacities in parentheses)</th>
<th>8 a.m.</th>
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<td>201 (60)</td>
<td>Adviser Swap Shop</td>
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<td>212 (70)</td>
<td>Deadline — a not-so-dirty word</td>
<td>Publications are done ... now what?</td>
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<td>2A (60)</td>
<td>On-site Critiques</td>
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<td>2B (180)</td>
<td>Motivational games</td>
<td>We are family: creating great staffs</td>
<td>45 fun ideas in 50 minutes</td>
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<td>303 (116)</td>
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<td>News: how to get it and use it</td>
<td>How to succeed in your first broadcast job</td>
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<td>307 (78)</td>
<td>JEA Multicultural Commission meeting</td>
<td>Blueprint for confrontation</td>
<td>The best of the scholastic press</td>
<td>Ad staff pays off</td>
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<td>308 (70)</td>
<td>Digital Media Committee meeting</td>
<td>2011 scholastic journalism census: the results</td>
<td>Designating your publication as a public forum</td>
<td>Get certified: legal and ethical issues</td>
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<td>310 (34)</td>
<td>InDesign tips and techniques</td>
<td>Take the Bridge to better image management</td>
<td>Photoshop and InDesign basics — for beginners</td>
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<td>Write it tight</td>
<td>How to rant without sounding insane</td>
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<td>Yearbook: chronological style</td>
<td>10 ways to be organized in yearbook</td>
<td>Diet. Exercise. And pizza</td>
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<td>4C-1 (156)</td>
<td>Dirty bit: designing piece by piece</td>
<td>Wide, medium, tight</td>
<td>We don’t need no stinking survey</td>
<td>Tell THEIR story, sell YOUR story</td>
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<td>The Murrow Interview: Covering the Middle East</td>
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<td>Four levels of storytelling</td>
<td>Make multimedia work for you</td>
<td>Never a better time to be a journalist</td>
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<td>4C-4 (286)</td>
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<td>Change your attitude, coverage, sales</td>
<td>Wow factor</td>
<td>The lost art of the picture story</td>
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<td>6C (1,000)</td>
<td>JEA Bookstore and Adviser Hospitality (7:30 a.m.-2:30 p.m.); Meet the Mentors (8 a.m.-noon) 7:30 a.m. Scholastic Press Rights Meeting; 9 a.m. Development/Curriculum Meeting; 11 a.m. Awards Meeting</td>
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<td>Attend the NSPA Awards Ceremony at 3:30-5:30 p.m. Saturday in Hall 4B to see who won Best of Show and Pacemakers. Then, make your way to the EMP Museum Dance Party, which begins at 7:30 p.m. Don’t forget your ticket. Ride the Monorail back.</td>
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<td>At 8:30 a.m. Sunday in Hall 4B, join other delegates for the JEA awards ceremony honoring scholarship recipients in the National High School Journalist of the Year competition and Write-off winners.</td>
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</table>
### SATURDAY AT A GLANCE

<table>
<thead>
<tr>
<th>(Room capacities in parentheses)</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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</thead>
<tbody>
<tr>
<td>604 (120)</td>
<td>Increasing book sales without magic spells</td>
<td>The Pacemaker</td>
<td>Online Pacemakers: from meh to epic</td>
<td>Wow 'em with the right words</td>
</tr>
<tr>
<td>605 (91)</td>
<td></td>
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<td>Best of Show judging</td>
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<tr>
<td>606 (167)</td>
<td>Good crop, bad crop</td>
<td>Photo packaging in the 21st century</td>
<td>The writing lab</td>
<td>Story matters here</td>
</tr>
<tr>
<td>607 (171)</td>
<td>Learning feature writing from the great Ernie Pyle</td>
<td>A control freak's guide to design</td>
<td>The 6-second Web window</td>
<td>Now that's a concept</td>
</tr>
<tr>
<td>608 (190)</td>
<td>Design Quest: Finding ideas for your yearbook</td>
<td>‘Cell’brate your camera phone</td>
<td>Photojournalism in a social media age</td>
<td>Heads up</td>
</tr>
<tr>
<td>609 (186)</td>
<td>Reporting online</td>
<td>Interviewing in the email age</td>
<td>Photojournalism ‘rules’</td>
<td>The best of newspaper design</td>
</tr>
<tr>
<td>610 (112)</td>
<td>QR Codes: Extend the story</td>
<td>Good things in small packages</td>
<td>The power of one</td>
<td>Seeing movies like a film critic</td>
</tr>
<tr>
<td>611 (132)</td>
<td>Things I have learned</td>
<td>Yes! It's distribution time</td>
<td>Show me the money</td>
<td>All the students, all the time</td>
</tr>
<tr>
<td>612 (156)</td>
<td>Taking your journalism class online</td>
<td>Photojournalistic awesomeness</td>
<td>Top advisers discuss yearbook trends</td>
<td>It only takes a minute</td>
</tr>
<tr>
<td>613 (84)</td>
<td>Scripts, rules and rubrics</td>
<td>Intro to intensive journalistic writing</td>
<td>Bringing American journalism to China</td>
<td>Investigative reporting: sources, documents ...</td>
</tr>
<tr>
<td>614 (84)</td>
<td>May the best writer publish</td>
<td>Writing the staff editorial</td>
<td>The team bonded, had fun and gave 110%</td>
<td>What I wish I had known ...</td>
</tr>
<tr>
<td>615 (96)</td>
<td>Sell more yearbooks, make more money</td>
<td>Love the law</td>
<td>Bringing home the hardware</td>
<td>Creating portfolios for AYJ Award</td>
</tr>
<tr>
<td>616 (96)</td>
<td>Let’s get personal</td>
<td>Portfolios in the digital age</td>
<td>AP analysis: Improve your students, writing</td>
<td>Student free expression law and you</td>
</tr>
<tr>
<td>617 (96)</td>
<td>Forever YOUNG</td>
<td>Taming the grading monster</td>
<td>Small schools, big publications</td>
<td>Journalism: relevance, rigor, 21st-century skills</td>
</tr>
<tr>
<td>618 (96)</td>
<td>Remix: recruit to increase diversity</td>
<td>Gaga for Google Docs</td>
<td>Team storytelling wrap-up</td>
<td>Partnering with the pros</td>
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<tr>
<td>619 (96)</td>
<td>A baker’s dozen ideas</td>
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<td>Open discussion of prior review, censorship</td>
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<tr>
<td>620 (96)</td>
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**East Lobby**

**6th Floor**

Convention registration/check-in (8 a.m.-1 p.m.); Website on-site critiques (8 a.m.-3 p.m.)
<table>
<thead>
<tr>
<th>Noon</th>
<th>1 p.m.</th>
<th>2:30 p.m.</th>
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<tbody>
<tr>
<td>Using freedom of information law</td>
<td>Libel law for student media</td>
<td>Building next year's staff</td>
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<tr>
<td>Grant writing for school newspapers</td>
<td>WordPress overview — Q&amp;A</td>
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<td>LIKED: What your Facebook says about you</td>
<td>Mastering social media</td>
<td>Finding your voice in entertainment journalism</td>
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<tr>
<td>Online workflow</td>
<td>Broadcast your voice: learn to podcast</td>
<td>Thriving in cyberspace</td>
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<tr>
<td>10 steps to online success</td>
<td>Earning money with an online publication</td>
<td>Using maestro in your classroom</td>
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<tr>
<td>Why every student should take journalism</td>
<td>Building a school photography studio</td>
<td>How to be funny</td>
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<tr>
<td>Covering the controversy</td>
<td>Th1nk F1rst</td>
<td>Read it and weep (and laugh)</td>
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<td>Improving your copy: writing articles, not essays</td>
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<td>Youth radio rocks my world</td>
<td>You gotta get a gimmick</td>
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<td></td>
<td>Accentuate the positive</td>
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<td>Creating effective headlines</td>
<td>Rebuilding from the ground up</td>
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<tr>
<td>Creative yearbook editing</td>
<td>Protecting freedom of the press</td>
<td>Editor show ‘n’ tell</td>
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<tr>
<td>The tablets are coming; be prepared</td>
<td>Journalism on the Red River</td>
<td>Maestro for middle school publications</td>
</tr>
<tr>
<td>What’s waiting for you in college?</td>
<td>JEA board followup</td>
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<tr>
<td>Website On-site Critiques</td>
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</tbody>
</table>
This is our room.

Think out loud.

 elementos

yearbook magazine vol 3 spring 2012

Come get the new spring Elements magazine!

Hey, scan here to see our video!

Visit our room. Come by our booth.
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.)
8 a.m.

**COMPUTER SOFTWARE**

**InDesign tips and techniques**

Novice InDesign students will learn how to create a library, use grid layout, create photos in text, and other fun techniques to add some pizzazz to the page. (Sign up and get ticket at registration area. Limit 34)

_Evaluation code: 2581_

Mary Seal, Taylorsville High School, Salt Lake City

8 a.m. Saturday, Room 310 (104)

**YEARBOOK**

**Better by design**

These principles of design make the difference between good yearbooks and great ones. See how knowing what subtle changes to make can create a drastically new look in terms of sophistication and polish.

_Evaluation code: 2207_

Paul Ender, Palm Springs, Calif.; Ann Akers, MJE, Herff Jones, Charlotte, N.C.

8 a.m. Saturday, Rooms 602-603 (220)

**BUSINESS/ADVERTISING, YEARBOOK**

**Increasing book sales without magic spells**

Harry Potter doesn’t need a yearbook; your student body does! In a weakened economy, find some new ways to get more people involved in your publication and appeal to the “non-buyers.”

_Evaluation code: 2508_


8 a.m. Saturday, Room 604 (120)

**PHOTOGRAPHY**

**Good crop, bad crop**

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.

_Evaluation code: 2159_

Jill Chittum, MJE, Blue Valley High School, Stilwell, Kan.

8 a.m. Saturday, Room 606 (167)

**NEWSPAPER**

**Learning feature writing from the great Ernie Pyle**

World War II journalist Ernie Pyle was a master at capturing the attention of his readers. By analyzing some of his columns, students can enhance their feature writing skills.

_Evaluation code: 2562_

Erin Coggin, MJE, Sparkman High School, Harvest, Ala.

8 a.m. Saturday, Room 607 (171)

**YEARBOOK**

**Design Quest: Finding ideas for your next yearbook**

This session will stimulate your thinking for next year. Where do the great yearbook designers get all those great ideas? Come see what the professionals are doing and see how you might adapt them to next year’s book.

_Evaluation code: 2615_


8 a.m. Saturday, Room 608 (190)

**ONLINE**

**Reporting online**

Embrace journalistic writing rules but then tailor your message to the medium. Collaborate with interactive producers and their tools and take risks to deliver a story with pizzazz.

_Evaluation code: 2640_

Greg Stobbe, Fresno (Calif.) Christian High School

8 a.m. Saturday, Room 609 (186)

**GENERAL AUDIENCE**

**QR Codes: Extend the story**

Learn how to use QR Codes to extend the story and enhance the reading experience. It’s easy! No experience necessary! Bring your smartphone and see how this middle school journalism class is blending digital media and the traditional newspaper.

_Evaluation code: 2598_

Amy Murphy, Del Dios Middle School, Escondido, Calif.

8 a.m. Saturday, Room 610 (112)

**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.

_Evaluation code: 2335_

Patricia Gathright, Saint Mary’s Hall, San Antonio

8 a.m. Saturday, Room 611 (132)

**TEACHING/ADVISING**

**Taking your journalism class online**

As a part of Sandpoint High School’s push for more online courses, the newspaper classes have turn to blended learning. Students attend class some days to work on paper, but other days they complete an online component.

_Evaluation code: 2634_

William Love, Sandpoint (Idaho) High School

8 a.m. Saturday, Room 612 (156)

**ADVISING/TEACHING**

**Scripts, rules and rubrics**
When it comes to student publications and multimedia, there’s so much to learn ... and so little time! Boiling the whole process down to “formulas” can make things easier, especially for beginners.

**Evaluation code:** 2629

**Kelly Wilkerson, Davis (Calif.) Senior High School**
8 a.m. Saturday, Room 613 (84)

**NEWSPAPER**

**May the best writer publish**
Competition among staff members results in better writing and variety for readers. For each issue, students compete for space in a variety of short writing spots. Discover how this system creates better writers. Don’t stop there, get columnists to turn in interesting copy on time. Competition is the key.

**Evaluation code:** 2617

**Janet Levin, MJE, John Hersey High School, Arlington Heights, Ill.**
8 a.m. Saturday, Room 614 (84)

**BUSINESS/ADVERTISING, YEARBOOK**

**Sell more yearbooks, make more money**
Learn some tried-and-true tactics as well as some crazy, new ideas. The more books we sell, the more money we make, and the more we can spend on equipment, trips, and other cool things.

**Evaluation code:** 2558

**Larisa Capodieci, Balfour Yearbooks, Citrus Heights, Calif.**
8 a.m. Saturday, Room 615 (96)

**YEARBOOK**

**Let’s get personal**
From preparation to production, this session gives easy tips for organizing, designing, and putting together a book your school will love, one that will cover everybody!

**Evaluation code:** 2556

**Gina Parker, CJE, Byrd High School, Shreveport, La.**
8 a.m. Saturday, Room 616 (96)

**ADVISING/TEACHING**

**Forever YOUNG**
Looks can be deceiving! This adviser may look more like a student, but she’s been working in scholastic journalism for more than 10 years. Young will share her resources and experiences to help make advising easier and keep you feeling YOUNG (not exhausted).

**Evaluation code:** 2245

**Jessica Young, CJE, Orange Glen High School, Escondido, Calif.**
8 a.m. Saturday, Room 617 (96)

**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.

**Evaluation code:** 2150

**Anthony Whitten, CJE, Westfield High School, Chantilly, Va.**
8 a.m. Saturday, Room 618 (96)

**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.

**Evaluation code:** 2235

**Steve Kent, Herff Jones, Roanoke, Va.**
8 a.m. Saturday, Room 4C-1 (156)

**YEARBOOK, NEWSPAPER**

**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.

**Evaluation code:** 2167

**Linda Punteny, MJE, Kansas State University, Manhattan, Kan.**
8 a.m. Saturday, Room 4C-3 (286)

**9 a.m.**

**YEARBOOK, NEWSPAPER**

**Deadline — a not-so-dirty word**
Learn several easy tips on how to make your deadlines less painful and easier to manage. Time will be provided for questions and answers.

**Evaluation code:** 2467

**Lori Keekley, MJE, St. Louis Park (Minn.) High School**
9 a.m. Saturday, Room 212 (70)

**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!

**Evaluation code:** 2259

**Vicky Wolfe, Herff Jones, Charlotte, N.C.**
9 a.m. Saturday, Room 2B (180)

**GENERAL AUDIENCE**

**Blueprint for confrontation**
How can you stand tall for student press

**On-site critiques**
Advisers and staffs who submitted newspapers, news magazines, yearbooks, videos and literary magazines for a critique to should check appointment times. Since critiques are only 30 minutes long, it is important to be on time.

8 a.m. Saturday, Room 2A

**Website critiques**
If your school signed up for an on-site critique of your website, you will meet here for your critique. Please be prompt since critique is just 30 minutes long. Preregistration and payment was required for this service.

8 a.m.-3 p.m. Saturday, East Lobby, 6th Floor

**Meet the Mentors**
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 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.

8 a.m.-noon Saturday, Ballroom 6C

**JEA Bookstore**
Nearly 300 items relating to journalism are available in the bookstore, including textbooks, curriculum development, yearbook, newspaper, design, photography, writing, desktop publishing, new media, advertising and broadcast.

7:30 a.m.-2:30 p.m. Saturday, Ballroom 6C

**Adviser Hospitality**
Meet with your colleagues from across the country in the adviser hospitality suite. Local committee members will be available to recommend sightseeing, dining and entertainment options. Saturday morning hospitality refreshments are partially underwritten by Friesen Yearbooks.

7:30 a.m.-2:30 p.m. Saturday, Ballroom 6C
rights, amplify the power of the student voice and practice authentic American journalism in an autocratic school environment without putting you or your adviser at risk? Here’s a blueprint that rallies scholastic journalism stakeholders to stand at your side and help lead authoritarian administrators from the dark side to enlightenment and change them from adversaries to allies.

**Evaluation code:** 2575
**Heather Nagel,** Christ Presbyterian Academy, Nashville, Tenn.
**9 a.m. Saturday, Room 610**

**GENERAL AUDIENCE**

**2011 scholastic journalism census: the results**
The Center for Scholastic Journalism recently completed the largest national survey of student media in public high schools. Among the surprising results: Yearbooks dominate, newspapers are widespread but online publications are still missing in action. Learn how you could conduct a similar survey.

**Evaluation code:** 2590
**Mark Goodman,** Kent (Ohio) State University
**9 a.m. Saturday, Room 308 (70)**

**COMPUTER SOFTWARE**

**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.)

**Evaluation code:** 2372
**Eric Manto,** Walsworth Publishing Co., Prosper, Texas
**9 a.m. Saturday, Room 310 (104)**

**YEARBOOK**

**Yearbook: chronological style**
Is your yearbook organized chronologically? Or are you thinking about changing your book to chronological order? Are you afraid some events might be forgotten or some groups will not receive sufficient coverage? Is your staff having trouble keeping up with the week-to-week schedule? We’ll explore organizational strategies to make sure every event is covered and deadlines are met.

**Evaluation code:** 2532
**Mark Novom,** Brentwood School, Los Angeles
**9 a.m. Saturday, Room 3B (180)**

**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.

**Evaluation code:** 2187
**Julie Dodd,** MJE, University of Florida, Gainesville, Fla.
**9 a.m. Saturday, Room 601 (60)**

**YEARBOOK**

**How to wow**
Take your yearbook from OK to great. We’ll look at the verbal, visual and conceptual aspects of yearbook journalism.

**Evaluation code:** 2168
**Paul Ender,** Palm Springs, Calif.; **Ann Akers,** MJE, Herff Jones, Charlotte, N.C.
**9 a.m. Saturday, Rooms 602-603 (220)**

**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.

**Evaluation code:** 2181
**Logan Aimone,** MJE, National Scholastic Press Association, Minneapolis
**9 a.m. Saturday, Room 604 (120)**

**MAGAZINE, YEARBOOK**

**Photo packaging in the 21st century**
This session will introduce you to several tangible design tools and techniques you can use to bring your photo-packaging skills into the 21st century. That in turn will give your publication the contemporary look you and your audience deserve.

**Evaluation code:** 2537
**Pete LeBlanc,** Antelope (Calif.) High School; **Dan Austin,** Casa Roble High School, Orangevale, Calif.
**9 a.m. Saturday, Room 606 (167)**

**GENERAL AUDIENCE**

**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 your yearbooks and newspapers as reader-friendly as they could be? Do our designs compel selective, reluctant readers to read? Learn how to use design techniques to increase readership.

**Evaluation code:** 2361
**Brenda Gorsuch,** MJE, West Henderson High School, Hendersonville, N.C.
**9 a.m. Saturday, Room 607 (171)**

**PHOTOGRAPHY**

**‘Cell’ebrate your camera phone**
Learn what you can do with a mobile-phone camera to expand your storytelling skills.

**Evaluation code:** 2017
**David LaBelle,** Kent (Ohio) State University
**9 a.m. Saturday, Room 608 (190)**

**NEWSPAPER, YEARBOOK**

**Interviewing in the email age**
If you think that interviewing is easier now that we have access to instant messages, blogs and emails, please think again. While these can provide great background information, nothing can replace the face-to-face interview — and this session will show you why (and how).

**Evaluation code:** 2494
**Kathy Daly,** Denver
**9 a.m. Saturday, Room 609 (186)**

**YEARBOOK**

**Good things in small packages**
This session is about developing content and design for secondary coverage/modules. We will examine many magazines and yearbooks in our quest to discover what makes modules so interesting and reader friendly, and we will explore how you can use them in your publication.

**Evaluation code:** 2537
**Heather Nagel,** Christ Presbyterian Academy, Nashville, Tenn.
**9 a.m. Saturday, Room 610 (112)**
Yes! It’s distribution time!
You’ve met all your deadlines. You’ve created a family atmosphere in the yearbook classroom. You’ve created an amazing yearbook. What is left to do? Oh yeah, distribution! See how to plan, set up and run your smoothest distribution day yet.
Evaluation code: 2505
Anastasia Harrison, Legend High School, Parker, Colo.
9 a.m. Saturday, Room 611 (132)

PHOTOGRAPHY

Photojournalistic awesomeness
What’s 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.
Evaluation code: 2057
Eric Thomas, St. Teresa’s Academy, Kansas City, Mo.
9 a.m. Saturday, Room 612 (156)

ADVISING/TEACHING

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. Meet with teachers who will share IJW activities and answer your questions.
Evaluation code: 2274
Valerie Kibler, CJE, Harrisonburg (Va.) High School; Carol Lange, Reston, Va.; Alan Weintraut, Annandale (Va.) High School
9 a.m. Saturday, Room 613 (84)

NEWSPAPER

Writing the staff editorial
The nuts ‘n’ bolts of doing the staff editorial for your newspaper are reviewed in this step-by-step presentation. Selecting topics, working with editorial boards and researching to analyze the form and techniques of writing a clear, strong staff editorial will be discussed.
Evaluation code: 2458
Ron Bonadonna, CJE, Mays Landing, N.J.
9 a.m. Saturday, Room 614 (78)

LAW/ETHICS

Love the law
To truly love the law, you have to understand it. This interactive session will help clarify students’ legal and ethical rights and responsibilities as student journalists.
Evaluation code: 2521
Kathy Habiger, MJE, Mill Valley High School, Shawnee, Kan.; Amy Morgan, MJE, Shawnee

Mission West High School, Overland Park, Kan.
9 a.m. Saturday, Room 615 (96)

ADVISING/TEACHING

Portfolios in the digital age
The age of the “clip file” is quickly disappearing. And bulky binders no longer make sense. This session will look at the benefits of students assembling a digital portfolio every semester.
Evaluation code: 2507
Don Bott, Stagg High School, Stockton, Calif.
9 a.m. Saturday, Room 616 (96)

ADVISING/TEACHING

Taming the grading monster
See one advisor’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.
Evaluation code: 2054
Bill Flechtner, MJE, Warner Pacific College, Portland, Ore.
9 a.m. Saturday, Room 617 (96)

GENERAL AUDIENCE

Gaga for Google Docs
Looking for an easy, user-friendly, online way to share, edit and collaborate on files? Come learn about the way one adviser revolutionized deadlines on her staffs using Google Docs. Pick up a few new tricks or just learn the ropes.
Evaluation code: 2533
Megan Hughes, Park Hill South High School, Riverside, Mo.
9 a.m. Saturday, Room 618 (96)

ADVISING/TEACHING, YEARBOOK

A baker’s dozen ideas
This session is geared toward new yearbook advisers who would like tips on how to organize photographers, camera check-out, weekly staff progress, turn the staff into accountable leaders and conduct fundraisers. Learn how to control the stress of deadlines with organization.
Evaluation code: 2491
Joy Lessard, Ellensburg (Wash.) High School
9 a.m. Saturday, Room 619 (96)

ADVISING/TEACHING

Tools for grammarphobes and grammaphiles
If we all understood grammar, we would have world peace, a student wrote on her final exam. The idea may not be as farfetched as it sounds. Strategies will be shared to help student journalists correct common grammar and usage errors—peacefully.
Evaluation code: 2496
Kay Windsor, Clemmons, N.C.; Martha Rothwell, Statesville, N.C.; Barbara “Babs” Erickson, Cherry Valley, Ill.
9 a.m. Saturday, Room 620 (86)

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.
Evaluation code: 2310
Michael Riley, Cody (Wyo.) High School
9 a.m. Saturday, Room 4C-1 (156)

GENERAL AUDIENCE

The Murrow Interview: Covering the Middle East (2 hours)
The Murrow Interviews, a series of broadcast conversations with leading figures in international affairs and global journalism, will create a broadcast right at the convention before a studio audience of student journalists.
Evaluation code: 2498
Lawrence Pintak, Washington State University, Pullman, Wash.; Craig Duff, Medill School, Northwestern University, Evanston, Ill.
9 a.m. Saturday, Room 4C-2 (364)

NEWSPAPER, YEARBOOK

Make multimedia work for you
Social media is an important part of your life and an important technique to telling the stories of your student body. See how schools and professionals have used social and multimedia to enhance their coverage, expand their reach and serve their audiences better.
Evaluation code: 2482
Linda Puntney, MJE, Kansas State University, Manhattan, Kan.
9 a.m. Saturday, Room 4C-3 (286)

YEARBOOK

Change your attitude, your coverage, your sales
People want in. They want to belong. Imagine going through school and never appearing in a yearbook. Let’s look at how professionals use inclusion to improve their publication. It is time to change your attitude, and showcase everyone and everything.
Evaluation code: 2567
Mike Taylor, Walsworth Publishing Co., Mansfield, Texas
9 a.m. Saturday, Room 4C-4 (286)
10 a.m.

**NEWSPAPER**

**Publications are done ... now what?**

Even though the semester has almost ended, some publications use the end of the current year to help prepare for the next academic year. Come see what you can do to better prepare your staffers for the fall.

*Evaluation code: 2468*

Lori Keekley, MJE, St. Louis Park (Minn.) High School

10 a.m. Saturday, Room 212 (70)

**GENERAL AUDIENCE**

**We are family: creating great staffs**

A great atmosphere, strong working-relationships and a good game plan help create a staff that works well together and respects each other. This Indiana adviser will share the tales of how he shapes super staffs who enjoy coming to class and making great publications.

*Evaluation code: 2600*

Tom Gayda, MJE, North Central High School, Indianapolis, Ind.

10 a.m. Saturday, Room 2B (180)

**NEWSPIER**

**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, find and report big and not-so-big, but still interesting stories.

*Evaluation code: 2197*

Nick Ferentinos, Saratoga, Calif.

10 a.m. Saturday, Room 303 (116)

**ADVISING/TEACHING**

**The best of the scholastic press**

Magic is happening in high school journalism programs across the nation. This session is a forum for sharing some of that magic. What are some of your best journalism innovations, special activities, outside-of-school projects, contests, recruitment ideas, morale builders, fantastic assignments, success stories and other proud achievements you are willing to share? Bring handouts if you wish.

*Evaluation code: 2576*

Randy Swikle, CJE, McHenry, Ill.

10 a.m. Saturday, Room 307 (78)

**GENERAL AUDIENCE**

**Designating your publication as a public forum**

The courts say the forum status of student publications makes all the difference in free press protection. Learn how to determine whether your publication qualifies as a designated public forum (you may be surprised at the answer!) and what to do if it doesn’t.

*Evaluation code: 2591*

Mark Goodman, Kent (Ohio) State University

10 a.m. Saturday, Room 308 (70)

**COMPUTER SOFTWARE**

**Photoshop and InDesign basics for beginners only (2 hours)**

In this two-hour block, students will learn the basics of InDesign and Photoshop. We’ll cover basic tool functions, grid formatting, inserting photos and text, setting up a library, using text wrap, gray-scaling photos, cropping photos, adjusting color levels, layering objects and more. (Sign up and get ticket at registration desk. Limit 34)

*Evaluation code: 2021*

Mary Seal, Taylorsville High School, Salt Lake City

10 a.m. Saturday, Room 310 (104)

**YEARBOOK**

**10 ways to be organized in yearbook**

Ever lost a photo or used one twice? Forgotten to assign someone to cover the big game? Have different fonts on two pages? Sent your pages in and realized you were several spreads short? Nothing is more frustrating than a lack of organization affecting the quality of your yearbook.

This session will offer 10 helpful tips including photo organizing, developing a ladder, meeting deadlines and grading.

*Evaluation code: 2531*

Mark Novom, Brentwood School, Los Angeles

10 a.m. Saturday, Room 3B (180)

**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.

*Evaluation code: 2208*

Paul Ender, Palm Springs, Calif.; Tamra McCarthy, CJE, James Enochs High School, Modesto, Calif.

10 a.m. Saturday, Rooms 602-603 (220)

**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.

*Evaluation code: 2180*

Logan Aimone, MJE, National Scholastic Press Association, Minneapolis

10 a.m. Saturday, Room 604 (120)

**GENERAL AUDIENCE**

**The writing lab**

Think of this presentation as a greatest hits of three writing presentations. Style, Imitation will help you practice the craft of writing through imitation and repetition. The 12-Step Program is all about reporting. Rehabilitate your writing process by coming to the realization that yearbook and newspaper writing is about reporting first and writing second. Piece of Pie will give beginning writers a formula to create professional feature copy. Lots of handouts.

*Evaluation code: 2628*

Pete LeBlanc, Antelope (Calif.) High School; Dan Austin, Casa Roble High School, Orangevale, Calif.

10 a.m. Saturday, Room 606 (167)

**ONLINE APPLICATIONS**

**The 6-second Web window**

Visitors to your publication website decide whether to read your content in just 6-8 seconds. In this session, you’ll learn how to increase readership by making those seconds count. You’ll also learn how to accurately track your website’s visitors.

*Evaluation code: 2623*

Megan McNames, Ball State University, Muncie, Ind.

10 a.m. Saturday, Room 607 (171)

**FEATURED SPEAKER, PHOTOGRAPHY, ONLINE**

**Photography in a social media age**

Photography is changing dramatically. The tools and publishing methods are...
different than just a few years ago, but the goal is still the same: Impact people with powerful visual storytelling. Joshua Trujillo shares some tips and observations about photojournalism in this new age.

**Evaluation code: 2474**
Joshua Trujillo, seattlepi.com, Seattle
10 a.m. Saturday, Room 608 (190)

**PHOTOGRAPHY**

**Photojournalism ‘rules’**
If you have ever taken that “perfect” picture only to find that it is out of focus or grainy, then this session is for you. You will not only learn about composition, but how your camera actually works.

**Evaluation code: 2493**
Kathy Daly, Denver, Colo.
10 a.m. Saturday, Room 609 (186)

**GENERAL AUDIENCE**

**The power of one**
Harness the power, creativity and passion of your publication, one staff member at a time. Learn how to create a legacy of quality and professionalism that will live on as your legacy.

**Evaluation code: 2510**
Sandra Coyer, MJE, Puyallup (Wash.) High School
10 a.m. Saturday, Room 610 (112)

**BUSINESS/ADVERTISING**

**Show me the money**
In today’s economic market, schools are looking at all kinds of ways to generate more money for their publications classes. Come explore traditional, creative and some just plain weird ways schools have raised money for their yearbooks and newspapers.

**Evaluation code: 2565**
Mike Archer, Walsworth Publishing Co., Seattle
10 a.m. Saturday, Room 611 (132)

**YEARBOOK**

**Top advisers discuss yearbook trends**
Join a panel of honorees in JEA’s 2011 National Yearbook Adviser of the Year competition for a far-reaching discussion and Q-and-A session about everything yearbook.

**Evaluation code: 2511**
Moderator: Sarah Nichols, MJE, Whitney High School, Rocklin, Calif.
Panelists: Kim Green, MJE, Columbus (Ind.) North High School; Brian Wilson, CJE, Waterford (Mich.) Kettering High School; Eric Thomas, MJE, St. Teresa’s Academy, Kansas City, Mo.; Mike Simons, CJE, West High School, Painted Post, N.Y.; Elizabeth Walsh, MJE, Reno (Nev.) High School
10 a.m. Saturday, Room 612 (156)

**GENERAL AUDIENCE, NEWSPAPER**

**Bringing American journalism to China**
How do you teach journalism in a communist country? Very carefully. Take a vicarious trip to Northwest China and see how students live in Lanzhou and create newspapers for the first time — including commentary. Photos, videos and sample publications will be shared.

**Evaluation code: 2522**
Carol Lange, Reston, Va.; Alan Weintraut, Annandale (Va.) High School
10 a.m. Saturday, Room 613 (B4)

**NEWSPAPER, YEARBOOK**

**The team bonded, had fun and gave 110 percent**
This session will deal with those trite terms and phrases. It’s so easy to use them, because these are the responses we usually get from those we interview, but what do these phrases and terms really mean? How can we get to the meat of the story, instead of settling for the mundane?

**Evaluation code: 2464**
Ellen Kersey, CJE, Corban University, Salem, Ore.
10 a.m. Saturday, Room 614 (B4)

**MIDDLE SCHOOL**

**Bringing home the hardware**
There are numerous critiques and competitions that are open to, or specifically for middle school programs and students. Come see some award-winning work and get tips on what the judges look for. Come away with the details to enter local, JEA and NSPA contests.

**Evaluation code: 2519**
Jed Palmer, Sierra Middle School, Parker, Colo.
10 a.m. Saturday, Room 615 (96)

**ADVISING/TEACHING**

**AP analysis: Improve your students’ writing**
Need to show student growth and justify your program? Attend this session where newspaper and yearbook advisers will share how a unit of instruction that used the Advanced Placement Language test improved students’ opinion and feature writing skills.

**Evaluation code: 2490**
Kathy Smith, MJE, and Elizabeth Levin, MJE, Downton Grove (Ill.) North High School
10 a.m. Saturday, Room 616 (96)

**ADVISING/TEACHING**

**Small schools, big publications**
Just because you’re in a small school doesn’t mean you have to have a small journalism program. Learn how to make the most of small staffs and small budgets by using big-time ideas for fundraising, recruiting, content, organizational management and staff motivation.

**Evaluation code: 2173**
Linda Drake, MJE, Chase County Junior-Senior High School, Cottonwood Falls, Kan.
10 a.m. Saturday, Room 617 (96)

**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.

**Evaluation code: 2290**
Amy DeVault, MJE, Wichita (Kan.) State University; Travis Feil, Sterling (Kan.) High School
10 a.m. Saturday, Room 618 (96)

**LAW/ETHICS**

**Open discussion of prior review, censorship**
Tell us about your experiences with prior review and censorship. This session, 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.

**Evaluation code: 2020**
John Bowen, MJE, Kent (Ohio) State University and members of the Student Press Rights Commission
10 a.m. Saturday, Room 619 (96)

**ADVISING/TEACHING**

**Help for new advisers**
Advisers who have been mentored as a part of the JEA Mentoring Program share their experiences in the program. Learn about the advantages of having an experienced journalism mentor guide you through your first years of advising.

**Evaluation code: 2055**
10 a.m. Saturday, Room 620 (86)

**GENERAL AUDIENCE**

**Meet the author: David LaBelle**
After his 9 a.m. session, photographer David LaBelle will meet with students and sign copies of his books in the JEA Bookstore.

**Evaluation code: 2441**
David LaBelle, Kent (Ohio) State University
10 a.m. Saturday, Ballroom 6C

**BROADCAST**

**We don’t need no stinking survey**
This session will cover the basics of effective surveys for television: construction, distribution, data collection and analysis, and reportage. Watch some good and bad survey stories; understand what makes
them reliable; imagine what you can survey at your school and how you will report it.

**Evaluation code:** 2524
**Michael Riley, Cody (Wyo.) High School**
11 a.m. Saturday, Room 4C-1 (156)

**FEATURED SPEAKER, BROADCAST, NEWSPAPER**

**Never a better time to be a journalist**

Thousands of newspaper reporters have lost their jobs, subscriptions are down, broadcast newsroom staffs are shrinking, no one wants to pay for online content. That’s true. Also true is this speaker’s belief that there’s never been a better time to be a journalist. She’ll explain why.

**Evaluation code:** 2472
**Linda Thomas, Bonneville Media Seattle, Seattle**
10 a.m. Saturday, Room 4C-3 (286)

**NEWSFLASH**

**Wow factor**

When it comes to your newspaper, readers want a reason to come inside. Turn gray, text-heavy pages into an eye-popping experience. You’ll get 60 new page designs and story ideas in this slick, fast-paced presentation. Come ready to go home with creative ideas and many ways to wow your students.

**Evaluation code:** 2360
**Jim McGonnell, Findlay (Ohio) High School**
10 a.m. Saturday, Room 4C-4 (286)

**11 a.m.**

**GENERAL AUDIENCE**

**45 fun ideas in 50 minutes**

Is it time to liven up your staff? Tired of the same routine? Come on over to this session and get energized and renewed with new ideas for a fun staff experience.

**Evaluation code:** 2601
**Tom Gayda, MJE, North Central High School, Indianapolis, Ind.**
11 a.m. Saturday, Room 2B (180)

**FEATURED SPEAKER, BROADCAST**

**How to succeed in your first broadcast job**

During this session, the speaker will offer advice on how to land your first TV job and how to succeed. She’ll offer advice on experience, interviewing, storytelling, developing sources, and more.

**Evaluation code:** 2585
**Erica Hill, KCPQ-TV, Seattle**
11 a.m. Saturday, Room 303 (116)

**BUSINESS/ADVERTISING**

**Ad staff pays off**

A dedicated advertising staff has students who specialize in specific areas such as cold calls, sales, design and layout of advertising. This separates the ad staff from the editorial staff and leads to a more professional publication that runs one issue ahead on sales.

**Evaluation code:** 2606
**Peggy Ligner and Cal Mundell, Coronado High School, El Paso, Texas**
11 a.m. Saturday, Room 307 (78)

**ADVISING/TEACHING**

**Get certified: legal and ethical issues**

Planning to take the CJIE or MJE test? Considering it? Or just wanting to be more familiar with legal and ethical student media issues? Want to know important cases or understand the importance of being a forum, here’s where to find out what’s essential.

**Evaluation code:** 2164
**Candace Perkins Bowen, MJE, Kent (Ohio) State University**
11 a.m. Saturday, Room 308 (70)

**MAGAZINE, NEWSPAPER**

**How to rant without sounding insane**

An opinion piece can make readers laugh hysterically, scream with fury or change their perspective on a critical issue. Come learn how to transfer your thoughts from your brain to your keyboard.

**Evaluation code:** 2572
**Haley Massara, Granite Bay (Calif.) High School**
11 a.m. Saturday, Room 3A (144)

**YEARBOOK**

**Diet. Exercise. And pizza.**

Producing a yearbook is like going on a diet. Some work. Some don’t. You never know until you try. Need ideas for recruiting, organizing, staying on task and keeping things fun? This session might help. It might not. You won’t know unless you come!

**Evaluation code:** 2542
**Crystal Kazmierski, Arrowhead Christian Academy, Redlands, Calif.; Susan Massy, Shawnee Mission Northwest High School, Shawnee, Kan.; Jim Jordan, Del Campo High School, Fair Oaks, Calif.**
11 a.m. Saturday, Room 3B (180)

**FEATURED SPEAKER**

**Tips for creative sportswriting**

Great sports reporting requires versatility and imagination. Move beyond predictable, cliché-burdened sports journalism, dig deeper than the stats, and learn how to use the games as a platform to tell a story to add depth to your sports coverage and write in a more entertaining manner.

**Evaluation code:** 2577
**Jerry Brewer, The Seattle Times**
11 a.m. Saturday, Rooms 602-603 (220)

**GENERAL AUDIENCE**

**Wow ‘em with the right words**

Most of the world, including some professional journalists, seems to have shelved the basic construction rules. Join us for a fast-paced review of the basics, featuring blunders from the dailies. Since the pros can’t seem to set the proper example, we should reverse roles.

**Evaluation code:** 2506
**Nora Stephens, Huntsville, Ala.**
11 a.m. Saturday, Room 604 (120)

**GENERAL AUDIENCE**

**Story matters here**

There is more than one way to tell a great story in your yearbook. Discover some tangible techniques to take back to your class, helping you find compelling stories, and more importantly, providing many alternative ways to package those stories both verbally and visually.

**Evaluation code:** 2627
**Pete LeBlanc, Antelope (Calif.) High School; Dan Austin, Casa Roble High School, Orangevale, Calif.**
11 a.m. Saturday, Room 606 (167)

**YEARBOOK**

**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.

**Evaluation code:** 2260
**Ann Akers, MJE, and Vicky Wolfe, Herff Jones, Charlotte, N.C.**
11 a.m. Saturday, Room 607 (171)

**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.

**Evaluation code:** 2227
**Nancy Hastings, MJE, Highland, Ind.**
11 a.m. Saturday, Room 608 (190)
The best of newspaper design
We will look at award-winning newspapers to see what elements make them so good, examine their pages and get ideas for making your publication even better. Those who attend this session will also get access to the presentation to download for themselves.
Evaluation code: 2300
Linda Barrington, MJIE, Mount Mary College, Milwaukee, Wis.
11 a.m. Saturday, Room 609 (186)

MAGAZINE, NEWSPAPER
Seeing movies like a film critic
Before you can write sparkling film criticism, you’ll want to learn to see beyond mere plot, character, and special effects. This session will provide crash course in identifying the different components (acting, directing, writing, etc.) of movies which, together, make up the complete movie experience.
Evaluation code: 2539
Randall Findlay, CJIE, St. Paul (Minn.) Academy and Summit School
11 a.m. Saturday, Room 610 (112)

GENERAL AUDIENCE
All the students, all the time
Diversity in your student media is more than a buzz word — it’s the best way to cover your “community.”
Evaluation code: 2262
Stan Zoller, MJIE, Rolling Meadows (Ill.) High School
11 a.m. Saturday, Room 611 (132)

NEWSPAPER
Investigative reporting: sources, documents and attitude
Learn how to dig deeper and report beyond he-said, she-said stories by bringing an investigative mindset to your work. Learn strategies for conceiving and managing in-depth reporting projects, from following the paper trail to cultivating more and better sources. And learn how to write powerfully and present investigative stories effectively.
Evaluation code: 2632
Chris Ison, University of Minnesota, Minneapolis
11 a.m. Saturday, Room 613 (84)

ADVISING/TEACHING
What I wish I had known ...
This session, primarily for new advisers, will detail elements of journalism that are integral to advising newspaper and/or yearbook. The presenter will share the things she would like to have known coming in as a new adviser.
Evaluation code: 2465
Ellen Kersey, CJIE, Corban University, Salem, Ore.
11 a.m. Saturday, Room 614 (84)

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.
Evaluation code: 2022
Anita Marie Wertz, MJIE, Cesar Chavez High School, Stockton, Calif.
11 a.m. Saturday, Room 615 (96)

LAW/ETHICS
Student free expression law and you
Learn the benefits of having a student free expression law in your state. Also learn what you can do to try and get a bill introduced for a student free expression law in your state.
Evaluation code: 2492
Kyle Phillips, CJIE, George Washington High School, Cedar Rapids, Iowa; Jonathan Rogers, MJIE, Iowa City (Iowa) High School; Sarajane Whittaker, CJIE, West High School, Iowa City, Iowa
11 a.m. Saturday, Room 616 (96)

ADVISING/TEACHING
Journalism: relevance, rigor, 21st century skills
It appears inevitable that the Common Core will become a part of all our lives, if it hasn’t already. The good news is that journalism classes have been promoting the same values and providing these “core” skills all along. Find out what JEA has been doing to connect to these curriculum movements, and where we go from here.
Evaluation code: 2553
Gary Lindsay, MJIE, Cedar Rapids, Iowa; Brian Wilson, CJIE, Waterford (Mich.) Kettering High School
11 a.m. Saturday, Room 617 (96)

GENERAL AUDIENCE
Partnering with the pros
This husband-and-wife team will share tips on how to partner with a local news outlet. This presentation will include internship advice, freelancing, getting help in the classroom, printing tips, freedom of information requests and more.
Evaluation code: 2495
April van Buren, MJIE, Mesa Vista Middle & High School, Ojo Caliente, N.M. Matthew van Buren, The Taos (N.M.) News
11 a.m. Saturday, Room 618 (96)

ADVISING/TEACHING
Mentoring magic
Advisers, are you tired of not getting the leadership results you are looking for from your editors? Come learn how you can turn your editors’ weaknesses into strengths and see the whole staff benefit.
Evaluation code: 2552
Sue Skalicky, CJIE, Century High School, Bismarck, N.D.
11 a.m. Saturday, Room 620 (86)

YEARBOOK, BUSINESS/ADVERTISING
Tell THEIR story, sell YOUR story
It is not enough to create a great yearbook; you need to make sure everyone knows how great it is. Toot your horn, blow your whistle, ban your drum ... you need to get out and market. This session will give you ways to market and sell your product right now.
Evaluation code: 2566
Lisa Llewellyn, Walsworth Publishing Co., Hurst, Texas; Adam Thompson, Walsworth Publishing Co., Addison, Texas
11 a.m. Saturday, Room 4C-1 (156)

COMPUTER SOFTWARE, NEWSPAPER
Making something out of nothing
No color pages? No good photographs for the front page? No problem! Learn how the use of typography, graphics and other cool elements can spruce up your page design.
Evaluation code: 2460
Teresa Scribner, The Seattle Times
11 a.m. Saturday, Room 4C-3 (286)

PHOTOGRAPHY
The lost art of the picture story
Whether your photo story is called a slide show, picture package or Facebook album, you have created a photo story. Did you control the message or throw together some images and hope the story would reveal itself? Learn from one of the world’s best educators on visual storytelling. See examples of winning student photo stories. Start telling stories that matter.
Evaluation code: 2454
Bryan Farley, Oakland, Calif.; David LaBelle, Kent (Ohio) State University
11 a.m. Saturday, Room 4C-4 (286)
On Saturday:

**Noon**

**PHOTOGRAPHY**

Out of the dark and into Lightroom (2.5 hours)
Adobe Photoshop Lightroom offers an inexpensive but extremely powerful tool for managing the thousands of photographs captured by staff photographers each year. Go from the camera to publications, slide shows or Web sites all in one application. In a hands-on session, come learn how. (Get ticket at registration area. Limit 34.)

_Evaluation code: 2571_

Mark Murray, Arlington (Texas) ISD
Noon Saturday, Room 310 (104)

**LAW/ETHICS**

Using freedom of information law
Knowing the basics of freedom of information law is a MUST for all journalists. Learn how you to use FOI laws (often as easy as sending a letter, making a phone call or clicking a mouse) to obtain facts about your school and community that can make for great stories.

_Evaluation code: 2218_

Mike Hiestand, Zenger Consulting/Student Press Law Center, Ferndale, Wash.
Noon Saturday, Room 604 (120)

**BUSINESS/ADVERTISING, NEWSPAPER**

Grant writing for school newspapers
Learn the basics and secrets of grant writing for your school newspaper or journalism program. Topics include researching and finding grant sources and opportunities, preparing, writing and submitting grants, and coordinating outside supporters with schools and districts.

_Evaluation code: 2557_

Jacob Savishinsky, Aviation High School, Des Moines, Wash.
Noon Saturday, Room 608 (167)

**ONLINE APPLICATIONS**

LIKED: What your Facebook says about you
How many times today have you sent a text, checked Facebook or tweeted? Studying your digital habits gives insight into more than your life. Your audience has many distractions; your challenge is rising above them. We’ll discuss how technology and social media mold attention spans.

_Evaluation code: 2336_

David Studinski, Salithru, New York
Noon Saturday, Room 607 (171)

ONLINE APPLICATIONS

Online workflow
While managing an online student paper can be confused with a room of spinning plates, a modified strategy on the platform takes the guesswork out of organizing workflow.

_Evaluation code: 2638_

Greg Stobble, Nick Avery and Mary Hierholzer, Fresno (Calif.) Christian High School
Noon Saturday, Room 608 (190)

BUSINESS/ADVERTISING, ONLINE

10 steps to online success
Whether you’ve been online for five days or five years, come learn 10 steps to success from the Pacemaker-winning Wayland Student Press Network. Learn about multimedia, social media, breaking news and more.

_Evaluation code: 2455_

Mary Barber, Evan Barber and Matthew Gutschritter, Wayland (Mass.) High School
Noon Saturday, Room 609 (186)

GENERAL AUDIENCE

Why every student should take journalism
You’ve got it. Your parents are proud of it. College admission boards love it. Employers need it. What is it? Your amazing ability to write. Learn how to make the most of your journalism skills now and after you graduate.

_Evaluation code: 2588_

Torri McEntire, Henry M. Jackson High School, Mill Creek, Wash.
Noon Saturday, Room 610 (112)

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.

_Evaluation code: 2203_

Michael Tuschan, St. Louis Park (Minn.) High School; Alison Dunaway, Francis Howell High School, St. Charles, Mo.
Noon Saturday, Room 611 (132)

BROADCAST

Youth radio rocks my world
This session will cover youth radio from A-Z: how youth can use radio and how they can benefit from radio. Speakers will explain how to perform news and interviews on the air.

_Evaluation code: 2246_

Christina Rucker, Courtney Hayah and Janine Shula, Hopi Junior/Senior High School, Kearns Canyon, Ariz.
Noon Saturday, Room 613 (64)

YEARBOOK

Creative yearbook editing
In this class, you will learn how to lead your staff through creative techniques. From brainstorming to staff bonding to team criticizing, this class will teach you how to make yearbook a fun and memorable experience. FREE CANDY!

_Evaluation code: 2631_

Helen Dinkel, Kate Kulaga and Emily Kulaga, Shawnee Mission East High School, Prairie Village, Kan.
Noon Saturday, Room 617 (96)

COMPUTER SOFTWARE, GENERAL AUDIENCE

The tablets are coming; be prepared
Students at Palo Alto High School’s Verde magazine are using Adobe CS 5.5 to publish to the iPad. In this session they’ll tell you what they’re learning about this revolutionary new update on InDesign.

_Evaluation code: 2624_

Paul Kandell, Maytal Mark and Emily Kellison-Linn, Palo Alto (Calif.) High School
Noon Saturday, Room 618 (96)

ADVISING/TEACHING

Advisers awards luncheon
JEA and NSPA will present awards at this special event. New and renewing Certified Journalism Educators and Master Journalism Educators will be recognized. Winners of JEA’s Teacher Inspiration Award, Rising Star, Diversity Award and Yearbook Adviser of the Year program will be recognized.

Speakers will be Brian Hayes, MJE, Linda S. Puntney Teacher Inspiration Award winner and Kim Green, MJE, Yearbook Adviser of the Year.
Preregistration was required. Please bring your ticket. Herff Jones has underwritten this event.

_Evaluation code: 2106_

Noon-2:20 p.m. Saturday, Ballroom 6E (1,584)

1 p.m.

FEATURED SPEAKER, NEWSPAPER

Running a tight ship
Does your staff blow off deadlines? Are the editors not doing their jobs? Do you reward the staff for a job well done? Learn how to shape up your journalism crew ... with a smile.

_Evaluation code: 2544_

Teresa Scribner, The Seattle Times
1 p.m. Saturday, Room 303 (116)
PHOTOGRAPHY

Photojournalism: covering controversy and breaking news
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.
Evaluation code: 2244
1 p.m. Saturday, Room 3B (180)

NEWSPAPER

Spark a flame! Design inspiration
Forget modular for a second. News design is all about experimentation and about pushing boundaries. In this session, we’ll discuss some ways you can get inspired through the world you live in, and how you can translate that to make fabulous news layouts.
Evaluation code: 2374
Sylvia Masuda, Daily Breeze, Torrance, Calif.
1 p.m. Saturday, Rooms 602-603 (220)

LAW/ETHICS

Libel law for student media
This is a good introduction (or refresher) on libel law, specifically geared to high school student media. This session includes a number of examples and important practical tips for staying out of legal trouble.
Evaluation code: 2569
Mike Hiestand, Zenger Consulting/Student Press Law Center, Ferndale, Wash.
1 p.m. Saturday, Room 604 (120)

COMPUTER SOFTWARE, ADVISING/TEACHING

WordPress Overview — Q&A
These speakers have built more than 750 WordPress websites for scholastic journalism programs around the country. If you have a WordPress question, they’ll have the answer.
Evaluation code: 2548
Jason Wallestad and Tom Hutchinson, School Newspaper Online, Burnsville, Minn.
1 p.m. Saturday, Room 606 (167)

ONLINE APPLICATIONS

Mastering social media
Major companies are using emerging and social media to connect to their audiences, and your publication should too. Get some helpful hints for connecting with your school through social networking and other websites. You’ll also see a few tools that can make your newsroom more efficient.
Evaluation code: 2599
David Studinski, Salithru, New York
1 p.m. Saturday, Room 607 (171)

BROADCAST, ONLINE APPLICATIONS

Broadcast your voice: learn to podcast
Podcasting connects people in a way the written word cannot. Come prepared to discuss how podcasting can brand yourself or school by creating relationships between you and your listeners through informal, creative storytelling.
Evaluation code: 2641
Greg Stobbe, Brooke Stobbe and David Casuga, Fresno (Calif.) Christian High School
1 p.m. Saturday, Room 608 (190)

BUSINESS/ADVERTISING, ONLINE

Earning money with an online publication
Where should the advertisements be? How big? How expensive? The staff and advisers of the Wayland Student Press Network will answer your questions about online ads and offer other online fundraising ideas. Whether your site is 5 years old or 5 days old, learn how to monetize your content.
Evaluation code: 2451
Mary Barber, Evan Barber and Matthew Gutschenritter, Wayland (Mass.) High School
1 p.m. Saturday, Room 609 (186)

PHOTOGRAPHY, ADVISING/TEACHING

Building a school photography studio
This session will cover the basics of how to set up a school photography studio responsible for coverage of all school events as well as sports photo packages. Topics covered will include equipment, pricing, training staff, identification and storage of images and workflow.
Evaluation code: 2555
Marcy Dickens, Livingston (Texas) High School
1 p.m. Saturday, Room 610 (112)

LAW/ETHICS

Th1nk F1rst
Think the First Amendment is just something written by a bunch of old, dead guys? Think again. In this session learn why the First Amendment matters and how to make it work for you.
Evaluation code: 2549
Alison Dunaway, Francis Howell High School, St. Charles, Mo.; Michael Tuschman, St. Louis Park (Minn.) High School
1 p.m. Saturday, Room 611 (132)

YEARBOOK, NEWSPAPER

Improving your copy: writing articles, not essays
As a student you’re taught from a very young age to write essays. When writing for yearbook or newspaper, all of a sudden you’re asked to write a completely new way. Come to this session to learn an easy equation to writing a great article.
Evaluation code: 2637
Whitney Moore, Walsworth Publishing Co., Crofton, Md.
1 p.m. Saturday, Room 612 (156)

NEWSPAPER

Creating effective headlines
This session will emphasize the important function of headlines and the characteristics of an effective headline.
Evaluation code: 2547
Janice Hatfield, CJE, Mount Morris, Pa.
1 p.m. Saturday, Room 616 (96)

GENERAL AUDIENCE, NEWSPAPER

Protecting freedom of the press
The speaker will discuss a recent trip to Iceland, where she is studying freedom of the press. Students will gain an understanding of how press freedom is interpreted from an international perspective. They will learn new tools to apply to their own reporting.
Evaluation code: 2516
Jennifer Karchmer, Western Washington University, Bellingham, Wash.
1 p.m. Saturday, Room 617 (96)

ADVISING/TEACHING

Journalism on the Red River
Dateline: Hanoi: How do you teach journalism in a country with a growing online youth population but no press freedoms? Two advisers spent spring break in Vietnam answering that question, building a journalism program from scratch. Stop by for photos and other impressions.
Evaluation code: 2626
Paul Kandell, Palo Alto (Calif.) High School; Beatrice Motamedi, The Urban School, San Francisco
1 p.m. Saturday, Room 618 (96)

Seattle Center's Monorail was built for the 1962 World's Fair, making the one-mile trip between the Seattle Center and the downtown retail district in less than two minutes. Photographer: Tim Thompson
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. Two college seniors will help students sort it all out during this session.
Evaluation code: 2625
Brittany Turner and Dieadra Haynes, Southeastern Louisiana University, Hammond, La.
1 p.m. Saturday, Room 619 (96)

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.
Evaluation code: 2393
Aaron Engelman, Kansas State University, Manhattan, Kan.
1 p.m. Saturday, Room 4C-1 (156)

2:30 p.m.

ONLINE APPLICATIONS

I’m scared of Dreamweaver and Web programming
Do you want to learn Web programming but aren’t sure where to start? This very 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 get ticket at registration desk. Limit 34.)
Evaluation code: 2337
David Studinski, Saithru, New York
2:30 p.m. Saturday, Room 310 (104)

PHOTOGRAPHY

Picture speaks 1,000 words
Wonder how professional photographers take those amazing photos for magazines and newspapers? Wonder how you can do the same for your yearbook and school publication? Learn all the little things you can do that will make a big difference and how to prepare to take great pictures that will help tell your stories.
Evaluation code: 2603
Edmond Kwong, Homestead High School, Cupertino, Calif.
2:30 p.m. Saturday, Room 3B (180)

GENERAL AUDIENCE

Building next year’s staff
This session will cover tips on recruiting new staff members for your publication staff, generating/updating a staff manual, portfolio assignment suggestions and what staffs can focus on over the summer.
Evaluation code: 2633
2:30 p.m. Saturday, Room 604 (120)

GENERAL AUDIENCE

Finding your voice in entertainment journalism
Learn from an entertainment journalist how to find a balance between personal opinion and unbiased reporting, how to structure your body of work to reflect your true persona and how to establish your identity/brand as a journalist.
Evaluation code: 2597
Treasure “Lady Scribe” Hunter, InnerGSource Music Media Group/Shel Read’Ya eVenTs, Seattle
2:30 p.m. Saturday, Room 607 (171)

ONLINE APPLICATIONS

Thriving in cyberspace
The Feather Online editors discuss the day-by-day steps for producing and sustaining a fun and interactive online publication.
Evaluation code: 2639
Greg Stobbe, Nick Avery and Mary Hierholzer, Fresno (Calif.) Christian High School
2:30 p.m. Saturday, Room 608 (190)

GENERAL AUDIENCE, ONLINE

Using maestro in your classroom
Maestro projects are a great way to create interesting in-depth stories for your publication. Learn from the Pacemaker-winning Wayland Student Press Network students and adviser about how they’ve implemented maestro projects.
Evaluation code: 2457
Mary Barber, Evan Barber and Matthew Gutschenritter, Wayland (Mass.) High School
2:30 p.m. Saturday, Room 609 (186)

BROADCAST

How to be funny
Incorporate humor into your broadcast without making your audience roll their eyes and your administrators cover their ears.
Evaluation code: 2196
Alyssa Boehringer, McKinney (Texas) High School
2:30 p.m. Saturday, Room 610 (112)

YEARBOOK

Read it and weep (and laugh)
Yearbook copy should be interesting, relevant and full of emotion. Instead, it’s often boring and bland. Get some examples and tips to increase the intensity of your writing to truly tell the story of the year.
Evaluation code: 2453
Charla Harris, CJE, Pleasant Grove High School, Texarkana, Texas
2:30 p.m. Saturday, Room 611 (132)

GENERAL AUDIENCE

When the big story comes to your backyard
For Davis High journalists, the big story landed during Thanksgiving week 2011, when police officers pepper-sprayed protesters at UC Davis, drawing national coverage. Staff members mobilized, sending reporters, videographers, graphic artists and photographers to capture events. How would you react to a big story in your town?
Evaluation code: 2630
Kelly Wilkerson, Davis (Calif.) Senior High School
2:30 p.m. Saturday, Room 612 (156)

ADVISORY/TEACHING, GENERAL AUDIENCE

You gotta get a gimmick
Want students, faculty, and even your community to support your program? “You gotta get a gimmick” is the motto to have to encourage others to be fans of your program.
Evaluation code: 2550
Jody Evans, Hillcrest High School, Tuscaloosa, Ala.; Greg Evans, Down to Earth Counseling, Tuscaloosa, Ala.
2:30 p.m. Saturday, Room 613 (84)

ADVISORY/TEACHING

Accentuate the positive
This session for new newspaper advisers will provide insight into a positive approach to advising that will stress giving students ownership and responsibility for their production.
Evaluation code: 2469
Ron Bonadonna, CJE, Mays Landing, N.J.
2:30 p.m. Saturday, Room 614 (84)

NEWSPAPER

Rebuilding from the ground up
A team of first-year editors explain their experience with revamping their newspaper program. From changing the culture of the class to completely redesigning the paper and adjusting to a new adviser, they’ll give tips and advice for students hoping to put a new face on their program.
Evaluation code: 2586
Brenna Lyles, Tara McQueen and Raquel
**JEA/NSPA Seattle Convention — 55**

Zilberman, La Costa Canyon High School, Carlsbad, Calif.
2:30 p.m. Saturday, Room 616 (96)

ADVISING/TEACHING, MIDDLE SCHOOL

Maestro for middle school publications
A practical session of using the maestro method of production planning in a middle school journalism program. Presentation will include planning forms and production tips and pitfalls using the maestro planning method.
*Evaluation code: 2509*
Thomas Kaup, MJE, Auburn (Wash.) High School
2:30 p.m. Saturday, Room 618 (96)

YEARBOOK

Yearbook remix: lessons from disc jockeys
A good yearbook is a lot like a great playlist. You need variety to keep it 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.
*Evaluation code: 2119*
Meghan Percival, CJE, McLean (Va.) High School; Erinn Harris, Thomas Jefferson High School for Science and Technology, Alexandria, Va.
2:30 p.m. Saturday, Room 4C-1 (156)

3:30 p.m.

**GENERAL AUDIENCE**

**NSPA Awards Ceremony**
Winners of the NSPA Best of Show and NSPA Pacemakers will be honored at this ceremony. JEA and NSPA encourage everyone to celebrate all winners.
3:30-5:30 p.m. Saturday, Hall 4B (4,032)

7:30 p.m.

**EMP Museum dance party**
If you purchased a ticket, celebrate the end of a great week by joining the local organizing committee for a once-in-a-lifetime dance party at the world-famous EMP Museum from 7:30 to 11 p.m. Saturday. Roam the museum with your friends or dance all night in the museum’s “Sky Church,” a concert venue with state-of-the-art sound and lighting that houses the largest indoor LED screen in the world. Tickets include a one-way Monorail trip back from the EMP Museum to the Westlake Center, two blocks from the convention hotel. Attendees must arrange their own transportation to the EMP Museum following the NSPA awards ceremony and their own dinner arrangements.

8:30 a.m.

**SUNDAY**

**GENERAL AUDIENCE**

**JEA Awards Ceremony**
Winners of JEA Write-off contests, Journalist of the Year, Impact Award and Aspiring Young Journalist will be recognized during the closing ceremony. You’ll also get to see a slide show of convention highlights and see what the next convention will bring. Pick up Write-off entries after the ceremony. Those not picked up will be mailed to schools after the convention. If you find an entry from another school in your envelope, please contact JEA headquarters staff at jea@spub.ksu.edu or 866-532-5532.
8:30-10:30 a.m. Sunday, Hall 4B (4,032)
“As an adviser, you could choose to work with someone who will print your book, but I’ve always chosen someone who’s my PARTNER IN PUBLISHING. I would call Herff Jones the “Ivy League publisher.” The yearbook education we receive SURPASSES ALL OTHERS. I make sure that everyone knows how amazing my students are, and we are quick to let parents and the school know how much HERFF JONES CONTRIBUTES to our success.”

- MARY KAY DOWNES, Adviser to Odyssey, Chantilly (VA) HS

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Keisha interned at Paramount Pictures, assisting with international publicity and “red carpet” events for big-budget films.
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.”
11 a.m. Friday, 616; 9 and 10 a.m. Saturday, 604

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 rep. She was the 2005 recipient of the Carl Towley Award, JEA’s highest honor, and has been awarded CSPS’s Gold Key and NSPA’s Pioneer Award.
8 and 9 a.m. Saturday, 602-603; 11 a.m. Saturday, 607

Mike Archer has been in the yearbook business since 1984. He is a former sales trainer with a degree in education, and has spoken at previous conventions on diverse topics such as digital file management, photo composition and ethics, and basic sales and life skills techniques.
10 a.m. Saturday, 611

Dan Austin advises the Rampages and the Casa Chronicle for Casa Roble H.S. in Orangevale, Calif. His students have garnered many national awards, including several Gold Crowns and Pacemakers. JEANC named him Adviser of the Year in 1992, and JEA named him a Distinguished Yearbook Adviser in 2000. He is the 2006 National Yearbook Adviser of the Year.
8:30 a.m. Thursday, 608; 9, 10 and 11 a.m. Saturday, 606

Nick Avery is on The Feather Online staff at Fresno (Calif.) Christian High School.
Noon and 2:30 p.m. Saturday, 608

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 and 10 a.m. Friday, Room 4C-4

Linda Ballew, CJE, has represented advisers as the 2005 DJNF National High School Teacher of the Year and JEA’s 2006 Distinguished Yearbook Adviser. She is JEA’s Montana director, and serves on both the MJE’s executive board and University of Montana’s Journalism Advisory Council. At Great Falls (Mont.) H.S., Ballew advises the award-winning Iniva newspaper, Roundup yearbook, website and interactive video and social media sites.
11 a.m. Friday, 604

Evan Barber is the co-editor-in-chief of the Pacemaker-winning Wayland Student Press Network.
2:30 p.m. Friday, 602; noon, 1 p.m. and 2:30 p.m. Saturday, 609

Mary Barber has been the adviser of the Pacemaker-winning Wayland Student Press Network since its inception five years ago. She is the technology specialist and a journalism teacher at Wayland (Mass.) H.S.
2:30 p.m. Friday, 602; noon, 1 p.m. and 2:30 p.m. Saturday, 609

Linda Barrington, MJE, 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 executive director of the Kettle Moraine Press Association. Barrington is a JEA mentor and co-chair of JEA’s Mentoring Program committee.
11 a.m. Friday, 616; 1 p.m. Friday, 601; 8 and 11 a.m. Saturday, 609

Naomi Beres advises newspaper, photography and website staffs at Thomas Jefferson H.S. in Jefferson Hills, Pa. She also teaches Honors 10 English and senior English. Beres is a firm believer that every great teacher remains a dedicated student. That is why she has thoroughly enjoyed working with Janice Hatfield as her JEA mentor.
9 a.m. Saturday, 6C; 10 a.m. Saturday, 620

Jane Blystone, Ph.D. and MJE, serves as JEA’s Region 7 director, as a member of the Scholastic Press Rights and Certification commissions, and local chair for JEA/NSPA Philadelphia convention. Honors include JEA’s Medal of Merit, Special Recognition Yearbook Adviser, CSPS’s Gold Key and James F. Paschal awards.
10 a.m. Friday, 614; 3:30 p.m. Friday, Ballroom 6C

Alyssa Boehringer teaches broadcast journalism MHS1 at McKinney (Texas) H.S.
2:30 p.m. Saturday, 610

Ron Bonadonna, CJE, is a JEA mentor in New Jersey. He advised a school newspaper for 25 years. He is a past JEA board member and remains on the board of the Garden State Scholastic Press Association. Bonadonna has judged numerous scholastic newspapers for both state and national press associations.
Noon Friday, 6C; 9 a.m. Saturday, 307; 2:30 p.m. Saturday, 614

Don Bott, DJNF Teacher of the Year for 2002, has advised publications since 1986. The Stagg Line, which he has advised since 1992, has won six National Pacemakers and other honors. Bott is an NSPA Pioneer and a JEA Diversity Award winner.
9 a.m. Saturday, 616

Candace Perkins Bowen, MJE, is an assistant professor at Kent State University and directs the Center for Scholastic Journalism there. Previously she was a high school journalism teacher and media adviser in Illinois and Virginia. She is a former DJNF
SPEAKERS

High School Journalism Teacher of the Year. She started JEACHELPEP when she was president of the organization.
11 a.m. Friday, 603; 11 a.m. Saturday, 308

John Bowen, MJE, is chair of JEA’s Scholastic Press Rights Commission. He is assistant director of the Center for Scholastic Journalism and teaches law and ethics at Kent State University. His personal honors include DJNF Journalism Teacher of the Year, JEA Carl Towley Award, NSPA Pioneer and CSPS Gold Key.
9 a.m. Friday, 614; 10 a.m. Friday, 616; 7:30 a.m. Saturday, Ballroom 6C; 10 a.m. Saturday, 619

Jerry Brewer — See Featured Speakers.
11 a.m. Saturday, 602-603

Deanne Brown advises The Featherduster 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 TAJE Trailblazer Award. She is an ATPI officer.
Noon Friday, Room 4C-4

Jeff Browne is the executive director of the Kansas Scholastic Press Association, and he teaches multimedia reporting at the University of Kansas School of Journalism.
11 a.m. Friday, 612

Kat Buchanan is the co-editor-in-chief of The Harbinger, a student-run publication at Shawnee Mission East H.S., Prairie Village, Kan.
2:30 p.m. Friday, 607

McKenna Bulkley is a junior at Orange Glen H.S. in Escondido, Calif. She is the managing editor for the Musket newspaper. She began her career in scholastic journalism on her middle school newspaper staff. Her past positions have included staff writer and spread (double truck) designer. She hopes to become a journalism teacher.
2:30 p.m. Saturday, 617

Renee Burke, MJE and NBCT, is a yearbook and newspaper adviser at Boone H.S. in Orlando. She advises the Legend yearbook, Hi-Lights newspaper and hlikes.org. She was a DJNF Distinguished Adviser in 2008. She also teaches national journalism workshops and is the Camp Orlando coordinator. Both publications have earned high honors from CSPS, FSPA, NSPA and Quill and Scroll.
2:30 p.m. Friday, 615

Eric Burse is a junior multimedia journalist at the Annenberg School for Communication and Journalism at the University of Southern California. He is double-majoring in broadcast and digital journalism and political science. Burse is active in the National Association of Black Journalists. He is co-writing a book about youth leadership with MSNBC’s Jeff Johnson.
Noon Friday, 608

Larisa Capodieci has been involved in the yearbook world since middle school. She graduated from Saugus (Calif.) H.S., where her senior yearbook earned a CSPS Gold Medal. From there she attended University of California at Davis, and in 2009 started as a representative for Balfour Yearbooks. Capodieci uses her knowledge of technology, social media and design to help yearbooks across the nation.
8 a.m. Saturday, 615

David Casuga is on The Feather Online staff at Fresno (Calif.) Christian High School.
1 p.m. Saturday, 608

Marilyn Chapman, CJE, has retired after teaching her two passions of yearbook and newspaper journalism and American literature for 43 years in Missouri, Connecticut, New York, Georgia and South Carolina. She is a JEA mentor.
Noon Friday, 6C; 2:30 p.m. Friday, 620

Jill Chittum, MJE, advises the Tiger Print newspaper, Reflections yearbook and BVTigerNews.com at Blue Valley H.S. in Stilwell, Kan. Chittum was named to the first class of JEA Rising Stars, and she is the president of the Kansas Scholastic Press Association board. Chittum is JEA’s National Journalism PLC committee chair. Before teaching, Chittum was a photojournalist at the Wichita Eagle.
8:30 a.m. Thursday, 602; 9 a.m. Friday, 618; 8 a.m. Saturday, 606

Tina Cleavelin, the western creative accounts manager for Jostens, works closely with advisers and staffs. She advised award-winning newspaper, yearbook and photojournalism staffs for 14 years in Arizona and Oklahoma. While advising staffs in Arizona, she served as the Fall State Journalism Convention director for the Arizona Interscholastic Press Association. She received the Friends of Journalism award from the New Mexico Scholastic Press Association.
9 a.m. Friday, 609; 2:30 p.m. Friday, Room 4C-3

Erin Coggins advises the Crimson Crier newspaper and the Senator yearbook at Sparkman H.S. in Harvest, Ala. She was named Alabama Adviser of the Year three times, a DJNF Special Recognition Adviser in 2008 and a DJNF Distinguished Adviser in 2011.
8 a.m. Saturday, 607

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 NSPA Pacemakers, CSPA Trendsetter and Crowns and a Publisher’s Industry Award. Coolidge received NSPA’s Pioneer Award, CSPS’s Gold Key and JEA National Yearbook Adviser of the Year. She is in the Great Lakes Interscholastic Press and the Scholastic Journalism halls of fame.
Noon Friday, Room 4C-3

Michelle Coro, CJE, with experience in the real world of broadcast and print media, brings a wealth of knowledge to

The eyes on the regal Tlingit totem pole watch as busy shoppers pass through the streets of Pioneer Square.
Photographer: Tim Thompson

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the classroom. She advises the yearbook, newspaper and TV productions at Desert Vista H.S. in Phoenix, Ariz. She has advised yearbook and newspaper staffs at other schools in Arizona and Missouri.
2:30 p.m. Friday, Room 4C-3

Sandra Coyer, MJE, has been the adviser of the Viking Vanguard at Puyallup (Wash.) H.S. for close to 10 years. She is the WJEAs vice president and 2010 Washington State Adviser of the Year.
10 a.m. Friday, Ballroom 6C; 10 a.m. Saturday, 610

Kathy Daly teaches at workshops and conventions around the country. She also consults with Herff Jones Yearbooks. While an adviser, her yearbooks at Overland High School won CSPA Gold and Silver Crowns and NSPA Pacemakers. She has received a CSPA Gold Key, NSPA Pioneer Award and JEAs Medal of Merit and Lifetime Achievement Award. In 1998 she was selected national Yearbook Adviser of the Year.
9 and 10 a.m. Saturday, 609

Deanne Dellana advises the yearbook at James Bowie H.S. in Austin, Texas.
9 a.m. Friday, 609

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, 612; 10 a.m. Saturday, 618

Marci Dickens is the journalism teacher at Livingston (Texas) H.S. She teaches photojournalism and advises the online newspaper, yearbook and commercial photography studio. She has been an educator for 31 years, teaching journalism since 1998. During her tenure in journalism she has taken the yearbook from tolerable to journalistically sound and initiated the commercial photography program.
1 p.m. Saturday, 610

Helen Dinkel is the design editor of the Shawnee Mission East H.S. yearbook, the Hauber. She has worked on the yearbook staff for three years and has placed in numerous national contests.
Noon Saturday, 617

Julie E. Dodd, MJE and Ed.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. She has received the JEA Carl Towley Award and the NSPA Pioneer Award.
11 a.m. Friday, 310; 1 p.m. Friday, 601; 9 a.m. Saturday, 601

David Domke — See Featured Speakers.
9 a.m. Friday, Room 4C-3

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 and 10 a.m. Friday, 3AB

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.
2:30 p.m. Friday, 310; 10 a.m. Saturday, 617

Craig Duff is an award-winning video journalist and documentary television director, producer and writer, specializing in multi-platform storytelling and solo journalism. Before joining the Medill School at Northwestern University in 2012, he was the director of multimedia and chief video journalist for TIME, where he oversaw video and other multimedia projects for the magazine’s digital platforms and TIME.com. He and his team at TIME won an Emmy for new approaches in news and documentary programming for a series that explored the stories behind several iconic photographs.
9-10:50 a.m. Saturday, Room 4C-2

Alison Dunaway is editor-in-chief of the Francis Howell H.S. Howelltonian yearbook. She also copy edits the Spotlight newspaper and helps manage fhstoday.com. She serves as a Student Partner with the 4Swords initiative for the JEA Scholastic Press Rights Commission.
Noon and 1 p.m. Saturday, 611

Michele Dunaway, MJE, advises the award-winning Howelltonian 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.
2:30 p.m. Friday, 4C-1,2

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, CSPA Gold Key, JEA Lifetime Achievement Award, NSPA Pioneer Award and OIPA National Scholastic Journalism Hall of Fame.
8, 9 and 10 a.m. Saturday, 602-603

Susan Enfield — See Friday Luncheon.
11 a.m. Friday, Ballroom 6E

An image of the Seattle Mariners fan favorite Ichiro Suzuki stands among the towers of Seattle’s downtown buildings. Photographer: Tim Thompson
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Aaron Engelman studies journalism and mass communication at Kansas State University as a graduate student. He has a passion for video production with experiences ranging from directing and producing to project planning and presentation. His previous work includes live events in sports, entertainment, music, academic and military venues. He helped to create and develop the student-operated video production outlet, Wildcat Watch. 1 p.m. Saturday, Room 4C-1

Barbara “Babs” Erickson taught journalism for 33 years, mostly at Jefferson H.S. in Rockford, Ill. Her JHS publications team won the Illinois High School Association’s Journalism State Championship in 2007. Erickson received KEMPAS award for yearbook adviser of the year and JEA’s Lifetime Achievement Award in 2007. She is a JEA mentor. 10 a.m. Friday, Ballroom 6C; 2:30 p.m. Friday, 616; 9 a.m. Saturday, 620

Greg Evans is the founder and owner of Down to Earth Counseling in Tuscaloosa, Ala. He has master’s degrees in divinity and counseling, and he is a nationally certified and licensed professional counselor. He works with people of all ages in regard to relationship issues as well as situations of anxiety, fear and trauma. 2:30 p.m. Saturday, 613

Jody Evans advises a weekly broadcast television program, PATS-TV, at Hillcrest H.S. in Tuscaloosa, Ala. This award-winning program is student-produced and student-run and is the only broadcast television production in her school system. Evans also writes a column for a local magazine. Noon Friday, 603; 2:30 p.m. Saturday, 613

Janet Ewell, MJE, helped pass the California Adviser Protection Law and advised a prize-winning newspaper at an urban Title One school in Southern California. She writes frequently to advocate for student journalism and authentic education. She is a Fellow of the South Basin Writing Project, a National Board Certified Teacher, and received the JEA Medal of Merit and the CSPA Gold Key. 10 a.m. Friday, 613

Terry Fain is sales manager with Pacific Publishing Co., Commercial Printing Division, a Seattle-based publisher of community newspapers. His advertising sales experience includes several years of both print and radio. As member of WJEA, he has held ad sales workshops during three Washington state conventions and three Journalism Days as well as with individual schools. 2:30 p.m. Friday, 611

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. Noon Friday, 604; 11 a.m. Saturday, Room 4C-4

Carrie Faust, MJE, advises the Summit yearbook and Express newspaper at Smoky Hill H.S. in Aurora, Colo. Her staffs have earned two CSPA Silver Crowns, an NSPA Pacemaker, Gold Medalist and All-American critiques, and many state and local awards. She was a JEA Rising Star in 2008, a JEA Distinguished Yearbook Adviser in 2009 and the CHSPA Teacher of the Year in 2011. 9 a.m. Friday, 614; 10:30 a.m., Friday, Ballroom 6C; 11 a.m. Friday, 608

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 KSAPA executive board since 2007 as an area representative, First Amendment Response Committee chairman and state contest committee chairman. 8:30 a.m. Thursday, 612; 10 a.m. Saturday, 618

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. 8:30 a.m. Thursday, 613 and 614; 11 a.m. Friday, Ballroom 6E: 1 p.m. Friday, 601; 10 a.m. Saturday, 303

Randall Findlay teaches English and film appreciation/criticism at St. Paul Academy in Minnesota. He has been adviser to The Activist at The Blake School (2003-2004, Minneapolis) and The Pendulum at Galileo H.S. (1995-2000, San Francisco). A former arts critic, Findlay served as 1987-89 editor for the Guthrie Preview magazine and has written for the Minneapolis Star Tribune and the St. Paul Pioneer Press. 11 a.m. Friday, 303; 11 a.m. Saturday, 610

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. 11 a.m. Friday, 614

Bill Flechtner, 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. 8:30 a.m. Thursday, 613 and 614; 9 a.m. Friday, 6C; 1 p.m. Friday, 601; 9 a.m. Saturday, 617; 10 a.m. Saturday, 620

Phyllis Fletcher — See Featured Speakers.

The bronze bust of Chief Seattle is the center piece of a fountain in Pioneer Square. The bust was sculpted by James A. Wehn in 1909 and rests at First Avenue and Yesler Street. Photographer: Tim Thompson
The News Fund will select one National High School Journalism Teacher of the Year, four Distinguished Advisers and several Special Recognition Advisers based on their work during 2011-2012.

The winning teacher receives a plaque, a pin and addresses journalism educators and professional journalists. The teacher attends a seminar at the Poynter Institute for Media Studies and receives a subscription to The Wall Street Journal Classroom Edition. In addition, a graduating senior will win a $1,000 scholarship.

Added benefits:
- expense-paid travel
- a newsroom laptop computer
- a column in Adviser Update
- a district substitute teacher per diem

Distinguished Advisers win:
- $500 scholarships for seniors
- The Classroom Edition

Special Recognition Advisers receive plaques and the Classroom Edition.

How to Apply
We seek those with at least three years’ experience who have been honored as lifetime achievement, state or regional winners by local, state and regional groups. Professional media and press associations are invited to forward candidates from their competitions. The nominee must complete the application in five typed pages.

And submit:
- Up to three letters of support
- An updated résumé
- A high-quality color head shot of at least 180 dpi on photographic paper
- Six sets of two issues of newspapers, newsmagazines or printouts of Internet editions published during the 2011-2012 school year

Application packages must be postmarked by July 1, 2012, to: Dow Jones News Fund, Inc. P.O. Box 300, Princeton, NJ 08543 By courier: 4300 Route 1 North, Monmouth Junction, NJ 08852 Phone: 609-452-2820 djnf@dowjones.com Nomination form at Programs at https://www.newsfund.org

Selection Process
An advisory panel will review the applications. It will weigh each teacher’s service in local, state or national organizations, personal awards, the quality of their students, their philosophy and approach to student press rights and ethics. Applicants are also asked to identify an issue they would like to address as Teacher of the Year.

The teacher with the highest score is selected Teacher of the Year, the four teachers with the next highest scores are named Distinguished Advisers. Special Recognition Advisers are chosen for their good showing against the criteria listed above.

Winning teachers will be guests of the Fund at the Advisers’ Luncheon during the JEA/NSPA National High School Journalism Convention in San Antonio on Nov. 17, 2012.

Aaron Manfull launched theNext26.com to promote dialogue and action
Kelly Furnas, CJE, is executive director of the national Journalism Education Association, as well as an associate professor at Kansas State University and associate director of Student Publications Inc. Prior to arriving at K-State, he was the student media adviser at Virginia Tech. He has also worked at newspapers in Las Vegas and Tallahassee, Fla. 7:30 p.m., Thursday, 4B; 9:15 p.m., Thursday, 609; 9 p.m. Friday, 4B; 8:30 p.m., Friday, Room 4C-3, 4; noon Saturday, Ballroom 6E; 8:30 a.m. Sunday, 4B

Patricia Gathright advises the La Reata yearbook at Saint 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, 611

Tom Gayda, MJE, directs student media at North Central H.S. in Indianapolis. He is JEA's Development/Curriculum Commission 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, Ballroom 6C; 10 and 11 a.m. Saturday, Room 2B

Mark Goodman is a professor and the Knight Chair in Scholastic Journalism at Kent State University where he coordinates the Center for Scholastic Journalism's Scholastic Journalism Census. Goodman, a lawyer, was executive director of the Student Press Law Center for 22 years. Goodman has received many awards for his work with the student press including the Carl Towley Award, JEA's highest honor. 9 and 10 a.m. Saturday, 308

Brenda W. Gorsuch, MJE and JEA's Southeast regional director, 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 NCSSMA. She was a JEA Distinguished Adviser and a DJNF National High School Journalism Teacher of the Year. 2:30 p.m. Friday, Ballroom 6C; 9 a.m. Saturday, 607

Kim Green, MJE, teaches journalism and advises The Triangle newsmagazine and Log yearbook staffs at Columbus (Ind.) North H.S. The publications have earned Pacemakers and Gold Crowns, and Log is in NSPA's Hall of Fame. Green is JEA's Certification Commission chair. She was named Indiana Journalism Teacher of the Year, a DJNF Distinguished Adviser and a JEA Distinguished Yearbook Adviser. Green was the only journalism teacher to receive her community’s Edna Folger Outstanding Teacher Award. 11 a.m. Friday, 616; noon Friday, 614; 2:30 p.m. Friday, 308; 3:30 p.m., Friday, 310; 7:30 a.m. Saturday, JEA Suite - Sheraton; 10 a.m. Saturday, 612; noon Saturday, Ballroom 6E

Peggy Gregory, MJE, 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, 613 and 614; 1 p.m. Friday, 601; 11 a.m. Saturday, Ballroom 6C

Karl Grubaugh, 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. 9 and 10 a.m. Friday, 2B; 10 a.m. Saturday, 3A

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,” and she will be sharing her life experiences. 2:30 p.m. Friday, 2B

Matthew Gutschenritter is the co-editor-in-chief of the Pacemaker-winning Wayland Student Press Network. 2:30 p.m. Friday, 602; noon, 1 and 2:30 p.m. Saturday, 609

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 Kansas City convention. She serves on the Kansas Scholastic Press Association's executive board and is past president of the Journalism Educators of Metropolitan Kansas City. 8:30 a.m. Thursday, 609; 11 a.m. Friday, Room 4C-1; 9 a.m. Saturday, 615

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. 10 a.m. Friday, 609; 11 a.m. Friday, 616

John Hamer — See Featured Speakers. 10 a.m. Friday, Room 4C-3

Charla Harris, CJE, advises the yearbook, newspaper and broadcast program at Pleasant Grove H.S. in Texarkana, Texas. The publications have been Silver Crown and Pacemaker winners, and the Hawk yearbook has received the ILPC Star Award in Texas for the past 18 years. Harris was the Texas Journalism Teacher of the Year in 2007 and is a JEA Distinguished Adviser. 2:30 p.m. Saturday, 611

Erinn Harris has 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 2010 JEA Rising Star, Harris has been a yerd for the past 17 years. 2:30 p.m. Friday, 612; 2:30 p.m. Saturday, Room 4C-1

Anastasia Harrison co-advises the Epic yearbook at Legend H.S. in Parker, Colo. She previously advised the Eques yearbook and Mustang Express newspaper at Ponderosa H.S., where the yearbook was recognized with a Silver Crown from CSPA, as well as All American and First Class ratings from NSPA. The newspaper’s website was a 2003 Pacemaker Finalist. She hopes to achieve the same success at Legend. 9 a.m. Saturday, 611
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Nancy Hastings, MJE, advised both the newspaper and yearbook at Munster H.S. in Indiana, where her students won countless awards, including Pacemakers, Crowns, Hoosier Stars and Best of Shows. Personal honors include NSPA’s Pioneer, CSPA’s Gold Key, JEA’s Yearbook Adviser of the Year and JEA’s Lifetime Achievement Award. She currently serves as JEA’s Indiana state director.
11 a.m. Saturday, 608

Janice Hatfield, CJ, a member of the Pennsylvania School Press Association Board and a JEA Mentor, advised a school newspaper a decade and a Pacemaker literary magazine for 15 years. She retired in 2004.
1 p.m. Saturday, 616

Courtney Hayah, a senior at Hopi Junior/Senior H.S. in Kearns Canyon, Ariz., is in the beginning radio class, National Honor Society and plays volleyball, softball, basketball and she is also a cheerleader.
Noon Saturday, 613

Brian Hayes, MJE, is the director of secondary education in journalism at Ball State University. With experience working as a visual journalist at several professional newspapers in the Midwest and southeast, Hayes received the first-ever Future Journalism Teacher Scholarship from the JEA in 2000. Since then, he has worked as a high school publications adviser and now enjoys teaching future journalism teachers.
2:30 p.m. Friday, 614; Noon Saturday, Ballroom 6E

Dieadra Haynes from Baton Rouge, La., is a senior communication major with a concentration in mass communication and journalism at Southeastern Louisiana University, where she is enrolled as a journalism teacher education student.
1 p.m. Saturday, 619

Chris Heady is a senior at Shawnee Mission East H.S. and the co-head copy editor for the Pacemaker-winning publication, The Harbinger.
2:30 p.m. Friday, 607

Mary Hierholzer is on The Feather Online staff at Fresno (Calif.) Christian High School.
Noon and 2:30 p.m. Saturday, 608

Mike Hiestand is an attorney and legal consultant to the Student Press Law Center. Since 1991, he has provided legal help

A wooden fisherman stands outside the doors of The Fisherman’s Restaurant & Bar, located on Pier 57 of Seattle’s historic Waterfront. Photographer: Tim Thompson

9 and 10 a.m. Friday, 611; noon and 1 p.m. Saturday, 604

Jennifer Higgins has advised newsmagazines since 2004. Her current school, Liberty (Mo.) North H.S., opened in 2010, and she embraced the challenge of starting a newsmagazine from scratch.
9 and 10 a.m. Friday, 615

Erica Hill — See Featured Speakers.
11 a.m. Saturday, 303

Kathi Hopkins is serving several award-winning publications in the south Texas area for Balfour Publishing. She actively judges all UIL writing contests and continues to push her staffs to strive for more readership.
8 a.m. Saturday, 604

David Horsey — See Featured Speakers.
2:30 p.m. Friday, 608

Megan Hughes is in her fourth year advising the South Paw yearbook, The View newsmagazine, the Ink Blot literary magazine and PHSview.com at Park Hill South H.S. in suburban Kansas City.
9 a.m. Saturday, 618

Treasure “Lady Scribe” Hunter is an entertainment journalist, public relations specialist and founder of Inner-G-Source Music Media Group/Sh’e ReadY eVenTs. A contributor to RnBMagazine.com and MyMediaBlast.com, Hunter is an advocate for the arts and integrity media. Her body of work includes interviews with Jay Z, Brian McKnight, Mike Epps, Jamie Foxx, Lil Wayne, Asher Roth, Russell Simmons, Charlie Wilson, Boyz to Men and others.
2:30 p.m. Saturday, 607

Tom Hutchinson is an internet veteran, having worked in the industry for more than 11 years as a software trainer, project manager, and product manager. He co-owns School Newspapers Online.
1 p.m. Saturday, 606

Chris Ison is an associate professor at the University of Minnesota School of Journalism and Mass Communication, and a former investigative reporter who won a Pulitzer Prize for investigative reporting in 1990 with the Minneapolis Star Tribune. He also was the assistant managing editor for investigative projects at the Star Tribune for three years. Ison serves on the NSPA Board of Directors, and teaches reporting and media ethics.
11 a.m. Saturday, 613

Victoria Ison is a freshman at Ball State University majoring in magazine journalism and Spanish. She was the 2011 National High School Journalist of the Year. While attending Bloomingtom (Ind.) H.S. North, she was a writer, photographer, designer and editor for the newsmagazine, Fused, and wrote columns for the local newspaper, The Herald-Times.
11 a.m. Friday, 611

Tyrone Jones advises yearbook and newspaper staffs at Central H.S. in Tuscaloosa, Ala.
10 a.m. Saturday, 620

Jim Jordan is in his 30th year as yearbook adviser at Del Campo H.S. in Fair Oaks, Calif. His students’ yearbooks have won consistent Gold Crown Awards (13) from CSPA and Pacemaker Awards (15) from NSPA. In 1996 he was named National Yearbook Adviser of the Year by JEA. He also has been awarded the CSPA Gold
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Key, the NSPA Pioneer Award and the JEA Medal of Merit.
8 a.m. Saturday, 608; 11 a.m. Saturday, 3B

Paul Kandell, the 2009 DJNF National Journalism Teacher of the Year, is adviser to Palo Alto H.S.’s Pacemaker-winning magazine, Verde, and website, The Paly Voice. He is also co-director of Newsroom by the Bay at Stanford. He has a master’s degree in journalism from the University of Missouri-Columbia.
Noon Friday, 606; noon and 1 p.m. Saturday, 618

Jennifer Karchmer is an independent journalist who covers freedom of the press. Serving as the Washington state correspondent for Reporters Without Borders, she monitors First Amendment issues and advocates for fellow journalists. Karchmer writes a media column for the independent monthly Whatcom Watch. Her 20-year career includes reporting for CNN, the Associated Press, Gannett and McClatchy among other outlets. She teaches at Western Washington University. She spent six weeks in Iceland this year studying press freedom.
1 p.m. Saturday, 617

Thomas Kaup, MJE, advised high school and middle school journalism for 12 years. Kaup began the middle school magnet journalism program at Alice Buffett Magnet Middle School in Omaha, Neb. Kaup, along with Dianne Smith, MJE, is the co-author of “Middle School Journalism,” a two-semester textbook published by TeachingPoint. Kaup teaches language arts and reading intervention at Auburn (Wash.) H.S.
2:30 p.m. Saturday, 618

Crystal Kazmerski 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.
11 a.m. Friday, 607; 11 a.m. Saturday, 3B

Lori Keekley, MJE, advises at St. Louis Park (Minn.) H.S. Previously she worked as the director of contests and critiques at NSPA. The Echo has been a Gold Crown and Pacemaker recipient, and her students have won state and national awards. Keekley is a DJNF Distinguished Adviser and a member JEA’s Scholastic Press Rights Committee.
9 and 10 a.m. Saturday, 212

Emily Kellison-Linn is an editor-in-chief at Palo Alto High School’s Verde magazine.
Noon Saturday, 618

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.
9 and 10 a.m. Friday, Room 4C-1, 2; 11 a.m. Saturday, Ballroom 6C

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, 607; 8 a.m. Saturday, Room 4C-1

Ellen Kersey, CJE and a retired high school journalism adviser, teaches freshman writing and advises the yearbook at Corban University in Salem, Oregon. She also serves as JEA mentor.
9 a.m. Friday, 6C; 10 and 11 a.m. Saturday, 614

Valerie J. Kibler, CJE, teaches at Harrisonburg (Va.) H.S., where she advises the print and online newspaper. She was the local chair for the 2009 Washington, D.C., convention.
9 a.m. Saturday, 613

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.
11 a.m. Friday, 617; 8 a.m. Saturday, 307

Emily Kulaga is one of the co-editors-in-chief for the Shawnee Mission East H.S. yearbook, the Hauberk. This is her third year on staff, and she has placed in numerous national contests.
Noon Saturday, 617

Kate Kulaga is a co-editor-in-chief for the Shawnee Mission East H.S. yearbook, the Hauberk. She has placed in numerous national contests and is a successful designer.
Noon Saturday, 617

Edmond Kwong, after many years in high-tech marketing, has decided to pursue opportunities to work with young artists and future business leaders. His first Pegasus yearbook staff at Homestead H.S. in Cupertino, Calif., earned a National Pacemaker and a Silver Crown. His passion for photography and design resulted in many published pieces in newspapers, magazines, brochures and websites.
2:30 p.m. Saturday, 3B

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.”
2:30 p.m. Friday, Room 4C-4; 9 a.m. Saturday, 608; 10 a.m. Saturday, Ballroom 6C; 11 a.m. Saturday, Room 4C-4

Carol Lange, a former high school teacher and adviser, has participated in or directed Intensive Journalistic Writing Institutes since 1988. Lange writes monthly NIE online guides for The Washington Post and co-wrote a four-course radio curriculum available at www.hsj.org. In 2010 she trained teachers in Lanzhou, China, to begin journalism classes.
10 a.m. Friday, 307; 9 and 10 a.m. Saturday, 613

Margaret Larson — See Featured Speakers.  
11 a.m. Friday, Room 4C-1, 2

Evelyn Lauer is an independent journalist who has served as a Pioneer, a Towley winner and a member of the Digital Media committee. She is a contributing writer for www.jeadigitalmedia.org.
9 a.m. Friday, 606
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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, 607; 9, 10 and 11 a.m. Saturday, 606

Joy Lessard has enjoyed advising award-winning newspapers and yearbooks for 37 years in the Ellensburg (Wash.) School District. She was named Washington (WJEA) Adviser of the Year; Ellensburg School District Teacher of the Year; and in 2008, she was awarded the JEA Teacher Inspiration Award. 9 a.m. Saturday, 619

Elizabeth Levin, MJE, is in her 12th year as adviser of The Omega, newspaper at Downers Grove (Ill.) North H.S. The Omega has earned a Best of Show award for the past two years. Levin also teaches English classes. 10 a.m. Saturday, 616

Janet Levin, MJE, has taught journalism her entire education career — starting in 1981. She came to John Hersey H.S., Arlington, Ill., in 1985, took on the role of adviser of The Correspondent newspaper and still remains in that position. Levin spends parts of her summers breathing in journalistic knowledge at workshops. JEA honored her with its Medal of Merit and Teacher Inspiration Award in 2009. 8 a.m. Saturday, 614

Peggy Ligner advises newspaper, yearbook and online publications. Her focus these days is on convergent media so her publications staffs often work together on projects. She has been a journalism teacher for 25 years and worked as a broadcast journalist for eight years before beginning her teaching career. 11 a.m. Saturday, 307

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. Lindsay is JEA’s North Central regional director, a JEA mentor for Iowa and a member of several JEA committees. 11 a.m. Friday, Ballroom 6C; 2:30 p.m. Friday, 618; 8 a.m. Saturday, Ballroom 6C; 11 a.m. Saturday, 617

Lisa Llewellyn has been a yearbook nerd for 17 years. In high school, she was an award-winning broadcast student and yearbook editor, and she served the Florida Scholastic Press Association as student chairperson of the 50th anniversary convention. She currently helps advisers and students as a yearbook sales representative for Walsworth Publishing Co. in Dallas. 11 a.m. Saturday, Room 4C-1

Monica Loera has more than 10 years of design and marketing experience and knows the ins and outs of InDesign, Photoshop, marketing and sales. She enjoys inspiring students and helping them reach their highest potential in her position as a Walsworth yearbook sales representative in Southern California. 9 a.m. Friday, 310

William Love teaches journalism technology and advises the student-run newspaper at Sandpoint (Idaho) H.S. Prior to teaching, Love was a reporter and editor at newspapers in the Pacific Northwest. 8 a.m. Friday, 612

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. 10 a.m. Friday, 609

Brenna Lyles is editor-in-chief of MavLife student newspaper at La Costa Canyon H.S. in Carlsbad, Calif. Lyles joined MavLife as a staff writer during her junior year. That year, she wrote an investigative piece regarding questionable spending on campus that led to significant changes in how student funds are managed. She plans to pursue journalism as an occupation. 2:30 p.m. Saturday, 616

Aaron Manfull, MJE and NBCT, is the JEA Digital Media chair and coordinates JEADigitalMedia.org. He is adviser of the Excalibur yearbook, North Star news杂志, FHNtoday TV and FHNtoday.com at Francis Howell North H.S. in St. Charles, Mo. 9 and 10 a.m. Friday, 608; 8 a.m. Saturday, 308

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. 9 a.m. Saturday, 310

Maytal Mark is an editor-in-chief at Palo Alto High School’s Verde magazine. Noon Saturday, 618

Haley Massara is an editor of the opinion section of her school paper, the Granite Bay Gazette, and has been writing journalistically for three years. 11 a.m. Saturday, 3B

Susan Massy advises the Lair yearbook and the Northwest Passage newspaper at Shawnee Mission North 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. 10 a.m. Friday, 607; 11 a.m. Saturday, 3B

Sylvia Masuda advises a design editor for the Daily Breeze and its sister weekly, the Palos Verdes Peninsula News. She has been working with copy editing, graphic design and news editing for three years. Previously, she worked as a features reporter for the Breeze for two years. 1 p.m. Saturday, 602-603

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. 10 a.m. Saturday, 602-603

Rachel McCarver, CJE, advises the Bull Dog News Network, 33Things feature magazine, and a 2011 Pacemaker winner chmsmedia.com at Columbus (Ind.) North H.S. McCarver is also the president of the Indiana High School Press Association and a 2010 JEA Rising Star. 9 and 10 a.m. Friday, 603
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Mary Anne McCloud, retired teacher, participates in the JEA Mentoring Program in Kansas after advising newspapers, yearbooks and literary magazines for 30 years.
9 a.m. Friday, 616; 11 a.m. Friday, 6C

Torri McEntire advises the Stiqayu student newspaper at Henry M. Jackson H.S. in Mill Creek, Wash. She has advised student newspapers, yearbooks and magazines for more than 10 years in California and Washington. She was a journalist for the Los Angeles Times for nine years. Before that, she wrote for The Hollywood Reporter in Los Angeles and United Press International in New York.
Noon Saturday, 610

Jim McGonnell will retire to Florida in June after being a newspaper adviser for 35 years. He advises the national award-winning Blue & Gold newspaper, 2AToday television news program and blueandgoldtoday.org website at Findlay (Ohio) H.S. McGonnell is president of the Ohio Scholastic Media Association, 2007 DJNF National Journalism Teacher of the Year, 2008 Master Teacher of Ohio and a CSPA Gold Key recipient.
10 a.m. Saturday, Room 4C-4

Jesse McLean advises WKHS-TV, a broadcast news program at Waterford (Mich.) Kettering H.S. She is the treasurer for the Michigan Interscholastic Press Association and was the 2009 JEA Future Teacher of the Year. For the past two years McLean advised the Upstart, a weeklong multimedia class at the MIPA Summer Workshop.
Noon Friday, 612

Mercedez McNabb is the editor of the Torch yearbook at Orange Glen H.S., Escondido, Calif. She has been an integral part of the staff since her freshman year. A junior, she has seen the staff grow from 18 students to more than 80 in just three short years. She is a die-hard “yerd” who started working on her middle school yearbook staff.
2:30 p.m. Saturday, 617

Megan McNames is assistant director of Journalism Workshops at Ball State University, where she also teaches Web design and interactivity for the Department of Journalism and Digital Media minor.
10 a.m. Saturday, 607

Tara McQueen is managing editor of MavLife student newspaper at La Costa Canyon H.S. in Carlsbad, Calif. McQueen first studied journalism a summer journalism program at the University of Cambridge in England. Her passion for writing encouraged her to pursue journalism in high school.
2:30 p.m. Saturday, 616

Kimberly Messadieh, CJE, advises newspaper, broadcast and online media at El Camino Real H.S. in Woodland Hills, Calif. She is JEA’s broadcast contest coordinator.
7:30 a.m.-6 p.m. Friday, 201

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, 616

Jeff Moffitt, MJE, is Balfour’s key account/education manager. Prior to joining Balfour, Moffitt advised the award-winning Oracle newspaper and the Torch yearbook at Olympia H.S. in Orlando. He is a National Board Certified teacher in career and technical education. Moffitt was OHS’s 2007 Teacher of the Year. JEA named him a Special Recognition Yearbook Adviser in 2010 and a Rising Star in 2006.
Noon Friday, Room 4C-3

Whitney Moore has been in the yearbook industry for more than 10 years. She began her career as an editor for her high school and at the University of New Hampshire where she majored in journalism and communication. Entering her fifth year as a yearbook representative for Walsworth Publishing Co., she enjoys serving as a presenter and judge at national conventions.
1 p.m. Saturday, 612

Amy Morgan, MJE, advises the Shawnee Mission West H.S. newspaper and yearbook, which have earned Best of Show and Pacemaker finalist honors. She also co-advises the website. Morgan was local co-chair for the 2010 Kansas City convention. She serves on the Kansas Scholastic Press Association’s executive board and has been an officer for the Journalism Educators of Metropolitan Kansas City.
11 a.m. Friday, Room 4C-1; 9 a.m. Saturday, 615

Cal Mundell is the advertising manager at Coronado H.S. in El Paso, Texas. His new strategy of “making a buck” has dramatically increased sales for the paper. With the new method the paper was completely paid for in the first month. He has created other publications on the side, which have been used as a fundraiser.
11 a.m. Saturday, 307

Amy Murphy is in her second year of teaching journalism and her first year of advising the yearbook at Del Dios Middle School in Escondido, Calif. This year her students are exploring the combination of visual media along with the printed text by using QR Codes in the newspaper and yearbook.
8 a.m. Saturday, 610

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.
8:30 a.m. and 1 p.m. Thursday, 310; noon Friday, 604; 2:30 p.m. Friday, 617; Noon Saturday, 310

Heather Nagel advises the Lion’s Roar yearbook staff at Christ Presbyterian Academy in Nashville, Tenn. In recent years, her staff has won All-American, NSPA Best of Show, CSPA Gold Medal and THSPA Best Overall Yearbook. Her students have won many individual awards from Quill and Scroll and THSPA. She is the Tennessee state director for JEA.
9 a.m. Saturday, 610

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.
8:30 a.m. Thursday, 611; 2:30 p.m. Friday, 604

Mark Newton, MJE, teaches journalism at Mountain Vista H.S. in Highlands Ranch,
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Colo., and advises the Eagle Eye news magazine 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 inducted into the NSPA Hall of Fame in 2003.

8 a.m. Thursday, 303; 8 a.m. Friday, 612; 10 a.m. Friday, 604; 2:30 p.m. Saturday, 619

Casey Nichols, CJE, advises student media at Rocklin (Calif.) High School, where his students have earned top national and state honors, including induction to the NSPA Hall of Fame. Nichols is a former Yearbook Adviser of the Year as well as a CSPA Gold Key, NSPA Pioneer and JEA Medal of Merit recipient. He is a JEA mentor.

11 a.m. Friday, Room 4C-4; 11 a.m. Saturday, Ballroom 6C

Sarah Nichols, MJE, advises student media at Whitney H.S. in Rocklin, Calif., where her students have earned top national and state honors. Nichols serves as JEA’s vice president. She was recognized as the 2010 National Yearbook Adviser of the Year and is a Medal of Merit and NSPA Pioneer recipient. She is active with JEA-Northern California, Scholastic Press Rights Commission and Digital Media Committee.

9 a.m. Friday, Ballroom 6C; 11 a.m. Friday, Room 4C-4; 10 a.m. Saturday, 612

Mark Novom is the yearbook and newspaper adviser at Brentwood School in Los Angeles, and is particularly passionate about organization. His students use an organization notebook as the yearbook bible. In his first year, the Aerie yearbook won a Pacemaker from NSPA. He previously taught English and theater for eight years.

9 and 10 a.m. Saturday, 3B

Steve O’Donoghue is a former DJNF 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’Donoghue currently coordinates scholastic journalism efforts with industry partners in Los Angeles, Sacramento and Contra Costa, Calif.

9 a.m. Thursday, 603

Lori Oglesbee, 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 checklist line.

11 a.m., noon and 2:30 p.m. Friday, 3AB

Jed Palmer advises the journalism program at Sierra Middle School, including the Eagle Eye View yearbook and STV broadcasting. The Sierra program has earned numerous individual student and publication awards, including Picture of the Year, Best of Show, a Pacemaker and Gold Crown. Palmer serves on the JEA Middle School Commission and has worked at all levels to expand middle school journalism opportunities.

6:30 p.m., Thursday, 611; 10 a.m. Saturday, 615

Gina Parker advises the Gusher yearbook staff at C.E. Byrd H.S. in Shreveport, La. The Gusher has received Gold Medalist standing from CSPA numerous times, most recently for the 2011 publication. Gusher is recognized in several of Jostens’ textbooks on yearbook photography and design. It has also been featured in all nine volumes of Jostens’ Look Book. Parker is the JEA state director for Louisiana.

8 a.m. Saturday, 616

Jessica Partnow is co-founder of the Common Language Project, a journalism nonprofit based at the University of Washington. The mission of the CLP is to engage, educate and inform Americans of all ages on the crucial human issues of our time through innovative and accessible journalism. Partnow is a radio journalist. She also leads the CLP’s administration and organizational development.

Noon Friday, 609

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.

6:30 p.m., Thursday, 611

Laney Paulson is editor-in-chief of the Musket newspaper at Orange Glen H.S., Escondido, Calif. She is a senior and has served as a copy editor, sports editor and staff writer. Paulson has been involved with journalism for four years. She plans to pursue a career in teaching.

2:30 p.m. Saturday, 617

Meghan Percival teaches photojournalism and AP Psychology and advises The Clan yearbook staff at McLean (Va.) H.S. The Clan staff has been recognized with the NSPA Pacemaker and CSPA Silver Crown. It was inducted into the NSPA Hall of Fame in 2004.

Noon Friday, 607; 2:30 p.m. Saturday, Room 4C-1

Kara Petersen began her yearbook career in high school and continued copy editing with the University of Virginia’s Corks & Curls. After graduation, Petersen advised five yearbooks at Atlee H.S. in Mechanicsville, Va, where the Legend earned a host of awards including Pacemaker Finalist. She currently works as a Herff Jones representative in northern Virginia.

Noon Friday, 607

Joe Pfeiff, CJE, retired after 34 years of teaching and advising yearbooks and newspapers in Iowa, Illinois and Arizona. He is the recipient of the Forest Martin Award from the Arizona Interscholastic Press Association and the Lifetime Achievement Award from JEA.

11 a.m. Friday, 613; 2:30 p.m. Friday, 6C

A glass canopy spans the length of the city block outside the Washington State Convention Center, located at the heart of downtown Seattle. Photographer: Tim Thompson
Judy Babb, MJE, brings decades of experience advising staffs who created top-ranked books on both the state and national levels. Now a Friesen Yearbooks print specialist, she helps other staffs achieve excellence. Babb's knowledge lends itself to helping schools improve in all aspects — from writing memorable stories to taking stunning photos and selling more books. Babb has been recognized with Texas Journalism Teacher of the Year, Texas Legend, CSPA's Gold Key and NSPA's Pioneer awards among others. Her goal is to help staffs produce books students will love and want.
SPEAKERS

Kyle Phillips advises The Surveyor student newspaper and CRWashSurveyor.com website at George Washington H.S. in Cedar Rapids, Iowa. He will begin advising the The Monument yearbook next year. He is also an assistant coach for the speech team’s television news and radio broadcasting events.
11 a.m. Saturday, 616

Lawrence Pintak — See Featured Speakers. 9 a.m. Saturday, Room 4C-2

Evan Pioch is a television/radio major at Ithaca College. He got involved in multimedia coverage at Conestoga H.S., becoming the photo editor of The Spoke newspaper and president of the award-winning TV club. In college he is assistant producer of the only local news show in Ithaca, N.Y., and is a member of an award-winning team that covers live football games.
1 p.m. Saturday, 3B

Wayna Polk, MJE, recently retired from Abilene (Texas) H.S. Her Flashlight yearbook staffers 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.
6 p.m. Thursday, 303; 11 a.m. Friday, 611; 3 p.m. Friday, Ballroom 6C

Harry Proudfoot advised The Villager at Westport (Mass.) H.S. The paper publishes daily. He holds a Gold Key from CSPA and the Robert Baram Award from the New England Scholastic Press Association, and he is a DJNF Distinguished Adviser.
9 a.m. Friday, 303; 10 a.m. Friday, 303

Linda Puntney, MJE, former JEA executive director and professor emeritus at Kansas State University, advised award-winning publications on the junior high, high school, community college, small university and Big XII levels. Honors include CMA's Distinguished Yearbook and Distinguished Magazine adviser, JEA Carl Towley, Teacher Inspiration, Lifetime Achievement, Medal of Merit, CSPA Gold Key and Charles O’Malley awards. She advised the Royal Purple yearbook at K-State.
8 and 9 a.m. Saturday, Room 4C-3

Luke Rafferty is managing editor of The Spoke, newspaper at Conestoga H.S., Berwyn, Pa. He is responsible for all media coverage within it. He is active in the local community, and freelances for the local newspaper, The Main Line Times. Rafferty is an active member of the fire department as a photographer, and this has given him a unique experience in the world of photojournalism.
1 p.m. Saturday, 3B

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 the past 15 years, helping students and advisers to achieve success on local, state and national levels.
11 a.m. and noon Friday, 2B

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 at Cody (Wyo.) H.S. 9 and 10 a.m. Saturday, Room 4C-1

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 and a columnist for Quill & Scroll. She is the recipient of the NSPAs Pioneer Award and the AEJMC Scholastic Journalism Division's David Adams Journalism Educator of the Year.
11 a.m. Friday, 310

Jonathan Rogers, MJE, advises The Little Hawk newspaper and TheLittleHawk.com website 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 News-Leader, Missouri State Standard and E the Environmental Magazine.
10 a.m. Friday, 606; 11 a.m. Saturday, 616

Cindy Roth’s background in prepress operations and as a former yearbook adviser makes her a knowledgeable resource for teachers and students. A sales representative for Walsworth Publishing in eastern Washington, her strengths include all aspects of yearbook design, including using Photoshop and InDesign.
10 a.m. Friday, 310

Martha Rothwell advised the award-winning newspaper at North Iredell H.S., Statesville, N.C. She has served as past president of the North Carolina Scholastic Media Advisers Association and currently serves on the Executive and Finance committees of SIPA. Rothwell, a JEA mentor, has received the JEA Lifetime Achievement and NSPA Pioneer awards and the Kay Phillips Distinguished Service Award from NCSMA.
10 a.m. Friday, 6C; 2:30 p.m. Friday, 616; 9 a.m. Saturday, 620

Christina Rucker, a junior at Hopi Junior/Senior H.S. in Kearns Canyon, Ariz., is in the advanced radio class. She has won state awards from the Arizona Interscholastic Press Association for her radio pieces. She plays volleyball, softball and is a cheerleader.
Noon Saturday, 613

Starr Sackstein, MJE, is the New York state director for JEA and is on the Certification Commission. She advises the Blazer at World Journalism Prep School in Flushing, N.Y., and was recently named a DJNF Special Recognition Adviser. Sackstein also attended the 2011 ASNE Reynolds High School Journalism Institute at Kent State University.
11 a.m. Friday, 606; noon Friday, 619

Julia Satterthwaite is the first vice president of the Michigan Interscholastic Press Association and adviser of The Talon newspaper at Rochester (Mich.) H.S. Her students’ publications have won the Spartan award from MIPA for the past two years. This is her seventh year of teaching and advising.
2:30 p.m. Saturday, 604

Rod Satterthwaite, CJE, is special projects chairperson for the Michigan Interscholastic Press Association and adviser of The Squall student newspaper at Dexter (Mich.) H.S. His students’ publication have won awards including The Spartan, NSPA Pacemaker and CSPA Crowns. In addition he is JEA's Region 6 director and associate director of MIPA's summer workshop.
11:30 am, Friday, Ballroom 6C; Noon Friday, 602

Dan Savage — See Keynote Speakers. 1 p.m. Friday, 4B
Jacob Savishinsky teaches journalism and advises the Phoenix Flyer newspaper at Aviation H.S. in Des Moines, Wash. He uses his background as a grant writer for nonprofit organizations to raise funds for his school’s communications and publishing program, and has raised nearly $20,000 in three years for computers, audio/visual technologies, support services and much more.

Noon Saturday, 606

Lisa Schweers is advising her 23rd year of student-led publications, both yearbook and newspaper, at John Marshall H.S. in San Antonio, Texas.

8 a.m. Saturday, 604

Marilyn Scoggins advised the Hooper (Okla.) H.S. yearbook for 17 years. During that time her students earned top state honors from OIPA as well as CSPA Gold and Silver Crowns and NSPA Pacemakers. She was twice her district’s Teacher of the Year and is a CSPA Gold Key recipient. Scoggins works for Balfour Yearbooks as education and marketing coordinator. She also edits Elements magazine and Yearbook Yearbook.

Noon Friday, Room 4C-3

Teresa Scribner—See Featured Speakers.

11 a.m. Saturday, Room 4C-3; 1 p.m. Saturday, 303

Mary Seal advises the Warrior Ledger newspaper at Taylorsville H.S. in Salt Lake City, Utah. Discovering scholastic journalism at age 13, Seal has been hooked ever since. She’s advised broadcasting, yearbook and newspapers on the junior high and high school levels for the last five years.

8 and 10 a.m. Saturday, 310

Jennifer Seavey, MJE, has advised TjTODAY at Thomas Jefferson H.S. for Science and Technology since 2002. Under her aegis, the newspaper has garnered numerous awards including NSPA Pacemakers, CSPA Crowns and VHSL Trophies. Seavey also teaches AP English Language and Composition as well as English 10 Honors.

11 a.m. and noon Friday, 307

Vanessa Shelton directs Quill and Scroll International Honorary Society for High School Journalists at the University of Iowa.

Noon Friday, 613

Linda Shockley is deputy director of the Dow Jones News Fund.

9 a.m. Thursday, 603

Janine Shula, a senior at Hopi Junior/Senior H.S. in Kearns Canyon, Ariz., is in advanced radio and journalism.

Noon Saturday, 613

Mike Simons, CJE, advises the Skjöld yearbook at West H.S. in upstate New York. Known for his high-energy teaching style and photography instruction, Simons was named a 2011 Special Recognition Yearbook Adviser by JEA. Skjöld has been named both a Pacemaker and Crown finalist in the past four years.

9 a.m., 11 a.m. and noon Friday, 620; 10 a.m. Saturday, 612

Jennifer Sizemore — See Keynote Speakers.

7:30 p.m. Thursday, 4B

Sue Skalicky, CJE, is a seventh-year English 10 and journalism teacher at Century H.S. in Bismarck, N.D. She advises the Century Star newsmagazine and Century Spirit yearbook and teaches an introductory journalism class. Over the past 24 years, Skalicky has worked as a medical photographer, a section editor/writer/photographer of a weekly newspaper, a leadership conference speaker and freelance writer.

11 a.m. Saturday, 620

Carol Smith retired in 2009 after advising Panther Prints newspaper at Lovington (III.) H.S. for more than 20 years. She has recently become a JEA mentor.

11 a.m. Friday, 6C; Noon Friday, 615
Derek Smith teaches reading and writing and advises the Arrow newsmagazine at Renton (Wash.) H.S. JEA honored the Arrow staff with its 2012 Diversity Award.
9 a.m. Friday, 604

9 and 10 a.m. Friday, 617

Kathy Smith, MJE, advises the Cauldron yearbook at Downers Grove (Ill.) North H.S. She has taught journalism classes at North High for eight years and is a reading specialist and literacy coach.
10 a.m. Saturday, 616

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 Yearbook Adviser.
2:45 and 6 p.m. Friday, Ballroom 6E

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 a.m. Friday, Ballroom 6C; 2:30 p.m. Friday, 307

Ronna Sparks Woodward, MJE, has advised yearbooks since 1997. Her 2010 yearbook was a Pacemaker winner. Sparks Woodward finds inspiration in her students.
9 and 10 a.m. Friday, 615

Nora Stephens, JEA mentor, was in her second year of teaching English when she set up a journalism department at her school, advising both yearbook and newspaper using skills learned as a student journalist. She then advised a CSPAs- and state-honored newspaper at Huntsville (Ala.) H.S. Stephens twice served as ASPA president and was twice named state Adviser of the Year.
11 a.m. Saturday, 604; 9 a.m. Saturday, 6C

Brooke Stobbe is on The Feather Online staff at Fresno (Calif.) Christian High School.
1 p.m. Saturday, 608

Greg Stobbe has taught English for 19 years at Fresno (Calif.) Christian High School, where he advises The Feather Online (www.thefather.com) and is a JEANC board member. The Feather received NSPA Online Pacemakers (2006, 2008, 2010) and was Pacemaker finalist (2007, 2009, 2012). Stobbe is a former board member of Highwired.com and a winner of the Lester Benz Memorial Scholarship from Quill and Scroll International Honorary Society.
8 a.m. Saturday, 609; noon, 1 and 2:30 p.m. Saturday, 608

David Studinski is product manager for Saltiru, which helps send behavioral emails for AOL/Patch/Huffington Post, Business Insider and similar publishers. Studinski holds an M.A. in telecommunications and B.S. in journalism from Ball State University, where he was Daily News editor-in-chief. Honors include an online Pacemaker, UWIRE Top College Journalist and BSU’s Journalism Workshops Hall of Fame.
Noon and 1 p.m. Saturday, 607; 2:30 p.m. Saturday, 310

Sarah Stuteville—See Featured Speakers.
Noon Friday, 609

Katharine Swan, retired from 33 years of teaching in the San Francisco public schools, mentors new journalism teachers through JEA. She and her students won Gold Crowns and Pacemakers, as well as the Hugh Hefner First Amendment Award. She was a DJNF Special Recognition Adviser in 1997.
2:30 p.m. Friday, 616

Randy Swikle, CJIE, is JEA’s Illinois director and serves on its 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.
9 a.m. Friday, 307; 2:30 p.m. Friday, 616; 9 and 10 a.m. Saturday, 307; 11 a.m. Saturday, Ballroom 6C

Mike Taylor is a journalism specialist for key accounts with Walsworth Publishing Co. He taught yearbook, newspaper and television production at Lecanto (Fla.) H.S., for 13 years. He has served as president of

The Public Market sign hovers over the Pike Place Market, with Elliott Bay and Puget Sound in the background. Photographer: Tim Thompson
Eric Thomas advises the Teresian yearbook, The Dart newspaper and DartNews-Online at St. Teresa’s Academy, a private all-girls Catholic high school in Kansas City, Mo. All three publications have been named Pacemaker finalists. In 2008, Thomas was the Missouri Journalism Teacher of the Year. He is president of the Journalism Educators of Metropolitan Kansas City.
8 and 10 a.m. Saturday, 612

Linda Thomas — See Featured Speakers.
10 a.m. Saturday, Room 4C-3

Adam Thompson has been a yearbook sales representative for five years, currently with Walsworth Publishing Co. in Dallas. He enjoys assisting advisers and students with their yearbook and their marketing efforts.
11 a.m. Saturday, Room 4C-1

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.
Noon Friday, Room 4C-4

Joshua Trujillo — See Featured Speakers.
10 a.m. Saturday, 608

Patricia Turley is a JEA mentor and national Write-off co-chair. She 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.
8 a.m. and 2:30 p.m. Friday, 606; 2:45 and 6 p.m., Friday, Ballroom 6E

Brittany Turner from Slidell, La., is a senior speech education major at Southeastern Louisiana University, where she is enrolled as a journalism teacher education student.
1 p.m. Saturday, 619

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.
Noon and 1 p.m. Saturday, 611

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.
11 a.m. Saturday, 618

Matthew van Buren studied journalism at the University of Missouri-Columbia’s journalism program. He spent sometime on a political campaign for a representative in the U.S. House before following his passion for news to Espanola, N.M. After a year at the Rio Grande Sun, van Buren moved to the Taos News, where he is assistant editor of this award-winning, small-town weekly.
11 a.m. Saturday, 618

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 High School Press Association.
6:45 p.m. Thursday, 613

Karen Wagner, who has been teaching at Eaglecrest H.S. in Centennial, Colo., for the last seven years, has advised first the newspaper and now the yearbook. In 2010, she earned her master’s degree in journalism education. After meeting people at the Nashville convention, she became involved in her state organization and is now the president of the Colorado High School Press Association.
10 a.m. Friday, 604

Cathy Wall, MJE, is the newspaper adviser of The Purple Clarion at Harrisburg (Ill.) H.S. She has an M.Ed. from the University of Missouri with a focus in scholastic journalism. Wall serves on the JEA Certification Commission.
10 a.m. Friday, 619

Jason Wallestad has been a high school newspaper adviser and teacher for more than 17 years in Minnesota and South Dakota. He is an English teacher and school newspaper adviser at Benilde-St. Margaret’s School in St. Louis Park, Minn. He co-owns School Newspapers Online.
1 p.m. Saturday, 606

Lizabeth A. Walsh is the Re-Wa-Ne yearbook adviser at Reno (Nev.) H.S. She has taught yearbook for 20 years, newspaper for seven. Her staffs’ publications have earned CSPA Gold Medals, NSPA All-Americans, and have placed in Best of Show. She teaches at summer camps, conventions and conferences, and evaluates and judges publications. She will share materials if you send a request to editorlaw@gmail.com.
9, 10 and 11 a.m. Friday, 619; 10 a.m. Saturday, 612

Chris Waugaman, CJE, teaches journalism and AP Language and Composition at Prince George (Va.) H.S., where he also advises the Royal News newspaper, tmwired.org, transports.org and the literary magazine. His staffs have won an NSPA Pacemaker and CSPA Crown awards. He is director of VAJTA, is on the SIPA board, and serves on JEA’s Scholastic Press Rights Commission.
10 a.m. and 1 p.m. Saturday, 612

The majestic Mount Rainier watches over pleasure boats on Puget Sound.
Photographer: Tim Thompson
SPEAKERS

Commission. In 2011, he was honored as a DJNF Distinguished Adviser.
9 and 10 a.m. Friday, 602

Alain Weintraut advises The A-Blast student newspaper and www.thea-blast.org in suburban Washington, D.C. He has taught journalism internationally in El Salvador and China, and he is a frequent speaker at state and national conventions. He is a member of the Newseum's Educational Advisory Team, and an NSPA board member. In 2006, he was the DJNF National High School Journalism Teacher of the Year.
8:30 a.m. Thursday, 606; 9 and 10 a.m. Saturday, 613

Carmen Wendt, MJE, has been a teacher and adviser more than 30 years, advising yearbook and newspaper staffs. She was a member of the Phoenix local committee, is JEA Arizona state director and is in the Arizona Adviser Hall of Fame.
11 a.m. Friday, 613; 2:30 p.m. Friday, 6C

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.
6:30 p.m. Thursday, 611; 11 a.m. Friday, 615; 6 p.m., Friday, 618; 8 a.m. Saturday, 601; 11 a.m. Saturday, 615

Sarajane Whittaker, CJE, advises the award-winning West Side Story news magazine and WSStPaper.com website at Iowa City (Iowa) West H.S. The West Side Story received a Pacemaker Award in 2011 at the Minneapolis convention. Whittaker is an Iowa High School Press Association board member.
10 a.m. Friday, 606; 11 a.m. Saturday, 616

Anthony Whitten began his scholastic journalism career as a high school yearbook editor. He then served as business manager of Corks & Curls 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 CSPA Silver Crown.
8 a.m. Saturday, 618

Kelly Wilkerson is adviser for Davis H.S.'s bluedevilhub.com, an NSPA Pacemaker winner; The HUB, an NSPA Pacemaker finalist, and the radio show “Dirt on Davis.”
8 a.m. Saturday, 613; 2:30 p.m. Saturday, 612

Bradley Wilson, CJE, is editor of the publications and photography contest coordinator for the Journalism Education Association and frequently speaks on photography and mass media. He has received the CSPS Gold Key, the NSPA Pioneer Award and the JEA Carl Towley Award.
9 a.m. Friday, 308; noon Friday, Room 4C-1, 2; 4 p.m., Friday, 4B

Brian Wilson, CJE, is the adviser of Kismet yearbook and The Murmur newspaper at Kettering H.S. in Waterford, Mich. Wilson serves as JEA's NCCTE liaison and as Michigan's JEA state director. He is second vice president and a former president of the Michigan Interscholastic Press Association. He was awarded the Golden Pen, given to Michigan's top publication adviser.
Noon Friday, 612; 2:30 p.m. Friday, 618; 10 a.m. Saturday, 612; 11 a.m. Saturday, 617

Nicole Wilson, CJE, advises the Pinnacle yearbook at Carmel (Ind.) H.S. She also teaches introductory journalism and mass media courses. Wilson is a presenter at summer workshops and is president-elect of the Indiana High School Press Association. She was a 2011 JEA Rising Star.
9 and 10 a.m. Friday, 603

Kay Windsor advised award-winning newspapers and yearbooks at R.J. Reynolds, Salem Academy and other Winston-Salem, N.C., high schools. She is a past president of the North Carolina Scholastic Media Association and former JEA state director. Windsor is the recipient of the Kay Phillips Distinguished Service Award from NCSSMA and is a JEA mentor.
10 a.m. Friday, 6C; 2:30 p.m. Friday, 616; 9 a.m. Saturday, 620

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 Herrf Jones in Northern Virginia, and now serves as director of marketing. Wolfe received CSPA's Gold Key in 2006.
9 a.m. Saturday, 2B; 11 a.m. Saturday, 607

Mary Woodruff advises yearbook and literary magazine at Lovejoy H.S. in Lucas, Texas, and teaches photojournalism 1, 2 and AP 2D Art with a photo portfolio emphasis. Her students regularly win local, state and national awards in photojournalism and 2D Art competitions. She has also advised newspaper and newsmagazine. Before she began teaching, Woodruff had a career in public relations and magazine.
2:30 p.m. Friday, 619

Jessica Young, CJE, advises both the Torch yearbook and Musket newspaper at Orange Glen (Calif.) H.S. Young was one of three recipients of JEA's Future Teacher Scholarship last fall. She has been teaching for four years, but her history with scholastic journalism dates back to 8th grade, when she joined her middle school's yearbook staff.
8 a.m. and 2:30 p.m. Saturday, 617

Raquel Zilberman is the opinion editor of MayLife student newspaper at La Costa Canyon H.S. in Carlsbad, Calif. She joined journalism during her senior year after attending the JEA/NSPA convention in Anaheim. She also attended the Newspapers2 workshop at Cal State Long Beach. The spread she created there was later published in CSULB's newspaper.
2:30 p.m. Saturday, 616

Stan Zoller, MJE, advises The Pacer at Rolling Meadows (Ill.) H.S. Zoller is a 2011 DJNF Distinguished Adviser and a 2010 Special Recognition Adviser. An award-winning journalist, Zoller won a 2010 Peter Lisagor Award from the Chicago Headline Club. A 2003 ASNE fellow, Zoller is JEA state director for Illinois and president of the Kettle Moraine Press Association.
9 a.m. Thursday, 603; 11 a.m. Friday, 602; 2:30 p.m. Friday, 603; 11 a.m. Saturday, 611

The "Fresh" fish-shaped sign near City Fish at Pike Place Market reminds visitors of Seattle’s seafood culture. Photographer: Tim Thompson
Washington State Convention Center

LEVEL TWO
MEETING ROOMS

LEVEL THREE
MEETING ROOMS
Washington State Convention Center

LEVEL FOUR EXHIBITION HALLS
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LEVEL SIX: BALLROOMS AND MEETING ROOMS
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