JULY 11-14 • NEW ORLEANS
WELCOME

We’re excited to be back in person for JEA Advisers Institute 2022.

DOWNLOAD THE MOBILE APP

You can download an interactive version of this program using the Guidebook app, available for free on iOS, Android, Blackberry and web-enabled devices. Search Advisers Institute 2022 to find the program.

BE SOCIAL

Post your lessons learned, snapshots taken and work created. Use the hashtag #JEAi.

THANK YOU TO OUR SPONSORS

PLATINUM

NEW ADVISER PROGRAM

When an adviser joins the Jostens family, they are welcomed with a suite of helpful items. Shortly after receiving a welcome email, a package will arrive at their school. This useful bundle includes:

- Grow Your Know Adviser Guidebook, filled with practical information, printable lesson plans and handouts
- Information on what to expect as a yearbook adviser and a welcome gift

MORE+ VIRTUAL YEARBOOK SERIES

Advisers and editors participate in four 45-minute virtual expert sessions and then meet with their creative consultant three more times to produce a better-than-ever yearbook.

Learn more at jostens.com/yearbookevents

WEEKLY GROW YOUR KNOW EMAILS

These comprehensive emails arrive in customer inboxes on Friday mornings, and contain links to lesson plans and resources to help advisers guide students during the following week.

Learn more about Jostens Adviser support by scanning this QR code and requesting additional information or going to jostens.com

Thank you to our sponsors!
MONDAY

COURTYARD
7:30 P.M. • REGISTRATION
Pick up your convention materials, including your name badge and program.

BARNETT HALL A/B
8 P.M. • OPENING
Meet the instructors and fellow attendees in your new work groups, and start planning for Team Storytelling. Hors d’oeuvres will be served. This event is sponsored by Jostens Inc.

TUESDAY

BARNETT HALL A/B
8 A.M. • BREAKFAST
Coffee, pastries and fruit will be available until 9 a.m.

8:30 A.M. • GENERAL SESSION
ALL IN: NATIONAL DIVERSITY AUDIT
All JEAai attendees will have the opportunity to learn the why and how of JEA’s National Diversity Audit. This general session will provide strategies and resources for conducting the audit, communicating with stakeholders and collaborating within a professional learning community.
BARNETT HALL A/B  Presented by Sarah Nichols, MJE.

9:45 - 10 A.M. • BREAK

10 - 10:50 A.M. • BREAKOUT 1
DIVERSITY
DIVERSITY MATTERS
Diversity, inclusion, equity and belonging aren’t just buzz words. They’re vital for journalism staffs to consider for themselves, their content and their audience.
BARNETT A  Presented by Louisa Avery, MJE.

NEWSGATHERING
FACT FINDING AND REPORTING
This session will focus on helping your students develop the kind of bedrock reporting and interviewing skills that make all other storytelling skills possible, regardless of publication type.
BARNETT HALL B  Presented by R.J. Morgan, MJE.
EVERYONE NEEDS A COPY EDITOR
Teaching editing — and incorporating it into the workflow for students — can be a challenge. The alternative is that advisers spend late nights editing copy in addition to grading papers. Come discuss how to incorporate editing by well-trained students into the workflow.
GREEN ROOM  Presented by Bradley Wilson, Ph.D., MJE.

BUILD BACK BETTER: MAKE YOUR MEDIA GREAT AGAIN
In this non-partisan approach to scholastic media, come explore ways you can rebuild your program in a post-COVID world. New beginnings can be wonderful opportunities.
MUSIC ROOM  Presented by Valerie Kibler, MJE.

ONLINE FRESH START
Whether your online program is new or you’re wanting to revamp it, hear how one staff overhauled their website and increased their audience.
BARNETT HALL A  Presented by Louisa Avery, MJE.

MARKETING LIKE YOU MEAN IT
Often an afterthought, this session will help advisers reshape the role of advertising, marketing and sales within their organization into something that creates additional skills-building opportunities for their students.
BARNETT HALL B  Presented by R.J. Morgan, MJE.

LET’S PLAY WITH LIGHT
Photography literally means drawing, painting or writing with light. In this hands-on session, we’ll draw, paint and write with light. We’re going outside to explore the quantity, quality and direction of light around the hotel, looking for interesting people and things.
GREEN ROOM  Presented by Bradley Wilson, Ph.D., MJE.

IT’S NOT THE WAND. IT’S THE WIZARD, HARRY.
It doesn’t matter what equipment you have — video basics are video basics. This session will cover easy steps to increase the quality of your video without a major purchase of equipment.
MUSIC ROOM  Presented by A.J. Chambers, MJE.

THE REAL-WORLD IMPACT OF STUDENT JOURNALISM
presented by 2022 Linda S. Punteny Teacher Inspiration Award winner Nicole Kraft, Ph.D.
Many people may think of student reporters as journalism lite, but in truth reporters at the high school and collegiate level are filling voids in news deserts and confronting topics that have long-lasting, real-world implications from social justice to global conflict. This session will address the opportunities and challenges students face in pursuing these topics and the important role student-journalists face in the democracy.
TUESDAY CONTINUED

1 - 1:50 P.M. • BREAKOUT 3

ONLINE
HOW TO SOCIAL NETWORK
Want to know why social media is one of the most crucial aspects of journalism? This presentation will cover how to build your name and brand through social media, how to engage your followers and how to effectively use social media to promote your publication.
BARNETT HALL A/B Presented by David Ragsdale, CJE.

COVERAGE
YES: YOURS AND EVERYONE’S STORIES
Is there something for everyone in your student publication? YES, there can be! Diverse and meaningful coverage is important to a publication’s integrity. Take home plenty of ideas for finding and developing great coverage and designing modules that showcase your community’s interests and personalities.
BARNETT HALL B Presented by Lizabeth Walsh, MJE.

PHOTOGRAPHY
EVERY STUDENT IS A PHOTOGRAPHER
There is one thing you never leave home without. It holds precious memories, allows you to communicate, offers entertainment and distracts from school. This device allows staffers to capture life. Learn how to organize and expect every student to help tell visual stories through photos.
GREEN ROOM Presented by Debra Klevens, CJE.

ADVISING
ONLY A DOLLAR!
Is your school stuck behind laptops in every class? Learn how a simple trip to the Dollar Tree can get your students away from their devices and engaged in interactive lessons. These tips apply to any content and any level.
MUSIC ROOM Presented by A.J. Chambers, MJE.

TUESDAY CONTINUED

2 - 2:50 P.M. • BREAKOUT 4

DESIGN
VISUAL COMMUNICATIONS STRATEGY
Let’s explore design trends, 21st Century Skills, teaching strategies and practice activities for all experience levels as we work to teach and advise students toward excellence in print media.
BARNETT HALL A Presented by Sarah Nichols, MJE.

SPORTS COVERAGE
THE CHANGING RACE OF SPORTS REPORTING
Sports have never been more popular or prevalent in the media landscape, and jobs have never been more plentiful. But the skills students need and the challenges they face have risen alongside those opportunities. This session will look at how sports reporting has evolved and how we can best prepare students for the ever-changing media landscape.
BARNETT HALL B Presented by Nicole Kraft, Ph.D.

MARKETING AND AUDIENCE ENGAGEMENT
IT’S ALL ABOUT THE BENJAMINS
Did you ever stop and think that this is most students’ first time running a small business? It’s a $60K+ per year business, depending on your school size. Want to build your dream program that funds itself? Look no further.
GREEN ROOM Presented by Debra Klevens, CJE.

MULTIMEDIA BROADCASTING
VIDEO JOURNALISM: FROM THE START
This workshop will teach the fundamentals of visual journalism and production for you to incorporate into your curriculum. Learn some of the production skills that professionals use every day. These concepts are basic and universally used and are second nature to all visual journalists.
MUSIC ROOM Presented by Lance Washington.
LEADERSHIP AND TEAM BUILDING
BUILDING UNBREAKABLE TEAM BONDS
We know there’s no “I” in team, but how do we make it all work? You will learn a different way to create team bonds and build good relationships between everyone in your production. You also will learn how to make sure that each individual is supported and celebrated.
BARNETT HALL A  Presented by David Ragsdale, CJE.

NEWSGATHERING
EVERYBODY HAS A STORY
Steve Hartman can make you laugh and make you cry in less than three minutes. Learn how to find characters and tell diverse stories. This session will mostly cover video examples, but this session is helpful for all publications.
BARNETT HALL B  Presented by A.J. Chambers, MJE.

LEADERSHIP AND TEAM BUILDING
SET THEM UP FOR SUCCESS
What does it mean to have a student-led staff? How can your student editors run a productive publication? Give them the tools and support they need to succeed.
GREEN ROOM  Presented by Louisa Avery, MJE.

INTERVIEWS
ENSURING THE STORY
Do your students ever choke during an interview? Do they come back from an interview 60 seconds later? Do they complain about awkward or stiff interviewing experiences? Teach your students how to get the most out of every interview through better preparation, a can-do attitude, and strategies for how to handle it when an interview goes south.
BARNETT HALL A  Presented by David Ragsdale, CJE.

STAFF MANAGEMENT
BUILD YOUR DREAM PROGRAM
Are you looking for a way to build your dream program? It all starts with recruiting your dream team. Let me help you find and attract new journalists so that you can meet your staff’s needs and goals while expanding your program.
BARNETT HALL B  Presented by Debra Klevens, CJE.

MARKETING AND AUDIENCE ENGAGEMENT
MAKE YOUR MONEY WORK FOR YOU
In this session, we will talk about developing a budget for your media, organizing your advertising and sales, and creating a survey to gauge the spending habits of the students in your school community.
GREEN ROOM  Presented by Valerie Kibler, MJE.
WEDNESDAY

BARNETT HALL A/B
8 A.M. • BREAKFAST
Coffee, pastries and fruit will be available until 9 a.m.

BARNETT HALL A/B
TEAM STORYTELLING
This experience is sponsored by University of Mississippi.

8 A.M. Meet up with your team and finalize plans while coordinating coverage with team leaders.

9:30 A.M. Descend on New Orleans to tell stories. Challenge yourself to try new content-gathering techniques. Stay with your group and use your team leader to help answer questions.

NOON Lunch on your own or with your Team Storytelling group.

1 P.M. Return to the hotel and start creating content. Cut and edit video, select and edit photos, write captions, build infographics, write stories, and so on.

3 P.M. Beignet break.

4:30 P.M. Each group will share their experience. What worked? What didn’t work? What will you take back to your classrooms?
THURSDAY

BARNETT HALL A/B
8 A.M. • BREAKFAST
Coffee, pastries and fruit will be available until 9 a.m.

BARNETT HALL A/B
9 A.M. • KEYNOTE

THAT’S “ADVISER.” WITH AN “E”
As in “Egad! What have I gotten myself into?” Or perhaps, “I thought this was going to be Easy!” Or maybe, “Exhausted. Exasperated. I need something Enormous to sip.” No doubt, these are perilous times to advise student media, but the response is not to recoil or retreat. It’s to encourage and engender journalism that exceeds anyone’s expectations.

BARNETT HALL A/B
10 A.M. • CLOSING
It’s time to recognize your hard work with a certificate. You earned it.

GREEN ROOM
11 A.M. • TESTING
Certification testing for those who scheduled in advance.

BOBBY HAWTHORNE

Hawthorne is a writer and a popular instructor at student journalism workshops and seminars nationwide. His journalism textbooks include “The Radical Write,” “Copy That | Writing for Yearbooks: A Guide for Beginners,” and “Game On: Reporting and Writing Sports for Student Media.” He also wrote “Longhorn Football: An Illustrated History” and the text for “Home Field: Texas High School Football Stadiums from Alice to Zephyr,” both published by the University of Texas Press. He also writes for several small magazines, dabbles in poetry and recently finished his first novel.

In 2005, Hawthorne retired from the University Interscholastic League, an organization that coordinates extracurricular activities for all Texas public schools where he served as director of academics and director of journalism. In 2009, he wrote, designed and produced a 200-page history of the UIL as part of its centennial anniversary. Among the awards he’s received are the Columbia Scholastic Press Association’s Gold Key and James Paschal Awards; the National Scholastic Press Association’s Pioneer Award; the Interscholastic League Press Conference’s Edith Fox King Award, given for distinguished service to Texas scholastic journalism. In 1991, he was named a lifetime member by the Texas Association of Journalism Educators, and in 2000 received TAJE’s Trailblazer Award.

In 2007, he received from the CSPA its Charles R. O’Malley Award for Overall Excellence in Teaching, an honor that recognizes “a sustained record of outstanding teaching.” In November 2007, he received the Carl Towley Award, the Journalism Education Association’s highest honor.
LOUISA AVERY, MJE, advises The Standard newspaper and online news site at The American School in London. The publication has won multiple CSPA Crowns and NSPA Pacemakers, most recently a 2021 Online Pacemaker and 2021 Gold Crown in hybrid news. Avery has been teaching journalism for 16 years. She is also a member of the JEA Scholastic Journalism Week Committee.

A.J. CHAMBERS, MJE, is the CavPlex-Convergence Media Director at Richland Northeast High School in Columbia, South Carolina. He advises a live-daily broadcast, RNE-TV Live, and the online digital media content for the journalism magnet. Chambers was named the 2021 JEA Broadcast Adviser of the Year. His students are state, regionally and nationally recognized scholastic journalists.

VALERIE J. KIBLER, MJE, teaches at Harrisonburg (Virginia) High School, where she advises the print and online newspaper and the yearbook. Kibler currently teaches the Advising Student Media course for Kent State's online master's program. She currently serves as the JEA vice president and has been the state director for Virginia as well as president and treasurer of the Virginia Association of Journalism Teachers and Advisers. She was named the 2010 Dow Jones News Fund's National High School Journalism Teacher of the Year and has received NSPA's Pioneer Award, JEA's Medal of Merit, CSPA's Gold Key Award, and SIPA's Lifetime Achievement Award.

DEBRA KLEVENS, CJE, and yerd for more than 20 years, advises the PWestPathfinder.com online newspaper and the Pawesehi yearbook at Parkway West High School in Ballwin, Missouri. Her staffs have won NSPA Pacemakers and CSPA Crowns. Klevens has been recognized in both the National Journalism Teacher and Yearbook Adviser of the Year competitions and honored with CSPA's Gold Key.

NICOLE KRAFT, PH.D., is an associate professor at The Ohio State University. She is the 2022 Linda S. Puntney Teacher Inspiration Award recipient. An award-winning reporter, editor and magazine journalist, Kraft worked as a sports writer for the Associated Press, an editor at Hoof Beats magazine, and a design editor and special projects reporter at the Napa Valley Register. She has also spent years in academia, teaching at multiple universities.

R.J. MORGAN, MJE, is the director of the Mississippi Scholastic Press Association and an instructor in the School of Journalism and New Media at the University of Mississippi (Ole Miss). He is the former high school newspaper, yearbook and broadcast adviser, as well as a freelance professional journalist.

SARAH NICHOLS, MJE, advises student media at Whitney High School in Rocklin, California, where her students have been recognized with top national and state honors. Nichols is JEA's president and a member of the Scholastic Press Rights and Digital Media committees as well as an active JEA mentor. A former H.L. Hall National Yearbook Adviser of the Year, she has been honored with JEA's Carl Towley Award and Medal of Merit, NSPA's Pioneer Award and CSPA's Gold Key.

DAVID A. RAGSDALE, CJE, has advised student publications since 2001 at Clarke Central High School in Athens, Georgia, where he advises the Odyssey newsmagazine, Odyssey Online, ODTV and Iliad literary-art magazine. His staffs have received top honors in critiques and competitions across the country. He is the 2022 National High School Journalism Teacher of the Year and was named the Georgia Scholastic Press Association Adviser of the Year in 2007 and an ASNE Reynolds Fellow in 2014.
SPEAKERS CONTINUED

LIZABETH A. WALSH, MJE, is a Jostens creative accounts manager. She spent 26 years advising programs in private and public schools and was named a JEA Distinguished Yearbook Adviser in 2011 and awarded CSPAs Gold Key in 2012. Her staffs earned NSPA All-Americans, CSPS Gold Medals and placed in Best of Show newspaper and yearbook categories.

LANCE WASHINGTON is currently the director of photography at WVUE-TV in New Orleans. He has worked at stations in New Orleans and Atlanta. Washington is an award winning photojournalist, earning multiple recognitions from Murrow awards, NATAS (Emmys), the Press Club of New Orleans, Louisiana Associated Press and others. He is a proud member of NABJ, NPPA and the Press Club of New Orleans.

BRADLEY WILSON, PH.D., MJE, is an associate professor at Midwestern State University in Texas. He has advised both award-winning high school and college student media from newspaper to radio to yearbook. He is the co-director of the Dow Jones News Fund and Texas Press Association Center for Editing Excellence. He is the editor of JEA’s flagship magazine — Communication: Journalism Education Today. @bradleywilson09
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