WELCOME
We’re excited to be in Washington, D.C., for JEA Advisers Institute 2023. We welcome you and are so glad you have joined us for several days of experiential learning. We encourage you to connect with other advisers and enjoy this location. Washington, D.C., is a perfect place to practice your skills, so we encourage you to explore the city and see it from a new perspective. Remember to refresh and rejuvenate while you’re here and have fun!
— JEA Executive Director Veronica Purvis, MSM, CAE

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

Tag JEA
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DOWNLOAD THE MOBILE APP
You can download an interactive version of this program using the Guidebook app, available for free on iOS, Android and web-enabled devices. Search Advisers Institute 2023 to find the program.
MONDAY

EAST REGISTRATION DESK (OUTSIDE HAMPTON BALLROOM)
7:30 P.M. • REGISTRATION
Pick up your convention materials, including your name badge and program.

HAMPTON BALLROOM
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.

ABOUT TEAM STORYTELLING
Advisers will have the opportunity to strengthen reporting and content packaging skills in the signature Team Storytelling experience.

In this hands-on experience, attendees will learn new tools and techniques while collaborating with colleagues, all with guidance and feedback from veteran journalism educators.

Participants will experience journalism like their students do each day — by producing great work on deadline. The Team Storytelling experience gives each adviser a chance to collaborate, report and produce stories together regardless of experience level or publication type.

Attendees will connect with group members at the start of Advisers Institute, and facilitators will guide each group through a brainstorming process to develop their own ideas for what to cover and where as they experience New Orleans.

TUESDAY

HAMPTON BALLROOM
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
This interactive session will provide the methodology and initial findings from JEA’s diversity audit pilot in order to help students and their advisers conduct their own audit and participate in the national study. What’s it like on your staff and at your school? What challenges do you face in your DEI efforts? Participants will leave with resources and strategies for conducting the audit in order to practice better, more inclusive journalism.

HAMPTON BALLROOM  Presented by David Ragsdale, CJE.

9:45 - 10 A.M. • BREAK
10-10:50 A.M. • BREAKOUT 1

DESIGN
CREATIVE CONSTRUCTION FOR FEATURE DESIGN
Advanced designers use a variety of creative techniques to upscale basic design. We will talk about each and examine professional examples to see how schools used inspiration in school publications. Most examples come from yearbook designs but concepts can be applied to newspaper and newsmagazine design as well.
HAMPTON BALLROOM  Presented by Margaret Sorrows, CJE.

WRITING
PROFILE POWER
Profiles are the heart of any student publication, and this session will provide you with tools and examples to teach your students how to tell the stories of people in your school community.
CALVERT ROOM  Presented by Lindsay Benedict, CJE.

LEADERSHIP AND TEAM BUILDING
NEXT-LEVEL LEADERSHIP
You might have your leadership team in place for next year, but in order to get your entire staff to the next level, you will need to continue to train and push your leaders to be even stronger. Learn some strategies to get the most out of your leadership team.
GOVERNOR’S BOARDROOM  Presented by Val Kibler, MJE.

PHOTOJOURNALISM
BEYOND THE BASICS
Moving up close is probably the one thing photographers can do to improve their pictures. But behind that photographers ultimately need to master depth of field, use of the appropriate shutter speed, the rule of thirds and lighting. A professional photojournalist will discuss the top 10 things that can improve anyone’s photojournalism.
CONGRESSIONAL A  Presented by Al Drago and Bradley Wilson, MJE.

11 - 11:50 A.M. • BREAKOUT 2

LITERARY MAGAZINE
LIT MAG A-Z
Lit mag A-Z covers the basics of running a literary art magazine and provides an overview of staff structure, soliciting artwork and writing, design and ethics. The presentation includes valuable information for experienced literary art magazine staffs as well as advisers who intend to oversee literary art magazine production in the future.
CALVERT ROOM  Presented by David Ragsdale, CJE.

COVERAGE
THE 85-LB BEAGLE AND THE LEGLESS FOOTBALL PLAYER
The incredible stories right under your nose are the ones that truly drive your publication or production and inspire your audiences. Knowing how to find them — and then which angles to pursue — will have real-life characters thriving in your work.
GOVERNOR’S BOARDROOM  Presented by Phillip Caston, CJE.

COPY EDITING
TEACHING EDITING
Editing is more than commas and knowing whether to abbreviate a month or not. So much more. Good editors work through potential legal and ethical issues. They fact check sources. They help the reporter with word choice and story flow. Then they worry about the little stuff. In this session, we’ll practice some editing and learn some ways to teach editing that can be effective and efficient.
CONGRESSIONAL A  Presented by Bradley Wilson, MJE.
LEADERSHIP AND TEAM BUILDING
WORK HARD. PLAY HARD.
Scholastic journalism classes can be fun. Get some ideas on how to creatively engage your students and foster teamwork. This can be everything from ways to encourage your staff members to ways to award good work. Take the stress away with some fun activities.

CONGRESSIONAL B  Presented by A.J. Chambers, MJE.

ONLINE
10 WAYS TO MAKE YOUR ONLINE PRESENCE MORE ORGANIZED
Managing websites and social media accounts can seem like an untamable beast. In this session, learn how to set your staff up for success with a few tips and tricks from an adviser who has been working with online staffs for nearly 20 years.

HAMPTON BALLROOM  Presented by Aaron Manfull, MJE.

TUESDAY CONTINUED

CAREER ADVICE
SO COMPETITIVE, SO CUTTHROAT
HOW TO HELP STUDENTS STAND OUT AMONG STAND-OUT JOURNALISM INTERNSHIP CANDIDATES
Journalism internships at large publications across the country bring in hundreds of applicants each year for positions that will only be filled with one, maybe two, young journalists. A rising senior at James Madison University and summer 2023 intern on the multiplatform editing desk at The Washington Post, has tips for journalism teachers helping early journalists land in big-time newsrooms.

CALVERT ROOM  Presented by Grant Johnson.

TEACHER INSPIRATION LUNCHEON
Featuring 2023 Linda S. Puntney Teacher Inspiration Award recipient Aaron Manfull, MJE. The award recognizes a teacher who, through the teaching and/or advising of journalism, inspired others to pursue journalism teaching as a career and who has made a positive difference in the teaching community.

HAMPTON BALLROOM  Pre-registration required.

1:15 - 2:05 P.M.  •  BREAKOUT 3

WRITING
55 STEPS TO BETTER WRITING
We will talk about how you can use writing guru Roy Peter Clark’s Writing Tools to kick your students’ writing up a notch. Explore the tools and grab some unique ideas to add to your curriculum this fall.

GOVERNOR’S BOARDROOM  Presented by Val Kibler, MJE.

ADVISING
EMPOWERING SCHOLASTIC PRESS ADVISERS
From grading to fundraising to helping students navigate sensitive issues and stories, scholastic press advisers are expected to do it all and to keep themselves sane while doing it. In this roundtable discussion, veteran advisers offer their insights and experiences. Share ideas and gain a network of support.

CONGRESSIONAL A  Presented by David Ragsdale, CJE.

LAW AND ETHICS
THE CARE AND FEEDING OF STUDENT PRESS FREEDOM ADVOCACY
Student journalists and advisers nationwide are fighting for student press freedom laws and policies — and winning. But those fights can be nerve-wracking and uncomfortable. We will discuss how you can advocate for New Voices and/or support your students in the process, and brainstorm ideas for how to achieve student press freedom (and adviser protection!) in 2023-2024.

CONGRESSIONAL B  Presented by Hillary Davis.
CAREER ADVICE

REC LETTER 101
Every fall, our top editors ask their advisers to write their college recommendation letters for them. If you want to find out ways to spice up these rec letters, then here’s where you can pick up some tips that could potentially increase students’ chances of getting into their dream college.

CALVERT ROOM  Presented by Tommy Li.

PHOTOJOURNALISM

OUR IMAGES ARE OUR LEGACY …
But only if we can find them 10 years from now. That’s what establishing an efficient and effective workflow is all about. Come learn and discuss a workflow that, when students use it, will enable them to find any photo complete with caption information with just a few clicks, whether that photo is for an Instagram post the same day it was taken, for the newspaper a week from now, for the yearbook later this year or for a reunion book in 25 years.

GOVERNOR’S BOARDROOM  Presented by Bradley Wilson, MJE.

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.

CONGRESSIONAL A  Presented by David Ragsdale, CJE.

LAW AND ETHICS

HELP! I NEED ... SOMETHING
Whether you need legal advice, media law answers, curriculum, a guest speaker or just to check in, the Student Press Law Center has your back. Come find out how SPLC can help you get through the school year, from planning season to yearbook distribution day and beyond.

CONGRESSIONAL A  Presented by Hillary Davis.

ADVISING

GET A GRIP ON GRADING
Leave this session with a concrete grading methodology that makes you happy along with ways to get a grip on advising multiple levels and publications during the same class period. You’re willing to do anything to save your program, so you’ve agreed to take multiple publications in the same room during a single block and/or you have a variety of experience levels in the same room. It’s OK. You can become the master ringleader of your own circus.

CALVERT ROOM  Presented by Val Kibler, MJE.

COVERAGE

TELLING BIG STORIES THAT MATTER
Tackling politically charged issues in a student publication is tough, but your staff should explore topics of national conversation that affect their readers. Learn how to guide your students to find and tell in-depth stories that preserve the big picture impact of these issues while relating them directly to student life.

GOVERNOR’S BOARDROOM  Presented by Lindsay Benedict, CJE.

ADVISING

JOURNALISM WARS: THE RETURN OF THE JEDI (ADVISER)
Is this your second time or more being a publications adviser? Then you won’t want to miss the tips offered for those returning to oversee a journalism program after taking a short break. Find out how to bring back the (journalism) force to work in your favor.

CONGRESSIONAL A  Presented by Tommy Li.

STAFF MANAGEMENT

HUSTLE AND WORKFLOW
Ideal for large staffs and big productions, this system breaks students down into specialized departments and roles to maximize production. Learn how to cater to students’ strengths with this system while bolstering morale and productivity.

CONGRESSIONAL B  Presented by Phillip Caston, CJE.
**WEDNESDAY**

**HAMPTON BALLROOM**

**8 A.M. • BREAKFAST**
Coffee, pastries and fruit will be available until 9 a.m.

**HAMPTON BALLROOM**

**TEAM STORYTELLING**

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

9:30 A.M. Descend on Washington, D.C., 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. Snack 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?

**TUESDAY CONTINUED**

**4:30 - 5:20 P.M. • BREAKOUT 6**

**MULTIMEDIA BROADCAST**

**LIGHTS, CAMERA, ACTION**
So you’ve been asked to produce a broadcast news show for your school. Now what? Learn some tips on how to encourage students to produce high-quality video broadcasts.

**CALVERT ROOM** Presented by A.J. Chambers, MJE.

**STAFF MANAGEMENT**

**BUILDING A STRONGER STAFF**
Learn how to diversify your staff, enhance your coverage and keep all the plates spinning by developing a strong team of editors who set and maintain high standards.

**GOVERNOR’S BOARDROOM** Presented by Lindsay Benedict, CJE.

**LEADERSHIP AND TEAM BUILDING**

**FUN FRIDAYS AND MORE**
“Mental wellness” has become the optimal phrase upon students’ return to in-person classroom instruction post-COVID-19. Find out what strategies you can employ in your publications program to deal with the stress of producing daily, weekly or monthly journalism-related work. Learn about activities like Hidden Meanings Fridays and Battle of the Poll Mondays.

**CONGRESSIONAL A** Presented by Tommy Li.

**ADVISING**

**5-STAR CLASSES**
As one legendary football coach once said about success, “It’s not the X’s and the O’s; it’s the Jimmys and the Joes.” The same applies to student media success: You can have a sound plan for good journalism, but recruiting top-level student talent is the ultimate key to thriving programs. This session will show you how to lure the best teens to your programs and make their scholastic journalism classes the highlight of their day.

**CONGRESSIONAL B** Presented by Phillip Caston, CJE.

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$799 lifetime rate for teacher/adviser members through June 30, 2024.
THURSDAY

HAMPTON BALLROOM
8 A.M. • BREAKFAST
Coffee, pastries and fruit will be available until 9 a.m.

HAMPTON BALLROOM
9 A.M. • KEYNOTE
Featuring Washington Post deputy director of photography
Dudley M. Brooks

HAMPTON BALLROOM
10 A.M. • CLOSING
It’s time to recognize your hard work with a certificate. You earned it.

CHAIRMAN’S BOARDROOM
11:30 A.M. • CERTIFICATION TESTING
Certification testing for those who scheduled in advance.

DUDLEY M. BROOKS

Dudley M. Brooks is the deputy director of photography for The Washington Post, where he manages the creative strategy and production of photo content for the features and sports sections. He was also the photo editor for The Washington Post Sunday Magazine until Dec. 25, 2022, when The Post stopped publication.

Preceding this, Brooks was the director of photography and senior photo editor for the monthly magazine Ebony and its weekly sister periodical Jet — both published by Johnson Publishing Company in Chicago. These iconic publications chronicled the African American experience for more than seven decades, and he was a key member of the senior staff responsible for redefining the overall editorial content of each.

He is also known for co-directing the well-regarded book and exhibition project “Songs of My People.”

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spring.journalismconvention.org

JEA/NSPA National High School Journalism Convention
April 4-6, 2024 • Kansas City, Missouri, Sheraton-Westin Kansas City hotels at Crown Center
LINDSAY BENEDICT, CJE, is in her 12th year of advising journalism and broadcast journalism and her sixth year of advising the literary magazine at McLean (Virginia) High School. In 2021, she was named both a JEA Special Recognition Broadcast Adviser and CSPA National Distinguished Journalism Teacher. The Highlander newsmagazine and website and The Tartan lit mag have both earned NSPA Pacemakers and CSPA Gold Crowns, and both The Highlander and WMHS News were 2022 Pacemaker finalists. She is the associate director of the Virginia Association of Journalism Teachers and Advisers.

PHILLIP CASTON, CJE, advises the Legend yearbook and Tribal Tribune newspaper at Wando High School in Mt. Pleasant, South Carolina. He also teaches Intro to Journalism. Caston was named the 2012 Reid H. Montgomery Adviser of the Year in South Carolina and a 2020 Distinguished Yearbook adviser by JEA. Under his advisement, Caston has advised seven South Carolina Scholastic Journalists of the Year, the most of any adviser in state history. He the JEA state director for South Carolina. Before teaching, he worked as a reporter for the Charleston Post & Courier.

A.J. CHAMBERS, MJE, is the former CavPlex-Convergence Media Director at Richland Northeast High School in Columbia, South Carolina. He advised a live, daily broadcast, RNE-TV Live. For the 2023-2024 school year, he is transitioning to Horse Creek Academy in Aiken, South Carolina, to build a new journalism program from scratch. Chambers was named the 2021 JEA Broadcast Adviser of the Year. His students are state, regionally and nationally recognized scholastic journalists.

HILLARY DAVIS is the New Voices advocacy and campaign organizer at the Student Press Law Center. She spent six years lobbying state legislators with the ACLU of Rhode Island. She holds a master’s degree in public policy from the University of Michigan and bachelor’s degree in sociology from California State, Northridge.
SPEAKERS CONTINUED

AARON MANFULL, MJE, is the JEA Digital Media chair (www.JEAdigitalmedia.org) and advises student media at Francis Howell North High School. He is a former DJNF National High School Journalism Teacher of the Year, co-author of the textbook “Student Journalism and Media Literacy” and he co-directs Media Now (www.MediaNow.press). @manfull @FHNtoday

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.

MARGARET SORROWS, CJE, retired in May 2015 after 36 years of advising yearbooks and teaching digital photography, most recently for 24 years at Bryant (Arkansas) H.S. She was the 2014 JEA H.L. Hall Yearbook Adviser of the Year. Her publications won Gold and Silver CSPA Crowns and NSPA Pacemakers. Sorrows is currently an ambassador for Jostens, serving as an educational and creative consultant.

BRADLEY WILSON, PH.D., MJE, is an associate professor at Midwestern State University in Wichita Falls, Texas. He is the editor of the national magazine, Communication: Journalism Education Today, for JEA. He has received the Gold Key from CSPA, the Pioneer Award from NSPA, the Star of Texas from the Association of Texas Photography Instructors and JEA’s Carl Towley Award. @bradleywilson09
Administrator of the Year
FOR ADMINISTRATORS WHO HAVE DEMONSTRATED SUPPORT AND DEDICATION TO JOURNALISM EDUCATION.

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Application materials include:
- Nomination form
- Nominee resume
- Student media work samples
- Letter of recommendation
- Nominee application form

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NOMINATE A PROFESSIONAL JOURNALIST OR PROFESSIONAL MEDIA OUTLET MAKING A SIGNIFICANT CONTRIBUTION TO SCHOLASTIC JOURNALISM.

Future Journalism Teacher Scholarship
FOR EDUCATION MAJORS WHO INTEND TO TEACH SCHOLASTIC JOURNALISM.

Carl Towley Award
THE CARL TOWLEY AWARD IS JEA’S HIGHEST HONOR AND IS PRESENTED TO A JEA MEMBER WHOSE WORK IS UNUSUALLY BENEFICIAL AND OF SUPERIOR VALUE TO THE NATIONAL JEA AND TO SCHOLASTIC JOURNALISM.

Application materials include:
- Nomination form
- Letter of recommendation

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MEDALS OF MERIT ARE GIVEN TO JEA MEMBERS WHO HAVE MADE SIGNIFICANT CONTRIBUTIONS TO JEA. MEMBERS ARE ENCOURAGED TO NOMINATE DESERVING INDIVIDUALS. SEVERAL AWARDS MAY BE PRESENTED EACH YEAR.

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