

JEA/NSPA Spring National High School Journalism Convention

Westin Bonaventure • April 14-17, 2016



LOS ANGELES

We named the spring 2016 convention "It's All Here" because you can find anything and everything you want here in the entertainment capital of the world. Los Angeles is home to the second-largest broadcast market, many Pulitzer Prize-winning journalists, professional sports teams, amusement parks, foods from around the world and sunny skies almost year-round.

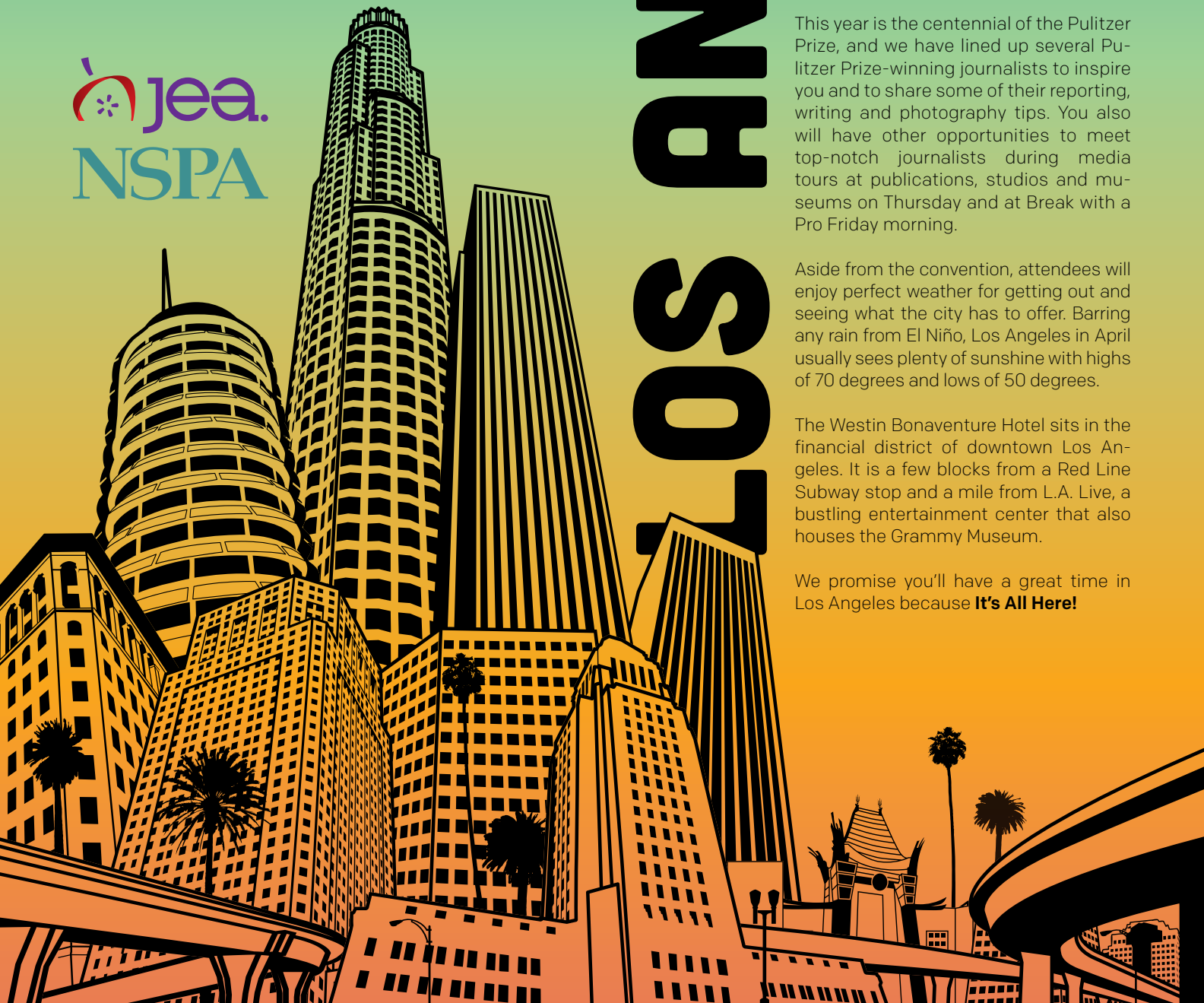
The diversity Los Angeles offers is reflected in the range of skills student journalists possess – photography, editing, design, writing, reporting, videography – as they work to publish their newspapers, news-magazines, yearbooks, broadcast shows and news websites on a daily basis.

This year is the centennial of the Pulitzer Prize, and we have lined up several Pulitzer Prize-winning journalists to inspire you and to share some of their reporting, writing and photography tips. You also will have other opportunities to meet top-notch journalists during media tours at publications, studios and museums on Thursday and at Break with a Pro Friday morning.

Aside from the convention, attendees will enjoy perfect weather for getting out and seeing what the city has to offer. Barring any rain from El Niño, Los Angeles in April usually sees plenty of sunshine with highs of 70 degrees and lows of 50 degrees.

The Westin Bonaventure Hotel sits in the financial district of downtown Los Angeles. It is a few blocks from a Red Line Subway stop and a mile from L.A. Live, a bustling entertainment center that also houses the Grammy Museum.

We promise you'll have a great time in Los Angeles because **It's All Here!**



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SUITE**
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keeps getting stronger!

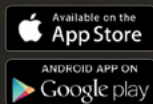
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Key Facts & Deadlines

REGISTRATION FEES	EARLYBIRD	STANDARD
JEA and NSPA members	\$90 per person	\$100 per person
Nonmember students or advisers	\$110 per person	\$120 per person
Nonmember professionals	\$150 per person	\$150 per person

Early-bird deadline:
**March 23,
2016**

REGISTER ONLINE AT **LA.JOURNALISMCONVENTION.ORG**.

Hotel Rates

Rooms at the Westin Bonaventure are \$199/night single/double and \$219/night triple/quad, plus 15.7 percent tax.

Important points:

- Carefully read all information in this booklet before submitting any forms. Not all forms should be sent to the same place nor are all fees paid with a single check.
- Make hotel reservations far in advance of published deadlines to ensure room availability. Online registration links are posted on the convention website.
- Registration fees do not include meals, transportation or other incidentals.
- Registrations must be accompanied by credit card, check or school purchase order for the full amount.
- Advisers/chaperones should read and discuss all convention rules with students.
- There are no cancellations after registration has been submitted. Substitutions are allowed.

Contact NSPA with questions about registration by calling 612-625-9311 or emailing register@studentpress.org.

DEADLINES

Feb. 1
CJE/MJE applications

March 1
Need-based scholarship application

March 22
Hotel reservation

March 23
Early-bird registration
Write-off registration/
entry upload
Break with a Pro
Swap shops
Media tours
Adviser luncheons
Shirt pre-order
Preconvention workshop
registration
On-site critiques

April 8
Online convention
registration deadline

Get Involved

If you plan to attend the JEA/NSPA convention, consider getting involved by speaking, judging Write-off or Best of Show competitions, or critiquing yearbooks, newspapers, video or magazines. Pick an area that interests you and contact us.

Session speakers

There may be times available for session speakers. If you are interested in presenting a session, fill out the form on the JEA website at www.jea.org/volunteer, or email Connie Fulkerson at cfulker@ksu.edu.

Write-off contest judging

Most Write-off contests take place on Friday afternoon, and the judging occurs on Friday evening. To sign up to judge Write-offs, contact Nancy Smith at nysmithjea@gmail.com.

Best of Show Judging

Those interested in judging Best of Show should contact Laura Widmer (NSPA) at laura@studentpress.org. Advisers may not volunteer to judge a category in which their students will be entering.

On-site critiques

If you are an experienced adviser, you can help with on-site critiques. You'll receive copies of a newspaper, yearbook, magazine or video at the convention and meet with the staff of the publication to provide constructive criticism of its work. To help with critiques, contact Laura Widmer (NSPA) at laura@studentpress.org.

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Keynote Speakers

Jose Antonio Vargas

7:30 p.m. Thursday, April 14

Jose Antonio Vargas is a Pulitzer Prize-winning journalist and filmmaker whose work centers on the changing American identity. He is the founder of Define American, a non-profit media and culture organization that seeks to elevate the conversation around immigration and citizenship in America, and he is the founder and editor of #EmergingUS, a digital magazine focusing on race, immigration and identity in a multicultural America.



In 2011, the New York Times Magazine published a groundbreaking essay in which Vargas chronicled his life in America as an undocumented immigrant. A year later, he appeared on the cover of TIME magazine worldwide with fellow undocumented immigrants as part of a follow-up cover story he wrote. He then produced and directed “Documented,” a documentary feature film on his undocumented experience. In 2015, MTV aired, as part of its Look Different campaign, “White People,” a television special he produced and directed on what it means to be young and white in contemporary America. @joseiswriting

Jacob Soboroff

2 p.m. Friday, April 15

Jacob Soboroff is an MSNBC correspondent. Before joining MSNBC in 2015, he hosted Vanity Fair’s coverage of its 2015 Oscar Party, which he executive produced with Embassy Row Productions. In 2014, Soboroff hosted “YouTube Nation,” YouTube’s daily clip show produced by DreamWorks Animation, and co-hosted “TakePart Live,” Pivot’s nightly news and talk show, which he also produced.



In 2013, Soboroff became a founding host and producer of HuffPost Live, the streaming network of The Huffington Post. Before that he hosted a variety of projects for networks including MTV, AMC, NBC, CNN, PBS and NPR.

Soboroff has been a longtime advocate of protecting the right to vote through the Why Tuesday? organization, and gave a widely shared TED Talk about election reform. He also serves on the associates board of the education-focused nonprofit City Year Los Angeles and is a service ambassador for Points of Light. @jacobsoboroff

Amara Aguilar

Amara Aguilar is an associate professor of professional practice in digital journalism at University of Southern California Annenberg School for Communication and Journalism. She led the creation of USC’s JEDI (Journalism, Emerging, Digital, Innovation) desk, a student team that focuses on creating content natively for social and mobile platforms at Annenberg Media. The JEDI desk leads innovation and experimentation on emerging platforms at Annenberg Media. In 2015, Aguilar was named an Apple Distinguished Educator for her academic leadership focusing on application design, multimedia journalism and innovation in education. Aguilar is a former sports writer and news designer. @amara_media



Susan Bloom

Susan Bloom received her Master of Fine Arts in film production from the University of Texas, Austin. Then she moved to Hollywood, where she has worked in post production on TV shows, features and documentaries. Her current documentary work is focused on invasive species eradication and native ecology restoration on the California Channel Islands and elsewhere. She has taught video and audio production at Brooks Institute since 2009.



Julie Cart

Julie Cart is a Pulitzer Prize-winning reporter who worked as an environmental reporter, sports writer and national correspondent during her three decades with the Los Angeles Times. Her experience also included serving as the newspaper’s bureau chief in Denver, where she covered stories that made national headlines including school shootings at Columbine High School and the aftermath of the Sept. 11, 2001, attacks. In 2009, Cart was part of a reporter duo that won the Pulitzer Prize for explanatory reporting for a series of stories about wildfires across the western United States. @Julie_Cart



Linda Deutsch

Linda Deutsch is a trailblazer and role model for women journalists. As an Associated Press special correspondent, Deutsch covered some of the most high-profile cases in American legal history, including those of Sirhan Sirhan, Charles Manson, Patty Hearst, Daniel Ellsberg, O.J. Simpson, Michael Jackson and Phil Spector. She is the recipient of numerous awards including the University Of Missouri’s Honor Medal for Distinguished Service in Journalism and the International Women’s Media Foundation Lifetime Achievement Award. In 1992, the AP named her a special correspondent, a title bestowed on only 18 reporters in the news service’s history. @LindaDeutsch



Jonathan Gold

Jonathan Gold is the restaurant critic for the Los Angeles Times. He won the Pulitzer Prize in criticism in 2007 and was a finalist again in 2011. A Los Angeles native, he began writing the Counter Intelligence column for the L.A. Weekly in 1986, wrote about death metal and gangsta rap for Rolling Stone and Spin among other places, and is delighted that he has managed to forge a career out of the professional eating of tacos. @thejgold

Robert Hernandez

Robert Hernandez, aka WebJournalist, has made a name for himself as a journalist of the Web, not just on the Web. His primary focus is exploring and developing the intersection of technology and journalism – to empower people, inform reporting and storytelling, engage community, improve distribution and, whenever possible, enhance revenue. He is an associate professor at USC’s Annenberg School for Communication and Journalism. He has worked for seattletimes.com, SFGate.com, eXaminer.com, La Prensa Gráfica, among others. Hernandez is also the co-founder of #wjchat and co-creator of the Diversify Journalism Project. @webjournalist



David Horsey

David Horsey is a two-time Pulitzer Prize-winning editorial cartoonist and political commentator for the Los Angeles Times. After graduating from the University of Washington, Horsey entered journalism as a political reporter covering national political party conventions, presidential primaries, the Olympic Games and the Super Bowl, with assignments in Europe, Japan and Mexico, and two extended stints in Washington, D.C. He has an master’s in international relations from the University of Kent at Canterbury, England, and an honorary doctorate from Seattle University. Horsey has published eight books of cartoons. He spends a few weeks each year working as a cowboy in Montana. @davidhorsey



Jesse Katz

Jesse Katz was an award-winning staff writer at Los Angeles Magazine and the Los Angeles Times from 1985 to 2009. He was part of the Times’ Pulitzer Prize-winning team for spot news reporting for coverage of the 1994 Northridge earthquake. His work regularly appears in GQ and California Sunday Magazine. Katz wrote his memoir, “The Opposite Field,” and works as an editor at O’Melveny & Myers LLP, an internationally acclaimed law firm of 700 lawyers in 15 offices worldwide. @byjessekatz



Robert J. Lopez

Robert J. Lopez is the executive director for communications and public affairs at California State University, Los Angeles. Prior to that, he produced award-winning investigative and multimedia projects for the Los Angeles Times, where he worked for 22 years. He was part of a reporting team that received the 2011 Pulitzer Prize Gold Medal for public service for exposing government corruption in Bell, a city southeast of Los Angeles. Lopez was also part of a group of Times reporters that won a Pulitzer Prize for spot news



Convention Shirts

Wear your own “It’s All Here” T-shirts featuring the Los Angeles skyline. T-shirts are available by preordering.

Shirts will be distributed on Thursday and Friday morning. Shirts not picked up by noon Friday will be resold.



T-shirts • \$13
Available in S, M, L, XL, 2XL, 3XL



Women’s T-shirts • \$13
Available in S, M, L, XL

Featured Speakers

coverage of the 1994 Northridge Earthquake. He is a former adjunct faculty member at USC's Annenberg School for Communication and Journalism. @LAJourno

Mary McNamara

Mary McNamara is a television critic for the Los Angeles Times. A Pulitzer Prize winner in 2015 and finalist for criticism in 2013 and 2014, McNamara has won various awards for criticism and feature writing. She is the author of the Hollywood mysteries "Oscar Season" and "The Starlet." @marymacTV



Patt Morrison

Patt Morrison is best known as a longtime reporter and columnist for the Los Angeles Times, where she has won numerous awards, including a share of two Pulitzer Prizes. In addition to the Times, Morrison is read, heard and seen in many other places. She is a regular commentator on NPR's "Morning Edition" and has published a bestselling book on the Los Angeles River. She was a founding host of "Life & Times" on KCET-TV, for which she won six Emmys and six Golden Mike awards. Among her other honors: Pink's, the famous Los Angeles hot dog stand, has a veggie dog named after her. @pattmlatimes



Bill Plaschke

Bill Plaschke has written for the Los Angeles Times since 1987 and has been the Associated Press National Sports Columnist of the Year five times. He is the co-host of a 6 a.m. talk show on Beast 980, an all sports station. He is a regular panelist on ESPN's "Around the Horn" talk show and has written five books. Plaschke also has had roles on the HBO series "Luck" as well as in the movie "Ali." @billplaschke



Courtney Radsch

Courtney Radsch is advocacy director for the Committee to Protect Journalists and has experience as a journalist in the Middle East and the United States. She worked for UNESCO's Section for Freedom of Expression where she coordinated strategy in the Arab region and for Freedom House's Global Freedom of Expression Campaign as a senior program manager where she led advocacy missions to more than a dozen countries, U.N. bodies and the Internet Governance Forum. She writes frequently about the intersection of media, technology and human rights, with an emphasis on gender and the Middle East. Besides English, she also speaks Arabic, French and Spanish.



Les Rose

Les Rose is a photojournalist for the CBS News bureau in Los Angeles. Prior to joining the L.A. bureau in 1997, Rose worked for 13 years at KCBS-TV in Los Angeles and from 1984-1986 he was with NBC News in Miami as a freelancer. His assignments are for "The CBS Evening News" with Scott Pelley (and Dan Rather, Bob Schieffer and Katie Couric as well), "CBS Sunday Morning," "60 Minutes," "48 Hours" and "CBS This Morning." Rose's awards include a Murrow and a DuPont with Steve Hartman, nine local Emmys, and several more.



Barry Siegel

Barry Siegel, a Pulitzer Prize-winning former national correspondent for the Los Angeles Times, directs the literary journalism program at Univeristy of California, Irvine, where he is a professor of English. He is the author of seven books, including four volumes of narrative non-fiction and three novels set in imaginary Chumash County on the central coast of California. The unconventional narratives he wrote for The Times, many about communities struggling with moral dilemmas, took him to all corners of the nation and



beyond — from the dirt-poor towns of Donalsonville and Willacoochee in Georgia to Callao, Peru, and Rio Frio, Costa Rica; from Charleston, South Carolina to the Amish region of southern Indiana.

Carole Simpson

Carole Simpson is a three-time Emmy Award-winning anchor and senior correspondent who retired from ABC News in 2006 to become senior leader-in-residence at Emerson College's School of Communication in Boston. She is a member of the full-time faculty and teaches courses in public affairs reporting, political communication and broadcast journalism. As senior leader-in-residence, she mentors students and conducts public seminars on issues such as the First Amendment, the historic function of the press as a watchdog on government and the importance of an informed electorate. Simpson also is completing a book on her 40 years as a pioneering African-American woman in journalism. @carole_simpson



Luis Sinco

Luis Sinco is a photojournalist whose career started with small community newspapers in Seattle and Los Angeles. In 1987, he got a job as a reporter-photographer with Copley Los Angeles Newspapers. He was a freelance photographer for four years before joining the staff of the Los Angeles Times in 1997. Sinco was part of two Pulitzer Prize-winning teams for The Times — for coverage of the 1994 Northridge earthquake and the 2004 California wildfires. In 2003 and 2004, he photographed the war in Iraq and was a Pulitzer Prize finalist for his photo coverage of the battle of Fallujah. @luissinco



SCHEDULE

THURSDAY, APRIL 14

8 a.m.-3:30 p.m. JEA Board Meeting
8 a.m.-5 p.m. Media Tours
8:30 a.m.-5 p.m. Preconvention Workshops
1-7 p.m. Convention Check-in
1-7 p.m. JEA Bookstore
6:45 p.m. First-time Attendee Orientation (Advisers Only)
7:30-9 p.m. Keynote Speaker
9-10:30 p.m. Adviser Kickoff Reception
Midnight Convention Curfew

FRIDAY, APRIL 15

7:30 a.m.-5 p.m. JEA Bookstore Open; Adviser Hospitality Open
8 a.m. JEA General Membership Meeting
8 a.m.-noon Write-off Desk Open
8 a.m.-4 p.m. Convention Check-in
9 a.m. Breakout Sessions Begin
9 a.m.-3 p.m. On-site Critiques
9-11 a.m. Break with a Pro
2-3:20 p.m. Keynote Speaker
3:30-6 p.m. CJE/MJE Testing
4-6 p.m. Write-off Contests
4 p.m. NSPA Best of Show Deadline
6 p.m. Write-off Judging and Dinner
8-10 p.m. Student Swap Shops
8:30-11 p.m. Adviser Reception/Auction
8-11 p.m. Student Entertainment
Midnight Convention Curfew

SATURDAY, APRIL 16

7:30 a.m.-2:30 p.m. JEA Bookstore
7:30 a.m.-noon Adviser Hospitality
8 a.m. Breakout Sessions Begin
8 a.m.-1 p.m. Registration/Check-in
Noon-2:20 p.m. Adviser Awards Luncheon
3:30-5:30 p.m. NSPA Awards Ceremony (includes Best of Show, Pacemakers)
Midnight Convention Curfew

SUNDAY, APRIL 17

8:30-10:30 a.m. JEA Awards Ceremony

One Story

Follow the money. That's what reporters at The Daily Breeze, a 63,000-circulation newspaper in Los Angeles County, did when they began digging into the finances of a local high school district and found widespread corruption in a small, cash-strapped district.

City Editor Frank Suraci and reporters Rob Kuznia and Rebecca Kimitch were the main journalists who published more than 50 articles on finances at the Centinela Valley Union High School District. Some of the newspaper's stories exposed the superintendent's \$663,000 annual compensation, which is high for an administrator leading a small school district serving some 6,300 students. Other stories focused on construction spending and the awarding of construction bids to companies that donated money to school board members.

Their year-long investigation led into a series of stories that earned them a Pulitzer Prize in local reporting in 2015. The county district attorney's office and the FBI launched investigations into the district's finances and the superintendent, who was ultimately fired.

For student journalists, this series on the school district finances is a lesson in a journalist's role as the government's watchdog. Students can also learn how to research annual budgets and other paperwork in their schools or districts to see how and where money is being spent.

Links to the story and lesson plans for teachers will be available at la.journalismconvention.org. Various sessions throughout the convention will showcase materials from the One Story.

Panels

Covering creativity: Arts and culture journalism in Southern California

Writers actively working in arts journalism will discuss reporting on the diverse and evolving Southern California arts and culture scene. Panelists will touch on many subjects including their roles within the journalistic branch, freelancing and the use of social media. Melody Soto, site editor and associate producer of KCET's Emmy Award-winning arts TV program and online site "Artbound," and writer/artist Caribbean Fragoza are among the presenters.

Digging into school finances

In 2015, the Daily Breeze was awarded the Pulitzer Prize for local reporting for its investigation into corruption at an area school district which led to an FBI investigation. City Editor Frank Suraci and reporters Rob Kuznia and Rebecca Kimitch who covered the story will discuss their approach. Toni Sciacqua, Los Angeles News Group managing editor, will moderate.

Game changers: Women in sports journalism

Los Angeles Times sports columnist Helene Elliott, former sports journalist Michele Himmelberg, Fox Sports West/Prime Ticket reporter Jill Painter Lopez and former sports journalist Lisa Nehus Saxon will join a panel discussion to discuss the battles women sports journalists waged to gain equal access and equal pay — and the work that remains unfinished.

Marketing the iconic Petersen Automotive Museum after a major renovation

Hear how this car museum decides what message it wants to get out to bring in visitors. Most important, how does the museum reach those visitors after being closed for a year of renovations? Now, about half a year after reopening, learn how the Petersen Automotive Museum is measuring its marketing success. AJ Gordon, content manager for museum, and Leslie Kendall, chief curator, will discuss their marketing strategies.

Preconvention Workshops

All preconvention workshops take place on Thursday, April 14. Online preregistration is required to attend.

Advanced InDesign • \$20 1–5 p.m. Limit 36.

Take your design skills to the next level with this seminar that will show you how to use the power of InDesign to streamline your publication production. Bradley Wilson, MJE, of Midwestern State University in Wichita Falls, Texas, will cover libraries, styles and other InDesign tricks. Participants must bring their own laptops with Adobe Photoshop CS6 or later installed. Two students may share one laptop.

Broadcast and Video Boot Camp • \$30 8:30 a.m.–5 p.m. Limit 30.

In this hands-on workshop, beginning and intermediate students will learn the fundamentals of creating an effective news package from the ground up. This includes videography, sound recording, editing and story structure. Working in small teams, participants will spend the morning developing their videography skills and planning a story, and the afternoon shooting and editing that story. The instructor will be Michael Hernandez of Mira Costa High School in Manhattan Beach, California. Participants must bring their own video cameras, tripods, microphones and laptops with editing software. Please test and become familiar with your equipment before attending the session, as the presenter may not be familiar with your specific hardware/software.

Composition and Exposure • \$20 8 a.m.-noon. Limit 30.

The two keys to every good photo are the composition and the exposure. This course, taught by Jed Palmer, CJE, adviser of the Eagle Eye View yearbook and the Summit newspaper in Parker, Colorado, will use a blend of presentation and hands-on shooting that will show you how to capture a strong image for your publication that goes beyond the simple snapshot. Bring your DSLR and learn to control natural light through the aperture, shutter speed and ISO settings on your camera. Students will leave the “classroom” for a photo scavenger hunt to practice the rules of composition and exposure adjustments that will be taught. Each photographer will need a DSLR camera for this session. An Off-site Permission Form (Page 23) is required for each student attending this workshop.

DSLR Lighting • \$20 8 a.m.–noon. Limit 30.

With solutions from DIY hacks to speedlite strobes and wireless triggers, this course — taught by Michael Simons, CJE, of West High School in Painted Post, New York — will cover lighting techniques used in DSLR photography for publications. Emphasis will be on practical tips and tricks to use in modifying light on a extremely limited budget with instruction and suggestions (as well as demonstrations) offered on where and how to make modest investments in hardware to take students’ photography to the next level. Students will need a DSLR camera for this session.

In-depth Legal Training • \$8 9 a.m.–3 p.m. Limit 30.

The Student Press Law Center wants you to go into your newsroom equipped to understand your rights, protect them – and, if possible, make them even better. We’re offering a daylong workshop about free-speech and free-press rights in schools, what the law does and doesn’t protect, and how students can organize and campaign for better policies protecting their rights. You’ll learn to make the case for a free and uncensored press, with lessons from the successful recent campaign in North Dakota that led to The New Voices Act, one of the strongest student press-rights laws in the country.

Leadership Seminar • \$25 8:30 a.m.–4:30 p.m. Limit 60.

Designed for publication editors, this day-long seminar will show participants more ways to effectively lead the way with their publication staffs. Editors will work with Lori Keekley, MJE, St. Louis Park (Minnesota) High School, to better understand their team and how to help individual members work together to solve problems and manage time. They also will discuss self-assessment, people interaction, project planning, project management, goal setting, teamwork and motivation. Those attending should be current or upcoming editors. Advisers are also welcome to attend and will be expected to participate. Limit of two registrants per school.

Mobile Video Journalism Boot Camp • \$25 8:30 a.m.–5 p.m. Limit 30.

Become a citizen journalist using iOS to report on the world around you. Students will learn how to unleash the power of their iOS device to develop high-quality news packages. Taught by Don Goble of Ladue Horton Watkins High School in St. Louis, Missouri, this workshop will teach students how to plan, develop, shoot and edit a story. An iOS device (iPhone or iPad) is required, and you will want to bring your charger as well. While microphones and tripods are ideal, they aren’t necessary. We’ll be using the apps iMovie and Paper by FiftyThree, as well as collaborative apps such as Google Drive, Docs and Google Photos. Having Airdrop enabled on devices is also recommended.

Photo Editor Boot Camp • \$20 1 p.m.–5 p.m. Limit 30.

This course is for students who will hold a leadership position with their 2016-2017 publication, and will focus on skills and techniques veteran photographers can use to train and grow their staff and publication. Emphasis will be on strategies for teaching DSLR fundamentals, development of resources including what equipment to invest in and why, and other advanced topics in portraiture, staff management, and more. Taught by Michael Simons, CJE, of West High School in Painted Post, New York, this course is for veteran photographers only.

Photo Shoot Management • \$20 1 p.m.-5 p.m. Limit 60.

Capturing an event with photos is more than just controlling the camera. You need strategies and techniques for effectively managing a photo shoot from start to finish. Participants will learn about photo storytelling, equipment organization, natural light management, photographer positioning and in-shoot photograph management. Instructor Jed Palmer, CJE, adviser of the Eagle Eye View yearbook and the Summit newspaper in Parker, Colorado, will also teach concepts for shooting an event with multiple cameras and/or multiple photographers.

Photoshop Workflow • \$20 8:30 a.m.–noon. Limit 50.

Taught by Mark Murray, Arlington (Texas) Independent School District, participants will learn to use Adobe Photoshop. This workshop will emphasize a basic workflow for preparing photographs for publication. Participants must bring their own laptops with Adobe Photoshop CS4 or later installed. Two students may share one laptop. This session is open to both students and advisers.

Redesign Seminar • \$25 8:30 a.m.–5 p.m. Limit 75.

Students in this intensive, hands-on design seminar, led by Pete LeBlanc of Antelope (California) High School, will study advanced packaging techniques including modular design, typography, marriage of elements, negative space and photo packaging. Most of your time will be spent working on actual publication redesign. Laptop computers with InDesign are mandatory. Students who do not have a laptop may still sign up — though the experience may be limited — and will need to be prepared to bring supplies to work on manual designs. Students should bring some of their favorite magazines and supplies such as scissors, pencils and glue sticks. Students also are encouraged to bring their own publications for sharing and critique.

Society for News Design QuickCourse • \$30

8:30 a.m.–4:30 p.m. Limit 70.

SND brings its fast-paced workshop to JEA/NSPA. We start with the fundamentals of print design and move into tips and trends, with hundreds of ideas for designs, stories, photos, graphics and typography. Taught by Kansas State University’s Sara Quinn, the president of the Society for News Design, this session will benefit newspaper, magazine and yearbook staffers. Bring copies of your publications and your designs, either print or PDF, for our critique. We’ll make you better.



Preconvention Workshops

Team Storytelling • \$30 8:30 a.m.–5 p.m. Limit 54.

Great storytelling combines good writing, good photos and good design. Behind it all is good planning. In this team-based reporting experience taught by Amy DeVault of Wichita (Kansas) State University and Kristin Baker of Derby (Kansas) High School, students will work in groups of three to create real story packages. The workshop begins with instruction on planning packages with readers in mind, and then the students will go off-site to gather stories. Students will return to the convention site to finish their packages. Schools should register students in teams of three, preferably a writer, designer and photographer, though certainly the students can each practice all these skills. At least one student needs InDesign skills, as the students will design their packages. Students will need to bring any equipment they might need (cameras, laptops and card readers). Students can create content for print, broadcast or Web, and the workshop is recommended for experienced student journalists. An Off-site Permission Form (Page 23) is required for each student attending this workshop.

Writers’ Workshop • \$20 8:30 a.m.–4 p.m. Limit 125.

If you’re looking for ways to sharpen and brighten your writing so others will clamor to read it, this interactive workshop is for you. Taught by Dan Austin of Casa Roble High School, Orangevale, California, this seminar will entertain and inspire as we analyze excellent writing and apply the pros’ techniques to your own work. Whether you need to write a catchy headline or a 2,000-word feature, you’ll learn to improve every aspect of your writing as we discuss ledes, voice, narrative style and literary devices to tighten and strengthen your writing.

JEA Outreach Academy • FREE 8:30 a.m.–4:30 p.m. Limit 25. Apply at jea.org/outreach-academy by March 15.

Outreach Academy is a Journalism Education Association initiative to promote diversity in the journalism teaching profession. The Outreach Academy is a free, intensive seminar for publication advisers who need help teaching and advising students in journalism while dealing with issues surrounding diversity. The program is hands-on and focuses on practical information advisers need. It includes discussions on teaching journalism to diverse populations, diversifying school coverage, engaging your staff and school community and understanding the resources and organizations ready to help advisers. This program is committed to helping all advisers, especially advisers of color who are underrepresented in nine-12 education, who work in challenging circumstances, including 1) have five years or fewer advising experience and 2) teach in schools traditionally underrepresented in JEA membership, especially low-income, urban and rural schools.

Participants who are accepted to the Outreach Academy and attend the Thursday workshop earn the following benefits, in addition to the instruction received at the workshop:

- Up to \$100 in substitute pay to the participant’s school for the Thursday workshop.
- One-day parking reimbursement for the Thursday workshop.
- One year’s membership to the Journalism Education Association.
- Waived registration fee to that city’s National High School Journalism Convention, courtesy of JEA and NSPA.
- Waived registration fee to the 2016 JEA Advisers Institute.

Media Tours

Participants should meet at the media tour desk near the Figueroa Street Entrance on the second level at the time listed. End times are the approximate time participants will return to the hotel. Transportation to media tours will be provided and is included in the price. An Off-site Permission Form (Page 23) is required for each student attending a media tour.

Associated Press • \$5

10 a.m.-1 p.m. Thursday. Limit 20.

Tour the Los Angeles bureau of one of the world's oldest and largest newsgathering organization. Students will have an opportunity to meet the staff during their visit to the offices in downtown Los Angeles.

Bloomberg News - Century City • \$20

9 a.m.-1 p.m. Thursday. Limit 20.

Tour the new Los Angeles bureau of financial news outlet Bloomberg News. The bureau has a TV production area for on-air interviews and soundproofed booth for radio, as well as the main newsroom with about 20 editorial journalists who cover entertainment, technology, politics and commerce. The tour will be led by one of their reporters and includes meeting Bloomberg News staff.

iam8bit Creative Company • \$20

10 a.m.-2 p.m. Thursday. Limit 20.

iam8bit is a creative collective that conceives of, designs and executes awesome experiences for film, music, fashion and games. Brands they have worked with include HBO, Nintendo, PlayStation, Disney, MTV, Activision, Universal, Capcom, Interscope and Warner Bros. In addition, iam8bit is developing several original IPs for feature, TV and digital distribution. Tour will end with a Q&A with owner Amanda White.

KNBC • \$20

10 a.m.-2 p.m. Thursday. Limit 20.

Tour the state-of-the art studio of NBC Channel 4. You will get a chance to meet some of the staff and get a behind-the-scenes look at a news studio in one of the largest broadcast media markets.

Los Angeles Magazine • \$20

10:30 a.m.-1:45 p.m. Thursday. Limit 15.

Los Angeles Magazine is the definitive resource on the people, food, culture, arts and entertainment, fashion, lifestyle and news that defines L.A. Tour will include a workshop on "how to work the red carpet" and a Q&A with the special projects manager.

Los Angeles Times • \$5

10:30 a.m.-1:45 p.m. Thursday. Limit 25.

Tour the historic Los Angeles Times Building, which opened in 1935. You'll view the Globe Lobby, which includes an historical exhibit showcasing the first 100 years of The Times. Staff from Times' High School Insider will give you a tour of the newsroom, where you will have a chance to meet with several of the editorial staff.

Petersen Automotive Museum • \$20

9 a.m.-1 p.m. Thursday. Limit 25.

Take a private tour of the newly renovated Petersen Automotive Museum and exclusive Petersen Vault, which features more than 250 vehicles ranging from Hollywood cars to vintage race cars. There will be a Q&A afterward with the museum marketing team.

PMC-Branding Company • \$20

9 a.m.-12:30 p.m. Thursday. Limit 20.

Penske Media Corp. (PMC) is a leading digital media, publishing and information services company. PMC engages with thriving audiences across the Web, television, mobile, print and social media – reaching more than 140 million consumers monthly. Some of PMC brands include Variety magazine, Variety.com, HollywoodLife, Movieline and the Young Hollywood Awards. This tour will conclude with a presentation by PMC media staff.

Sony Studios • \$50

8 a.m.-noon a.m. Thursday. Limit 25.

"You Oughta Be In Pictures" is what you will say on this legendary studio tour. The Sony Pictures Studios tour is a guided, history-based, all walking tour of the studio lot. Tours will swing by historic stages where Dorothy followed the Yellow Brick Road and where Spider-Man battled villains. Tours may also visit the homes of smash-hit games shows, "Jeopardy!" and "Wheel of Fortune," and only on the Sony tour will you walk under a soaring 94-foot-tall rainbow.

UCLA Film School • \$20

8 a.m.-noon Thursday. Limit 25.

If you're thinking about film school in sunny California, you don't want to miss this tour of UCLA's Film School. Admission representatives will be on hand to answer any of your questions.

Universal Production Studio • \$45

9 a.m.-3 p.m. Thursday. Limit 25.

Tour behind the scenes of one of the most popular movie theme parks: Universal Studios. You will enjoy Brokaw Center, a sound stage, audio post, props, and maybe even get to ride Transformers. Two special presentations are included: 1. Create a broadcast-centric tour partnering with KNBCU, NBCU News and/or Telemundo for a possible lunch panel; and 2. Partner with Creative Content Protection to have the students visit the Pirate Living Room for insight on how piracy affects content creators and what we can do to protect their work.

USC Annenberg School of Communication and Journalism • \$20

9:30 a.m.-1 p.m. Thursday. Limit 25.

As part of the tour of this well-known journalism school, you will visit the new state-of-the-art Wallis Annenberg Hall, a five-story building that that connects people, fosters creativity and accelerates the school's path into the future.

OUR PASSION.

Working with the best advisers and staffs means being involved in amazing brainstorming and witnessing creativity beyond compare. It's the process of helping train excited, willing staffs to become powerful communicators and the inevitable revision that reveals brilliance. But it's also the product. There's nothing like seeing you go through your new masterpiece for the first time — except having time to study it and being even more impressed! Your yearbook is our passion, and we're glad to partner with staffs who love the craft as much as we do.



HERFF JONES®
A Varsity ACHIEVEMENT Brand

Special Events

AWARD CEREMONIES NSPA Awards

3:30–5:30 p.m. Saturday

Winners of NSPA Best of Show, Pacemaker and individual awards will be honored. JEA and NSPA encourage everyone to celebrate all recipients.

JEA Awards/Closing Ceremony

8:30–10:30 a.m. Sunday

Winners of JEA Write-off contests and National High School Journalist of the Year competition will be recognized.

BREAK WITH A PRO • \$5

9 and 10 a.m. Friday

Registration deadline: March 23

Online preregistration required.

Tailored, small-group discussion sessions with journalism professionals in traditional and specialized areas. Media professionals share information about their work and backgrounds. This career exploration event is an excellent opportunity to meet people working in the field.

Break with a Pro sessions are available for a variety of career areas in the print, online and broadcast industries. See full list while registering online.

Students should develop questions on career-preparation requirements, nature of work, salary-level expectations, job availability and how to handle issues as a student journalist.

MEDIA SWAP SHOPS • FREE

8 and 9 p.m. Friday

Registration deadline: March 23

Online preregistration required.

Meet with students from other publication staffs to share with one another and to gather new ideas.

Bring at least nine copies of recently published newspapers, newsmagazines or literary magazines to exchange. Yearbook and video (in DVD format) participants should bring one copy of the most recently published work to show and, if they choose, enough to exchange. These one-hour sessions are conducted as round tables with 10 students, each from a different school.

NATIONAL JOURNALISM QUIZ BOWL • \$50/TEAM

Qualifying test: 8 a.m. Friday

Live rounds: 8–10 a.m. Saturday

Start putting together your four-person teams now for the National Journalism Quiz Bowl competition. The quiz bowl-style competition will include questions related to current events, pop culture, journalism and civics. Schools attending the convention may enter multiple teams.

A CONVERSATION ABOUT SCHOLASTIC MEDIA (FOR ADMINISTRATORS)

4–5:30 p.m. Friday

Journalism Education Association President Mark Newton invites all school administrators to an informal discussion of the ultimate 21st century educational opportunity: journalism and student media. Meet in Wilshire Suite F. Please RSVP by Tuesday, April 12, to Mark Newton at themarknewton@gmail.com.

FRIDAY EVENING ENTERTAINMENT

Free Concert at the Westin Bonaventure

8–11 p.m. Friday

Nothing says Southern California like live music in a great indoor space any day of the week. Join us for a special music concert with some of the hottest bands in the state. These bands will make you want to stand up and dance.

SATURDAY EVENING ENTERTAINMENT

Grammy Museum at L.A. Live • \$15

6–9 p.m. Saturday

The Grammy Museum, an interactive, educational museum devoted to the history and winners of the Grammy music awards. The museum also features a rich collection of historical music artifacts including costumes and instruments from the Grammy Awards, hand-written lyrics, records and audio/video recordings. There are special exhibits on Taylor Swift, Michael Jackson, Frank Sinatra and Tupac Shakur, just to name a few. There will also be a special scavenger hunt while you are in the museum with incredible prizes for the winners. Instructions for getting to the Grammy Museum can be found on the convention website. bit.ly/grammy04016

Dodgers Baseball Game • \$30 or \$50

6:15 p.m. Saturday

Come watch the Los Angeles Dodgers and the San Francisco Giants during opening weekend. There are two ticket options to choose from: \$30 in Reserve Level and \$50 in the All-You-Can-Eat Pavillion. Game attendees will receive a free knit cap. Instructions for getting to Dodger Stadium can be found on the convention website. bit.ly/dodgers0416

Both Saturday evening activities are unchaperoned events, so advisers will need to chaperone their own students for these two activities.

LUNCH WITH THE JEA PRESIDENT

Noon–1:50 p.m. Friday, April 15

Application deadline: March 15

Lunch with the President is an opportunity for student journalists to meet with JEA's president for a press conference. It is a chance to practice journalism, report on the state of scholastic journalism and share ideas or agenda items coming from their own student media programs to be heard by the president. The special event is a multi-way conversation to provide a meaningful experience connecting students from media programs around the country.

JEA will select up to 10 students to meet with the president. During lunch in the JEA suite, participants will have the president's attention for ideas and suggestions related to student and adviser needs in scholastic journalism. Students are encouraged to produce some kind of piece based on the interview for their publication. JEA will promote the finished pieces on the organization's website and social media accounts.

Selection: Students may apply individually or with one partner from their school. JEA leaders will select 10 students total to participate based on their answers to two essay questions on the online application. Selected students will be notified April 1 via email.

Online application:

<http://bit.ly/JEAPrezLunch>

Questions? sarahjnichols.sjn@gmail.com.



eYearbook

The only truly interactive yearbook that students can view on a computer or mobile device



BAL4.tv
Extend yearbook coverage and transform the way students remember the school year with multimedia

4 amazing tools for 1 great yearbook!



eYearbook



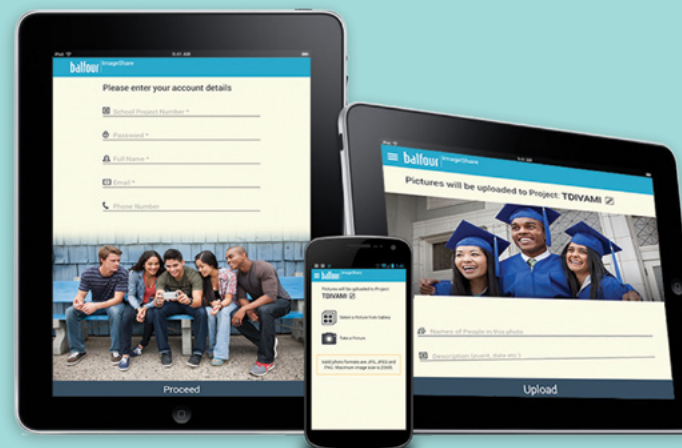
BalfourTools



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ImageShare

Allow everyone in your school community to contribute photos and content for the yearbook with this easy-to-use mobile app

BalfourTools

The premier yearbook plug-in for Adobe™ InDesign that integrates seamlessly with Adobe™ Creative Cloud™





JOIN US AT JOSTENS ADVISER UNIVERSITY

A premier continuing education opportunity for journalism advisers, Jostens Adviser University offers an experience that is relevant to beginning and experienced advisers. A wide-range of classes focused on practical teaching strategies and methodologies, as well as opportunities for networking, make JAU a truly outstanding workshop.

I just can't thank JAU enough! I was thoroughly impressed with all aspects of this conference! Extremely professional!
—Tiffani Pollard, West Harrison High School [MS]

Caribe Royale | Orlando, FL
July 16–19, 2016



FIND OUT MORE BY VISITING
jostens.com/jau

ADVISER LUNCHEON • \$35 Noon-2:20 p.m. Saturday Registration deadline: March 23 Meat and vegetarian options.

JEA will honor spring award and certification recipients. Speakers will be Renee Burke, Yearbook Adviser of the Year, and Michelle Turner, Broadcast Adviser of the Year. Sponsored by Herff Jones.

ADVISER RECEPTIONS

Advisers are invited to attend these evening receptions. They're a great way to meet new colleagues and relax with old friends.

Thursday Kickoff Reception 9–10:30 p.m.

Following the keynote speech, this reception will give new and first-time attendee advisers a chance to meet the local committee, the JEA and NSPA board members and staffs.

Friday's Reception 8:30-11 p.m.

Desserts will be featured. There will be an auction/silent auction to benefit the Student Press Law Center. Those who are judging Write-off competitions are especially encouraged to attend after they finish judging.

ADVISER HOSPITALITY 7:30 a.m.–5 p.m. Friday and 7:30 a.m.–1 p.m. Saturday

Meet with colleagues from across the country in the adviser hospitality suite. Local team members will be available to recommend sightseeing, dining and entertainment options. Saturday's hospitality sponsored by Picaboo Yearbooks.

FIRST-TIME ATTENDEE ORIENTATION MEETING 6:45 p.m. Thursday

Advisers attending their first convention are encouraged to attend this short orientation, which includes a general overview and explanation of events and how to get the most out of them. Check the convention program, website or app for location.

CONTINUING EDUCATION UNIT • \$20 Apply during online registration.

The University of Minnesota (UMN) has approved the JEA/NSPA National High School Journalism Convention for 10 contact hours of continuing education (1.0 CEU). After the convention, you will be sent a survey that will double as your learning assessment. Surveys must be returned by May 6, 2016, to qualify for the CEU.

If your survey is completed on time, a certificate will be mailed to you in May. A record of your UMN CE hours will remain on record at the university. Call 612-624-4000 or email cceinfo@umn.edu for a record of your UMN CEU activity.

Awarding credit for continuing education activities varies by profession and state. Attending this convention will allow you to receive a UMN continuing education hour. It remains your responsibility to verify with your governing agency if the CE hour will be accepted.

CERTIFICATION TESTING 3:30-6 p.m. Friday, April 15 Application deadline: Feb. 1 Apply online at jea.org/certification.

Test takers will be given the option of handwriting or bringing their own laptop computer to generate the answers.

All applicants must be current JEA members. Fees cover a portion of administration, judging, mailing, cost of pins and certificates.

CJE Applicants • \$60

CJE applicants must complete an application, provide evidence of a valid state teaching certificate and provide evidence of journalistic training from one of three options:

- **Option A:** Copies of transcripts showing a college major or minor in journalism or mass communications, or 18 semester (27 quarter) credits of journalism including course work in newswriting and reporting, communications law and publications advising. Credit may be from undergraduate or graduate courses,

workshops, independent study (correspondence) or technology classes.

- **Option B:** Provide evidence of at least three years' journalism teaching or advising and pass a written examination administered by JEA at a convention.
- **Option C:** Provide evidence of at least three years' journalism teaching or advising, or work as a practicing journalist, sales representative, educational consultant or other position with a commercial or professional organization associated with scholastic journalism.

Applicants must pass a written examination administered by JEA at a convention and obtain a letter of recommendation from a current CJE or MJE.

Test results will be sent about eight weeks after the convention, and applicants will be notified about selection as soon as all application procedures are complete. Those passing the test in Los Angeles will be honored at the Indianapolis convention, Nov. 10-13, 2016.

MJE Applicants • \$85

Applicants for Master Journalism Educator must have earned CJE status; verify five years of journalism teaching or advising experience; submit a letter of endorsement from a supervisor; show evidence of participation in scholastic journalism professional growth activities at local, state, regional or national levels; pass the MJE exam; and submit a pre-approved project, paper or teaching unit.

CJE award certificates and pins or MJE plaques and pins for those who have completed requirements since the fall convention will be presented during the Saturday Adviser Luncheon.

Questions?

785-532-5532, staff@jea.org

REGISTER ONLINE for Write-offs by March 23, 2016, at jeawriteoffs.org.

All Write-off rules and descriptions are available at www.jea.org/home/awards-honors/write-off-contests/.

It is **IMPERATIVE** that advisers and contestants **CAREFULLY** read all the rules to make sure all deadlines and requirements are met. All contests require students to bring their own supplies.

A FEW OF THE BASICS

1. Each student may enter just one category. A school may enter just one student per category except for Contests 36-41 and 46. All contestants must be in attendance at the convention and attend the Write-off session/critique Friday, April 15 or the entry will be disqualified. In online-submission contests that allow a team to enter, all students must register and pay; however, only one needs to be present at the convention for the entry to be eligible for the contest.
2. Contestants will be disqualified if they fail to follow the rules available on the JEA website at www.jea.org/home/awards-honors/write-off-contests/.
3. Register early. Some venues have limited seating for the contests. In the event the number of registrants for a contest category fills the seating capacity of the assigned contest room and a larger room is not available, JEA will **CLOSE** registration for that category.
4. All contests marked **ONLINE SUBMISSION** (photography contests 28-35, design contests 9-10, 16-19, 23-26 and broadcast contests 36-42) must be uploaded no later than 7 p.m. Eastern Time Wednesday, March 23, 2016. Specific instructions are available at www.jea.org/home/awards-honors/write-off-contests/. All material for the contests will be available at www.jea.org the day Write-off registration opens. No late entries will be accepted for judging or critique. **START EARLY — CALL FOR HELP** if necessary. (A working email and a password must be provided for each student entered in a contest. This is especially important in contests submitted online before the convention.)

CONTEST/CRITIQUE SESSIONS

1. Some on-site broadcast contests and the Online News Package contest begin early Friday morning and continue through the day. All other categories run 4–6 p.m. Students late to their contests may not be able to participate.
2. Online submission contestants will be disqualified if they do not attend the entire critique session on Friday, April 15.
3. Check the schedule and room assignments in the Convention Booklet, available at the convention registration or online before the convention.

REGISTRATION INFORMATION

1. Students and their advisers must be registered for the convention in order to participate, and the adviser must be a member of JEA.
2. No on-site registrations will be accepted; however, name substitutions are allowed until noon Friday at the Write-off check-in desk.
3. If your student has a documentable disability, you need to request any accommodation when you register. Please notify JEA Write-off Chair Nancy Smith (nysmithjea@gmail.com) and bring documentation to the convention.
4. The rules for Write-offs can be downloaded at www.jea.org/home/awards-honors/write-off-contests/. If you have any questions, you may call JEA Headquarters toll-free at 866-532-5532 or at 785-532-5532, 8 a.m.-5 p.m. CDT, Monday through Friday, or email staff@jea.org.

CONTEST REGISTRATION STEP BY STEP

1. Adviser **MUST** be a current JEA member for the online Write-off registration form to work. Join JEA at jea.org/home/membership/registration/. To renew, go to jea.org/home/membership/member-login/ and click on “Renew Membership.” Membership should be activated by March 1 in order to meet the March 23 Write-off deadline. Membership is not processed until funds are received.
2. If you don’t know your username/password for jea.org/home/membership/member-login/, please contact JEA staff at 866-532-5532 or staff@jea.org. Your member number may be found on the label of C:JET magazine or on your membership card.
3. Decide with your students what to enter. Bring the rules and required supplies with you to the convention. Confer with other advisers in your school to decide what students will participate in each category. Although it’s preferred one adviser enters all entries from a school, two or more advisers may enter their students separately if paying separately. Please collaborate on this.
4. Go to jeawriteoffs.org and log in with your JEA member username and password. Click on “Add a Student” to register students. Type carefully, capitalizing the first letter of first and last names and lowercasing the rest. The database from this form will be used to process certificates. All students **MUST** have working emails and passwords. This is particularly crucial for students doing online submissions. You may want to write them down as you register them since this is how they will log in to get their photography critiques.
5. Payment of \$20 per student may be made with various credit cards, through PayPal, check or purchase order. Mail check to JEA Los Angeles Write-off Contest, 105 Kedzie Hall, 828 Mid-Campus Drive S., Manhattan, KS 66506. Official, signed purchase orders may be mailed, emailed to staff@jea.org or faxed to 785-532-5563. Write-off entries must be paid in full before the contests begin April 15, 2016.



The following contests will be offered for Los Angeles. Descriptions and complete rules can be found on www.jea.org. Advisers and students should read all rules carefully and email or phone us if you have questions. Failure to follow the rules or meet deadlines will result in an automatic disqualification.

ON-SITE CONTESTS

These categories all take place at the convention. No work is required in advance. Most of the contests run from 4–6 p.m. Friday. Only **ONE** student from each school may enter each contest unless a team entry is indicated.

Newspaper Contests

- 01: NEWSWRITING
- 02: EDITORIAL WRITING
- 03: FEATURE WRITING
- 04: SPORTS WRITING
- 05: REVIEW WRITING
- 06: EDITORIAL CARTOONING
- 07: COMMENTARY WRITING
- 08: NEWS EDITING/HEADLINE WRITING
- 11: PRESS LAW & ETHICS

Yearbook Contests

- 12: YEARBOOK COPY/CAPTIONS: SPORTS
- 13: YEARBOOK COPY/CAPTIONS: ACADEMICS
- 14: YEARBOOK COPY/CAPTIONS: CLUBS
- 15: YEARBOOK COPY/CAPTIONS: STUDENT LIFE

Literary Magazine Contests

- 20: LITERARY MAGAZINE POETRY
- 21: LITERARY MAGAZINE ILLUSTRATION
- 22: LITERARY MAGAZINE PHOTOGRAPHY

Broadcast Contests

Check convention program for times and locations of broadcast contests. Some contests begin at 8 a.m. Friday. Students must have their Contestant ID Label to compete.

- 43: ONLINE NEWS PACKAGE (team of 2 or 3)
- 44: ON-AIR REPORTER
- 45: BROADCAST NEWSWRITING
- 46: BROADCAST PACKAGE (team of 2)
- 47: VIDEOGRAPHY
- 48: BROADCAST COMMENTARY

ONLINE SUBMISSION CONTESTS

Students who compete in these categories must complete the work **BEFORE** the convention. These contests require students to attend a two-hour critique session from 4–6 p.m. Friday, April 15 (unless a different time is noted in the convention program). A school may enter just one student per contest unless a team entry is indicated. Each student may enter just one contest.

Newspaper, Yearbook, Literary Magazine Layout Contests

Material for the Los Angeles online submission contests will be available the day Write-off registration opens at jea.org/home/awards-honors/write-off-contests/.

Entries must be uploaded as a PDF no larger than 4MB to www.jeawriteoffs.org no later than 7 p.m. Eastern Time Wednesday, March 23, 2016. Entries not uploaded by this date will be disqualified.

- 09: NEWSPAPER LAYOUT
- 10: NEWSMAGAZINE LAYOUT
- 16: YEARBOOK LAYOUT: THEME
- 17: YEARBOOK LAYOUT: INSIDE PAGES
- 18: YEARBOOK COVER/ENDSHEETS
- 19: LITERARY MAGAZINE: LAYOUT

Graphic Design Contests

Material for the Los Angeles online-submission contests will be available at jea.org/home/awards-honors/write-off-contests/ the day Write-off registration opens. All entries must be uploaded as a PDF no larger than 4MB to www.jeawriteoffs.org no later than 7 p.m. Eastern Time Wednesday, March 23, 2016. Entries not uploaded by this date will be disqualified.

- 23: GRAPHIC DESIGN: LOGO
- 24: GRAPHIC DESIGN: INFOGRAPHICS
- 25: GRAPHIC DESIGN: ADVERTISING
- 26: GRAPHIC DESIGN: PHOTO ILLUSTRATION

Photography Contests

Please read the rules that apply to all photography contests, including caption requirements. Entries that do not follow the rules will be disqualified. Entrants must attend a two-hour group critique from 4–6 p.m. April 15. All entries must be uploaded to www.jeawriteoffs.org no later than 7

p.m. Eastern Time Wednesday, March 23, 2016. Entries not uploaded by this date will be disqualified.

- 27. THEMED PHOTO (NEW CONTEST)
- 28. YEARBOOK SPORTS PHOTO
- 29. NEWSPAPER SPORTS PHOTO
- 30. YEARBOOK STUDENT LIFE PHOTO
- 31. NEWSPAPER NEWS/FEATURE PHOTO
- 32. PHOTO STORY
- 33. PORTFOLIO
- 34. PHOTO PORTRAIT
- 35. FIRST-YEAR PHOTO

Broadcast Contests

See Write-off rules at jea.org/home/awards-honors/write-off-contests/ for specific submission instructions for each contest. Entries must not have been submitted in any previous JEA contest. Read the rules carefully. Entries that do not follow the rules will be disqualified. These contests require students to upload entries to a third-party site for judging no later than 7 p.m. Eastern Time Wednesday, March 23, 2016. Entries not uploaded by this date will be disqualified. Students must be present at their scheduled critique April 15 or entries will be disqualified. At least one member of an entry’s team must be registered at the convention, but all members must pay the Write-off contest entry fee.

- 36. BROADCAST NEWS STORY (individual or pair)
- 37. BROADCAST SPORTS STORY (individual or pair)
- 38. BROADCAST FEATURE STORY (individual or pair)
- 39. BROADCAST COMMERCIAL/PSA (individual or pair)
- 40. SOCIAL MEDIA REPORTING (REVISED – online submission team of 2)
- 41. SHORT DOCUMENTARY (radio or television format, individual or pair)
- 42. VIDEO PACKAGE EDITING (material available at www.jea.org)

Registration/upload deadline: 7 p.m. EDT Wednesday, March 23, 2016

Late entries will not be accepted.
Start the process early.

Questions? Contact JEA at staff@jea.org or 866-532-5532. Hours: 7:30 a.m.–5 p.m. CDT.

Contest rules:
jea.org/awards-honors/write-off-contests/
Contest registration: jeawriteoffs.org

Adviser must be a JEA member for students to enter Write-off competition. Go online now or use the form on Page 23 to qualify for lower member rates immediately!

www.jea.org



NSPA BEST OF SHOW • \$20

All high school staffs (with students attending) and junior high advisers are invited to enter their website, newspaper, yearbook, newsmagazine, broadcast production or literary arts magazine in the NSPA Best of Show competition.

The competition is offered during each JEA/NSPA convention. Best of Show winners will be announced at the awards ceremony at 3:30 p.m. Saturday, April 16.

Newspapers, newsmagazines and broadcasts must be published between Aug. 1, 2015, and the start of the convention. Only 2014–15 yearbooks and literary magazines will be accepted. Websites must have been updated since Sept. 1, 2015.

Entries are due by 4 p.m. Friday, April 15.

NSPA membership is required to participate in all contests at the high school level; junior high/middle school entries do not require NSPA membership. Entry fee is \$20 per category, payable by cash, check or credit card. Entry fees may be prepaid using the convention registration form, provided your NSPA membership is current for each publication entering.



ON-SITE CRITIQUES • \$30

9 a.m.–3 p.m. Friday
Preregistration required.

Both beginning and experienced advisers and staffs can benefit from an on-site critique. Staff members and advisers will sit down with an experienced adviser or professional journalist and go over the school’s most recent publications or broadcasts. This one-on-one opportunity allows staffs to ask questions and get clarifications as needed. Each critique will last 30 minutes.

NEW THIS YEAR! You do not need to mail your publication to a judge before the start of the convention. Bring your publication/URL with you to your appointed critique time. Sign up during convention registration. You will receive an email to select a time and judge before the start of the convention.

Schools scheduled for critiques should bring up to three different issues of newspapers/magazines, or the most recent literary magazine or yearbook. Some staffs also choose to bring mock-ups of the current yearbook. For broadcast critiques, consider a thumb drive, DVD or upload to YouTube. For online critiques, exchange a URL.

Questions? critiques@studentpress.org

NEED-BASED SCHOLARSHIPS

Deadline: March 1, 2016

JEA and NSPA will provide up to 50 need-based registration scholarships for California students. Each scholarship recipient will receive free registration. Priority will be given to students from underrepresented groups and low-income students. To apply, students must complete the application form at bit.ly/nhsjclaScholarship.

Students will be asked to include a written explanation of why they want to attend the convention and how the scholarship would help them. A letter of recommendation from the school media adviser or other school administrator should address the student’s interest in journalism as well as the student’s financial need.

Each scholarship will cover the recipient’s registration fee but not hotel or other expenses. Students attending the convention must be accompanied by a media adviser or other responsible adult.

Recipients will be notified no later than March 9, 2016.

Questions? register@studentpress.org

bit.ly/nhsjclaScholarship

Westin Bonaventure
404 S. Figueroa St.
Los Angeles, CA 90071

RESERVATION DEADLINE
March 22, 2016

ROOM RATES
\$199/night single/double and \$219/night triple/quad, plus 15.7 percent tax per room per night.

ONLINE RESERVATIONS
bit.ly/LA-hotel (fewer than five rooms)

RESERVATIONS BY PHONE
213-624-1000

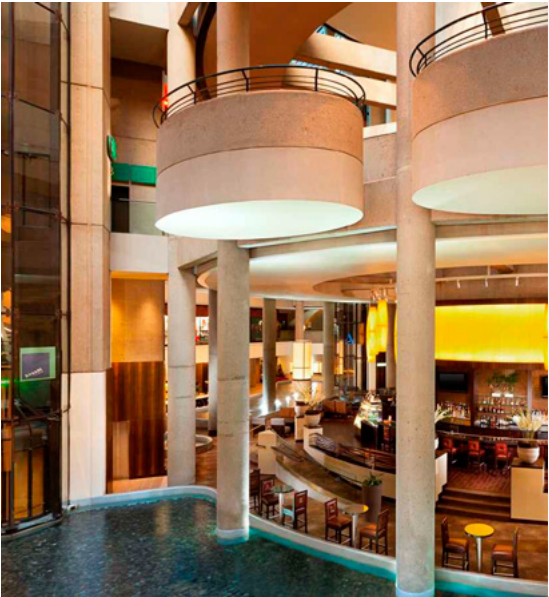
To take full advantage of the convention, delegates who live outside the Los Angeles metro area are encouraged to stay at the sanctioned and officially designated JEA/NSPA convention hotel, the Westin Bonaventure.

Please realize that although a March 22, 2016, deadline for reservations has been set, neither the hotel nor JEA/NSPA can guarantee availability.

Please do not book more rooms than you know you will need. Even if you cancel early, the hotel is not obligated to return rooms to the convention block. This may mean other delegates would have to pay more for their rooms in a convention hotel or that we would not “meet the block,” which could affect the cost of this and future conventions. Convention officials suggest you make hotel reservations well in advance of the March 22 deadline. After this date, the hotel may release rooms being held for the convention room block to the general public.

If you are reserving **fewer than five sleeping rooms**, you can do so by calling central reservations or following the above link. If reserving **five or more sleeping rooms**, please download and complete the form at la.journalismconvention.org/convention-hotel and return it directly to the hotel. Full pre-payment is due prior to arrival by Friday, April 8. If full pre-payment is not received prior to arrival, guests will not be allowed to check into their sleeping rooms until payment is received and processed.

Wireless Internet access is not included in the guest room rate at the Westin Bonaventure. High-speed access is available for \$12.95 per day.



Travel Discounts

FLIGHT DISCOUNTS

Delta Airlines
Book online with the offer code NMKT9 for a discount of up to 10 percent for groups of 10 or more traveling together. Discount depends on booking class. delta.com

JetBlue Airlines
JetBlue offers its lowest available airfare for groups of 10 or more who book together. jetblue.com/travel/groups

United Airlines
United Airlines offers a discount for groups of 10 or more. bit.ly/UnitedGroup

GROUND TRANSPORTATION

SuperShuttle
SuperShuttle is offering a 10% discount to and from the airport for their share ride services. Use the discount code **UPNKY**. Shuttles are \$30 roundtrip (not including tip). bit.ly/SuperShuttleLAX



MEMBERSHIP FORM

Register online at register.studentpress.org/joinNSPA.

Type of Publication: (check only one - use one form per publication)

☐ Website ☐ Newspaper/News magazine ☐ Yearbook ☐ Literary Mag ☐ Broadcast

PUBLICATION/ENTITY NAME		
SCHOOL	OFFICE PHONE	
SCHOOL ADDRESS		
CITY	STATE	ZIP
PUBLICATION EMAIL		PUBLICATION URL
TWITTER	FACEBOOK	
@	facebook.com/	
INSTAGRAM	YOUTUBE/VIDEO CHANNEL URL	
@	youtube.com/	

Adviser(s):

1. NAME	<input type="radio"/> NEW <input type="radio"/> RETURNING
SCHOOL EMAIL	ALTERNATIVE EMAIL
OFFICE PHONE	CELL PHONE
2. NAME	<input type="radio"/> NEW <input type="radio"/> RETURNING
SCHOOL EMAIL	ALTERNATIVE EMAIL
OFFICE PHONE	CELL PHONE

Type of School: (check only one)

☐ Senior High School ☐ Junior High or Middle School ☐ Junior/Senior High School

SCHOOL ENROLLMENT	APPROXIMATE NUMBER OF STUDENTS ON STAFF
FREQUENCY OF PUBLICATION	MONTH OF BOOK DELIVERY (YEARBOOKS/MAGAZINES)

HOW TO SUBMIT A CRITIQUE ENTRY (Level Two Memberships)

There is a separate entry form for critiques. You can find the Critique Entry Form online at nspa.studentpress.org.

SEND COMPLETED FORM AND PAYMENT TO:

NSPA Membership Phone: 612-625-9311
2221 University Ave. SE, Suite 121 Fax: 612-605-0720
Minneapolis, MN 55414 Email: info@studentpress.org

NSPA.STUDENTPRESS.ORG

MEMBERSHIP & CRITIQUE

\$

☐ **LEVEL ONE MEMBERSHIP | \$49-\$109**

Select ONE:

- ☐ \$109 High School
☐ \$59 Jr. High/Middle School
☐ \$69 Broadcast

☐ **LEVEL TWO MEMBERSHIP | \$99-\$189**

Includes a critique. Select ONE:

- ☐ \$189 High School
☐ \$99 Jr. High/Middle School

☐ **WEBSITE CRITIQUE | \$80**

Can only be added to level two membership. If you wish to have your website critiqued instead of your print publication, you do not need to pay this additional fee.

CRITIQUE EXTRAS

\$

☐ **SUPERCRTIQUE | \$35**

Available only for print publications, a supercritique is a critique in which the judge writes comments directly on the publication, as well as in the guidebook.

QTY.

☐ **WOOD PLAQUE | \$25**

QTY.

☐ **EXTRA AWARD CERTIFICATE | \$3**

INT'L SCHOOL PUBLICATIONS

\$

☐ **ADDITIONAL POSTAGE | \$50**

Schools outside of the U.S. must pay this additional fee to cover mailing costs of membership materials.

PRESS ID CARDS

\$

☐ **10 FREE PRESS CARDS | \$0**

QTY.

☐ **ADDITIONAL PRESS CARDS | \$0.25**

TOTAL ENCLOSED

\$

PAYMENT

Make checks/purchase orders payable to NSPA. There is a \$50 fee for returned checks.

☐ EMAIL OR FAX RECEIPT TO:

☐ Visa ☐ Mastercard ☐ AmEx ☐ Discover

CARD NUMBER	EX. DATE
NAME ON CARD	
SIGNATURE	

CONVENTION REGISTRATION FORM

JEA/NSPA Spring National High School Journalism Convention

April 14-17, 2016, Los Angeles

To sign up for preconvention workshops, media tours, Swap Shops, Break with a Pro, adviser luncheons or shirt pre-orders, you must register online.

la.journalismconvention.org

School Name		
Publication/Broadcast Name		
Media Type (Newspaper, Yearbook, etc.)		
Mailing Address		
City	State	ZIP
School Phone	Adviser/Chaperone Cellphone Number(s)	
Adviser email address		

I/my publication/media are members of: ☐ JEA ☐ NSPA ☐ Both ☐ Neither

NSPA BEST OF SHOW

Submit entries on-site, not in advance. Each publication must have a current NSPA membership (excluding junior high/middle school publications) as of April 15, 2016, and have students in attendance. Indicate the publications you will enter and the total below.

- | | |
|--|---|
| <input type="radio"/> Newspaper/News magazine | <input type="radio"/> Yearbook |
| <input type="radio"/> NP Special Edition | <input type="radio"/> Broadcast |
| <input type="radio"/> Literary Magazine | <input type="radio"/> Publication Website |
| <input type="radio"/> Jr. High/Middle Sch. Newspaper | <input type="radio"/> Jr. High/Middle Sch. Yearbook |

TOTAL (\$20/entry): \$ _____

ON-SITE CRITIQUES

Do not mail in advance. Indicate the publications you will have critiques and the total below.

- | | |
|---|---|
| <input type="radio"/> Newspaper/News magazine | <input type="radio"/> Yearbook |
| <input type="radio"/> Broadcast | <input type="radio"/> Literary Magazine |
| <input type="radio"/> Website | |

TOTAL (\$30/critique): \$ _____



TOTAL DUE:

REGISTRATIONS

REGISTRATION FEES	EARLYBIRD on or before March 23	STANDARD after March 23
JEA and NSPA members	\$90 per delegate	\$100 per delegate
Nonmember students or advisers	\$110 per delegate	\$120 per delegate
Nonmember professionals	\$150 per delegate	\$150 per delegate

Complimentary registrations: Speakers who present two or more sessions (or present one session and judge) and who are JEA or NSPA members receive complimentary registrations. No more than two registrations per school will be complimentary; no students will be comped for presenting sessions.

	QUANTITY	x	RATE	=	TOTAL
Student Registrations		x		=	
Adviser Registrations		x		=	
Professional Registrations		x	\$150	=	
Complimentary Registrations		x	\$0	=	\$0

ADVISER/NONSTUDENT ATTENDEES

Enter names and appropriate designations below. At least one adviser/nonstudent attendee must be registered at the convention for students to participate.

1. <input type="radio"/> CJJE <input type="radio"/> MJJE <input type="radio"/> 1st Time Attendee
2. <input type="radio"/> CJJE <input type="radio"/> MJJE <input type="radio"/> 1st Time Attendee
3. <input type="radio"/> CJJE <input type="radio"/> MJJE <input type="radio"/> 1st Time Attendee
4. <input type="radio"/> CJJE <input type="radio"/> MJJE <input type="radio"/> 1st Time Attendee

STUDENT ATTENDEES

Type or print students' full names as clearly as possible. Substitutions may be made later by email or fax. Names are being collected for security and insurance purposes.

COMPLETE AND SEND BOTH SIDES OF THIS FORM →

CONVENTION REGISTRATION FORM

PAYMENT
All fees for items on this form should be made payable to NSPA.

TOTAL ENCLOSED:

☐ Check enclosed ☐ Purchase order enclosed

#

Pursuant to Minnesota Statute 604.113, NSPA is authorized to charge \$50 for any check that is returned for insufficient funds.

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Name of Card

Card Number

Expiration Date

Signature

Mail to: JEA/NSPA Spring Convention
2221 University Ave. SE, Suite 121
Minneapolis, MN 55414

Fax: 612-626-0720
Questions: 612-625-9311
register@studentpress.org

THIS PAYMENT IS FOR CONVENTION REGISTRATION ONLY. Do not include fees for Write-offs or membership in the payment for registration fees. Make them payable to the correct group (see each form for reference) and mail them to the addresses on the appropriate forms.

Plan carefully. Make check or purchase orders for convention registration payable to NSPA. Submission of a purchase order indicates your intention to pay fees in full and does not constitute payment itself. If payment is not received with registration, NSPA requests that you pay via check or credit card or provide a purchase order number within 10 business days of your registration or upon arrival at the convention, whichever comes first. NSPA will require payment in full of any outstanding balance at the convention registration desk. Unpaid registrations may be subject to an administrative fee, and there is a \$50 fee for all returned checks. Absolutely no refunds; however, substitutions can be made at any time.

Do not mail after March 30, 2016. After that date contact NSPA for availability or register online or at the convention.

Convention Photography/Video: Participants give permission for photographs and/or video to be taken during the activities at the convention. These images and video will remain the property of the photographer or JEA/NSPA and may be used in publications and marketing campaigns for future conventions with or without names of those pictured.

Special Considerations:
☐ Check here if anyone in your delegation has a disability that may affect his/her participation in this event. Attach a statement regarding your disability-related needs. NSPA must be notified by March 14 to ensure appropriate accommodations.

I, the undersigned, have read the rules of conduct below, and I will assist convention officials in their enforcement.

Adviser Signature

OFF-SITE PERMISSION FORM

Required for participation in activities that take place outside of the Westin Bonaventure.

Advisers: Photocopy this form for each student participating in an off-site activity and mail, fax or email the completed forms with your convention registration.

Parents and advisers: Please read and sign. Students applying for off-site programs must have a parental signature granting permission to travel away from the official convention site.



Send complete form to:
JEA/NSPA Spring Convention
2221 University Ave. SE, Suite 121
Minneapolis, MN 55414
Fax: 612-626-0720
Email: register@studentpress.org

Student name (printed)

School

Address

Adviser email

School phone

Adviser cellphone

Signature of student

Signature of parent or guardian

Signature of adviser

Convention Rules & Officials

- RULES OF CONDUCT**
These guidelines are established to ensure that all convention participants have a safe and enjoyable stay in Los Angeles:
1. 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.
 2. No student 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.
 3. Chaperones should recognize that they and their schools will be held liable for any damage to hotel facilities incurred by students under their supervision.
 4. Rudeness to hotel guests and hotel 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 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.
 5. Breaking convention rules may result in disqualification from all contests and forfeiture of any awards won.
 6. Drinking or possessing alcoholic beverages, or possession/use of illegal drugs is absolutely prohibited.
 7. All students are expected to wear their convention name badges at all times while in the hotel meeting rooms and common areas.
 8. When outside the hotel, travel in groups. Your personal safety is our concern.

CONVENTION OFFICIALS

Diana Mitsu Klos
Executive Director, NSPA

Albert R. Tims, Ph.D.
President,
NSPA Board of Directors

Kelly Furnas, CJE
Executive Director, JEA

Mark Newton, MJE
President, JEA

Adriana Chavira
Local Team Chair,
Los Angeles convention

JEA MEMBERSHIP FORM

Join online at www.jea.org or complete this form and return it with payment.

Check one: ☐ New member
☐ Renew (___ years as member)

Check one: ☐ Teacher/Adviser \$60
☐ Associate (non-teacher) \$75

I advise: ☐ Newspaper
☐ Newsmagazine
☐ Yearbook
☐ Online
☐ Lit Magazine
☐ Radio
☐ TV
☐ Photography

I would like to be on the JEA Listserv (email required)

Listserv Email Address ☐ YES ☐ NO ☐ Already on listserv

Send form and fee to:
JEA Membership
105 Kedzie Hall
828 Mid-Campus Drive S.
Manhattan, KS 66506-1500
Email: staff@jea.org
Fax: 785-532-5563



Check the address where you want your mailings sent (home or school).

Name

☐ Home Address

Home City

State

ZIP

School Name

☐ School Address

School City

State

ZIP

Home Phone

Work Phone/Ext.

Email Address

Method of Payment: ☐ Check (payable to JEA) ☐ Official PO ☐ Credit Card
Membership is activated when payment is received.

Card Number ☐ Visa ☐ MasterCard ☐ Discover ☐ AmEx

Exp. Date

Security Code

Cardholder's Signature

National Scholastic Press Association
2221 University Ave. S.E., Suite 121
Minneapolis, MN 55414

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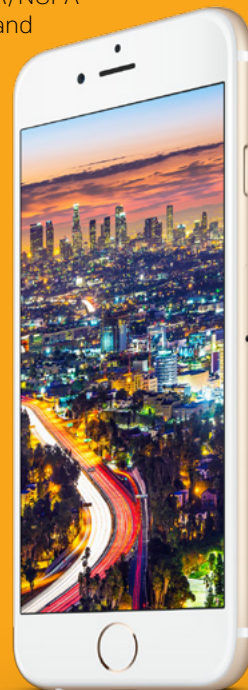
FRIEND

SCAD

**How to get the JEA/NSPA
convention mobile app
onto your device (available
in late March)**

1. Download the free Guidebook app.
2. Search "JEA/NSPA Spring 2016" and download the guide.

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LA.JOURNALISMCONVENTION.ORG