

**IT'S ALL HERE**

# **LOS ANGELES**

**JEA/NSPA National High School Journalism Convention**

**April 14-17, 2016 • Westin Bonaventure**



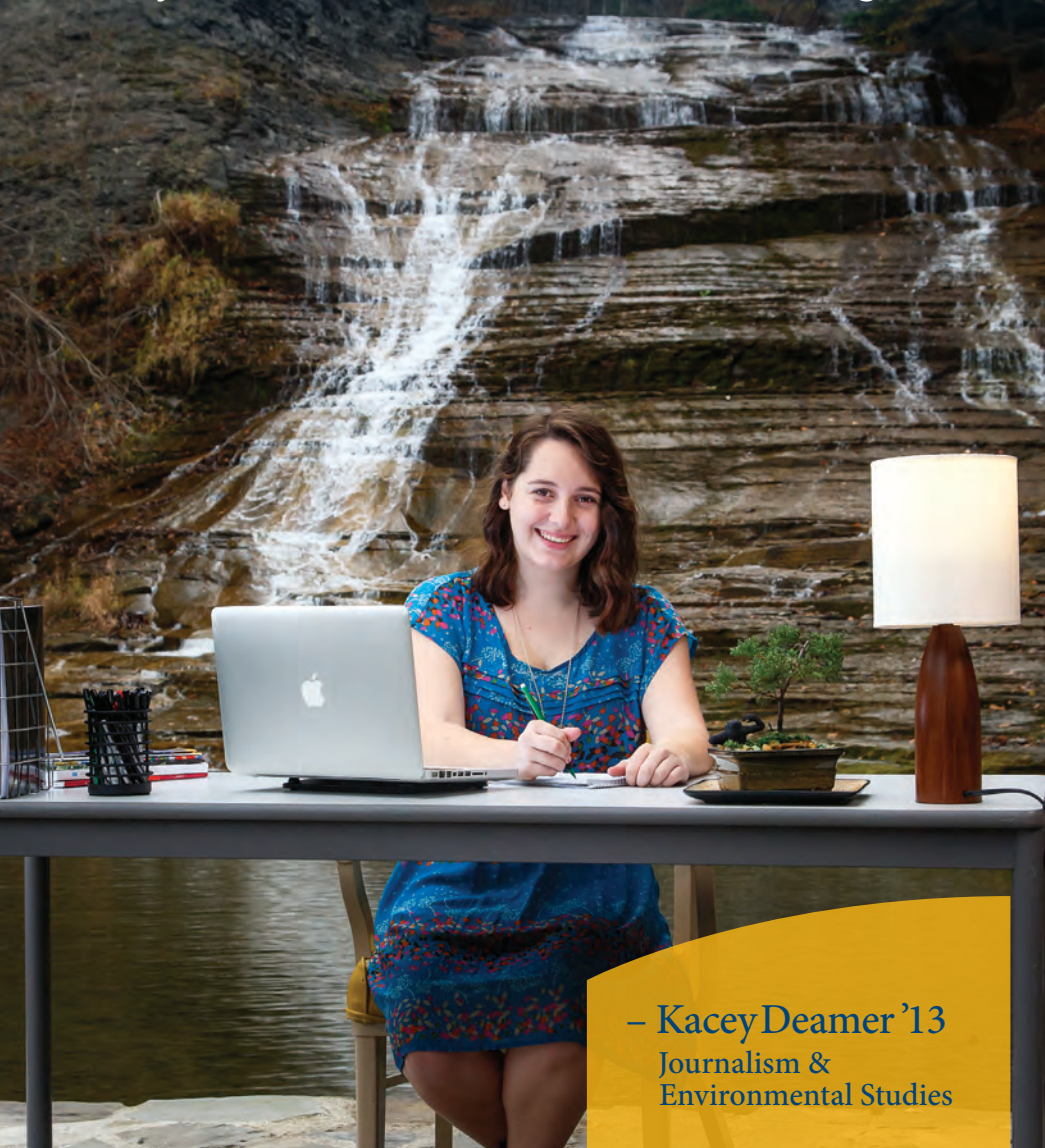
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# JEA/NSPA SPRING NATIONAL HIGH SCHOOL JOURNALISM CONVENTION

APRIL 14-17, 2016 • WESTIN BONAVENTURE • LOS ANGELES



Los Angeles and the Hollywood sign.  
Photo by Getty Images.



## TABLE OF CONTENTS

2	Convention Officials	24	Friday at a Glance
3	Convention Sponsors	29	Write-off Rooms
4	Exhibitors/Advertisers	30	Friday Sessions
5	Keynote Speakers	46	Saturday at a Glance
8	Featured Speakers	51	Saturday Sessions
10	Special Activities	67	Sunday
12	Awards	70	Speaker Bios
19	Thursday at a Glance	88	Hotel Floor Plan
20	Thursday Sessions		

# CONVENTION OFFICIALS

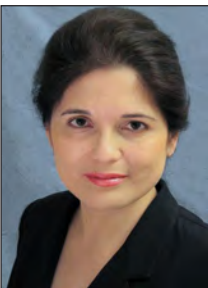
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JEA Executive  
Director



**Mark Newton, MJE**  
JEA President



**Diana Mitsu Klos**  
NSPA Executive  
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**Albert R. Tims,  
Ph.D.**  
NSPA President



**Adriana Chavira,  
MJE,**  
Local Team Chair



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# GENERAL INFORMATION

## Exhibitors & Advertisers

**Arizona State University, Walter Cronkite School of Journalism** — Booth 42  
**Balfour** — Booths 5P, 6, 7 and 8; Pages 23, 51  
**Ball State University Journalism Workshops**, Booths 54P and 53  
**Brooks Institute** — Booth 27P; Page 18  
**Colorado State University Journalism and Media Communication** — Booth 46P; Page 52  
**Friesens** — Booths 58P and 57; Page 61  
**FutureBook Yearbooks** — Booths 63P and 62  
**Gardena Valley News** — Booth 37P; Page 6  
**Goodheart-Willcox Publisher** — Booth 55P  
**Herff Jones** — Booths 1-4, 15-18 and 19-22; Pages 66, 84  
**Ithaca College Park Scholar Program** — Booth 49; Page 32, inside front cover  
**Jostens** — Booths 12-14, 23-25 and 30-32; Pages 5, 44, back cover  
**Journalism Education Association** — Pages 12, 76, 78, 82  
**JS Printing/School Printing** — Page 62  
**Kansas State University, A.Q. Miller School of Journalism and Mass Communications** — Booth 35  
**National Scholastic Press Association** — Pages 14, 76, 82, 87; Booth 43  
**New England Center for Investigative Reporting** — Page 39  
**Northwestern University, Medill School of Journalism, Media, Integrated Marketing Communications** — Booth 45P; Page 71  
**Picaboo Yearbooks** — Booth 59P and 60, Page 66  
**Prep2Prep** — Booths 47 and 48  
**Savannah College of Art & Design** — Booth 33P; Page 28  
**School Paper Express** — Booth 10P  
**School Publications Co.** — Page 74  
**SNO Sites** — Booth 9P; Page 42  
**Southern California JEA** — Booth 44  
**Temple University School of Media and Communication** — Booth 36P; Page 57  
**The King's College** — Booth 26  
**University of Colorado at Boulder, College of Media, Communication and Information** — Booth 38  
**University of Kansas, William Allen White School of Journalism and Mass Communication** — Booth 11  
**University of Maryland, Philip Merrill College of Journalism** — Booth 34; Page 41  
**University of Missouri School of Journalism** — Booth 29  
**University of Mississippi Meek School of Journalism and New Media** — Booth 56  
**University of Oregon** — Booth 28P; Page 36  
**Walsworth** — Booths 40P and 39, 51P and 52 and 52 and 50P and 41P; Page 16

## Convention Guidelines

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

- A midnight convention curfew will be in effect Wednesday through Saturday. Students should be in their rooms, making no excessive noise, at that time. The hotel reserves the right to remove any hotel guests who make excessive noise or create similar disruption. Advisers/chaperones will be responsible for enforcing the nightly convention curfew.
- No students will be admitted to the convention without a school-approved adviser/chaperone. At least one chaperone/adviser is required for every 12 students. It is understood that by the act of registering students for the convention, advisers assume responsibility for their students' behavior and well-being during the convention.
- Chaperones should recognize that they and their schools will be held liable for any damage to hotel facilities incurred by students under their supervision.
- Rudeness to hotel guests and employees; misuse of or reckless behavior on the elevators; excessive noise; destruction of property; or any other inappropriate behavior is not acceptable and can lead to expulsion from the hotel and/or criminal prosecution. Should individual students, advisers or delegations prove disruptive, JEA/NSPA officials reserve the right to declare all fees forfeited and to send delegates home at their own expense.
- Breaking convention rules may result in disqualification from all contests and forfeiture of any awards won.
- Drinking or possessing alcoholic beverages, or possession/use of illegal drugs is absolutely prohibited.
- All students are expected to wear their convention name badges at all times while in the convention hotel.
- When outside the hotel, travel in groups. Your personal safety is our concern.
- Out of respect to instructors and the intellectual property of their sessions, please do not record presentations without first asking permission from the speaker(s) to do so.

## Mobile App

**How to get the JEA/NSPA convention mobile app onto your device:**

1. Download the free Guidebook app (available for iPhone, Android and other devices)
2. Search in the app for "JEA/NSPA Spring 2016"
3. That's it!







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## KEYNOTE SPEAKERS

### Jose Antonio Vargas

7:30 p.m. Thursday, April 14  
California Ballroom, 2nd Level

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 nonprofit 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

### Amara Aguilar

2 p.m. Friday, April 15  
Sacramento/San Francisco/San Jose, 2nd Level

Amara Aguilar is an associate professor of professional practice in digital journalism at USC Annenberg School for Communication and Journalism.



At USC, she developed and teaches journalism for mobile and emerging platforms, and interactive media design for publishing, among other courses. She also teaches digital journalism in the graduate program.

She collaborated with Annenberg Media faculty and students to develop JEDI (Journalism, Emerging, Digital, Innovation), which embraces innovation and experimentation on emerging platforms.

In 2015, Aguilar was named an Apple Distinguished Educator for her academic leadership focusing on application design, multimedia journalism and innovation in education.

The California Journalism Education Coalition named her its 2014 Journalism Educator of the Year in the two-year college division. @amara\_media

## The Pulitzer Prizes

*Celebrating 100 Years of Excellence in Journalism and the Arts*



In honor of the Pulitzer Prize's centennial, we are honored to include a number of Pulitzer Prize-winning journalists on our convention program.

- **David Horsey:** Editorial cartoons reborn in digital media, 10 a.m. Saturday, San Jose, 2nd Level
- **Jesse Katz and Robert J. Lopez:** Life after journalism, 10 a.m. Saturday, San Gabriel C, Lobby Level
- **Rebecca Kimitich, Rob Kuznia, Toni Sciaqua and Frank Suraci:** How school coverage became a Pulitzer Prize-winning investigation, 9 a.m. Friday, Avalon, 3rd Level
- **Mary McNamara:** "So you get paid to watch TV?" 9 a.m. Saturday, San Diego, 2nd Level
- **Patt Morrison:** Typing in the trenches, 8 a.m. Saturday, Beaudry B, Lobby Level
- **Barry Siegel:** The power of storytelling, Sacramento, 2nd Level
- **Luis Sinco:** Working as a photojournalist for a metro newspaper, 10 a.m. Friday, San Diego, 2nd Level
- **Jose Antonio Vargas,** Opening keynote address, 7:30 p.m. Thursday, California Ballroom, 2nd Level
- **Leo Wolinsky:** News literacy: Teaching a vital 21st-century skill, 10 a.m. Friday, San Pedro, Lobby Level



# FEATURED SPEAKERS

## SUSAN BLOOM

Susan Bloom received her master's in film production from the University of Texas, Austin, then she moved to Hollywood, where she 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.

*Did you hear that?* 11 a.m. Friday, Palos Verdes; *Cue the violins*, 1 p.m. Friday, Palos Verdes



## LINDA DEUTSCH

Linda Deutsch is a trailblazer and role model for women journalists. In 1992, the Associated Press named her a special correspondent, a title bestowed on only 18 reporters in the news service's history. 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. @LindaDeutsch  
*The future of journalism and justice*, noon Friday, Avalon



## ROBERT HERNANDEZ

Robert Hernandez, aka WebJournalist, has made a name for himself as a journalist of 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 enhance revenue. He is an associate professor at USC's Annenberg School of Communication and Journalism. He has worked for seattletimes.com, SFGate.com, examiner.com and La Prensa Gráfica. Hernandez also is the co-founder



of #wjchat and co-creator of the Diversify Journalism Project. @webjournalist  
*Disrupting the newsroom through the classroom*, 11 a.m. Friday, Santa Anita B

## 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, the Super Bowl, assignments in Europe, Japan and Mexico, and two extended stints in Washington, D.C.

*Editorial cartoons reborn in digital media*, 10 a.m. Saturday, San Jose



## 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 the coverage of the 1994 Northridge earthquake. His work regularly appears now in GQ and California Sunday Magazine. Katz also is the author of a memoir, "The Opposite Field." He now is an editor at O'Melveny & Myers LLP, an acclaimed law firm of 700 lawyers in 15 offices worldwide. @byjessekatz

*Life after journalism*, 10 a.m. Saturday, San Gabriel C



## 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 team that received the 2011 Pulitzer Prize for Public Service for exposing government corruption in the city of Bell, a city southeast of Los Angeles. Lopez also was part of a group of Times reporters that



won a Pulitzer Prize for spot news coverage of the 1994 Northridge earthquake. He is a former adjunct faculty member at USC's Annenberg School for Communication and Journalism. @LAJourn  
*Life after journalism*, 10 a.m. Saturday, San Gabriel C

## MARY MCNAMARA

Mary McNamara is a television critic for the Los Angeles Times. A Pulitzer Prize winner in 2015 and a finalist for criticism in 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

*'So you get paid to watch TV?'* 9 a.m. Saturday, San Diego



## PATT MORRISON

Patt Morrison is a long-time columnist and writer for the Los Angeles Times, where she has won numerous awards, including a share of two Pulitzer Prizes. Her work as a public broadcaster on television and radio has won her six Emmys and 12 Golden Mike Awards. She has published a best-selling book on the Los Angeles River. The Los Angeles Press Club awarded her its lifetime achievement award — the first time in nearly a quarter-century that a woman had won the award. @pattmlatimes

*Typing in the trenches*, 8 a.m. Saturday, Beaudry B



## 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 to 9 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," but his children are most proud that his name is found in a rap song, "Females Welcome"



# FEATURED SPEAKERS

by the artist Asher Roth. @billplachke  
**Write the miracle. Be the miracle**, 11 a.m.  
Friday, Sacramento

## COURTNEY RADSCH

Courtney Radsch, Ph.D., is the advocacy director at 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.S. 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. She speaks Arabic, French, English and Spanish.  
**Journalist safety in the 21st century**, 9 a.m. Friday, Santa Anita B



seven books, including four volumes of narrative nonfiction 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.  
**The power of storytelling**, 11 a.m. Saturday, Sacramento

## CAROLE SIMPSON

Carole Simpson, a three-time Emmy Award-winning television journalist, is best known as anchor of the weekend editions of ABC's "World News Tonight" for 15 years, and the first woman and minority to moderate a presidential



debate. Her career in broadcast journalism spanned 40 years, which she recounts in her memoir, "NewsLady," published in 2011. She serves as Distinguished Journalism Professor at Emerson College in Boston.  
**What's all this about Black Lives Matter?** 9 a.m. Friday, Hollywood Ballroom

## LUIS SINCO

Luis Sinco is a photojournalist with more than 20 years of experience. He was a freelance photographer before joining the Los Angeles Times in 1997. Sinco was part of two Pulitzer Prize-winning teams for The Times — for coverage of the Northridge earthquake and for the 2004 California wildfires. In 2003 and 2004, The Times assigned him to cover the war in Iraq. He was a Pulitzer Prize finalist for his photo coverage of the battle of Fallouja.  
**Working as a photojournalist for a metro newspaper**, 10 a.m. Friday, San Diego



## LES ROSE

Les Rose is a photojournalist for the CBS News bureau in Los Angeles. Prior to joining the bureau in 1997, Rose worked for 13 years at KCBS-TV in Los Angeles, and from 1984 to 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.  
**True tales of TV news**, 9 a.m. Friday, Hollywood Ballroom



## BARRY SIEGEL

Barry Siegel, a Pulitzer Prize-winning former national correspondent for the Los Angeles Times, directs the literary journalism program at University of California, Irvine, where he is a professor of English. He is the author of



## 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 the finances at the Centinela Valley Union High School District.

Some of the newspaper's stories exposed the superintendent's \$633,000 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 also can 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 stories and lesson plans for teachers are available at [la.journalismconvention.org](http://la.journalismconvention.org). Meet the team from The Daily Breeze during the session at **9 a.m. Friday, Avalon, 3rd Level**.



# SPECIAL ACTIVITIES

## REGISTRATION AND TRADE SHOW

### Media tour check-in

The media tour check-in table is located by the hotel's Figueroa Street entrance. Please check in at the designated media-tour time listed on the website and in the registration booklet.

**8 a.m.-2 p.m. Thursday, Figueroa Street entrance, 2nd Level**

### Convention check-in and registration

In addition to the trade show and convention registration/check-in, turn in your Best of Show entries here. Speakers may pick up their name badges at a nearby table. Also in the exhibit hall is the lost and found, Write-off contest and on-site critique check-in and convention shirt distribution. Shirts not picked up by noon Friday will be resold.

**1-7 p.m. Thursday and 8 a.m.-4 p.m. Friday, Pasadena Room, Exhibition Level; 8 a.m.-1 p.m. Saturday, Sacramento Registration Booth, 2nd Level**

### Trade show exhibits

Dozens of national and local vendors and colleges will educate and entertain during the trade show exhibit. Find out what's new, chat with company representatives, pick up information and have some fun.

**1-7 p.m. Thursday and 8 a.m.-4 p.m. Friday, Pasadena Room, Exhibition Level**

### NSPA Best of Show

Will your staff bring home the trophy this year? See how your publication fares against others represented at the convention. High school publications are eligible if at least one student representative is attending the convention, and junior high publications can enter if the adviser is a registered delegate at the convention. Enter your newspaper, newsmagazine, literary arts magazine, broadcast production, website or yearbook at the Best of Show desk. Winners will be announced at the award ceremony Saturday.

**Desk open: 1-7 p.m. Thursday and 8 a.m.-4 p.m. Friday, Pasadena Room, Exhibition Level**

### Write-off contest check-in

If both your Write-off registration and JEA membership fees have been paid, your school's Write-off packet containing student contest tickets, additional instructions and contest room assignments may be picked up at the Write-off desk.

If you have not paid, you must do so at this time. Noon Friday is the deadline for substitutions in preregistered categories. No new entries will be accepted at the convention.

Lost tickets will be replaced for \$5. After noon Friday, come to International Room, 3rd Level, for ticket replacement.

All broadcast contest entrants who meet Friday morning must pick up their contest ID labels before their contest begins.

**Desk open: 1-7 p.m. Thursday and 8 a.m.-noon Friday, Pasadena Room, Exhibition Level**

### On-site critiques

Advisers and staffs who submitted newspapers, newsmagazines, yearbooks, videos, websites and literary magazines for a critique should check appointment times posted in the Pasadena Room. A schedule will be posted near the critique area Friday. Since critiques are 30 minutes, it is important to be on time.

**9 a.m.-3 p.m. Friday, Catalina Foyer, 3rd Level**

### JEA Bookstore

Check out the new books, as well as popular best-sellers, at the JEA Bookstore. Nearly 300 items relating to journalism are available, including textbooks, curriculum development, yearbook, newspaper, design, photography, writing, desktop publishing, new media, advertising and broadcast. Did you forget Write-off supplies? Check here to buy stylebooks, paper, pens, pencils, pencil sharpeners, flash drives and erasers. Supplies are limited, so shop early. Students are welcome.

**1-7 p.m. Thursday, 7:30 a.m.-5 p.m. Friday and 7:30 a.m.-1 p.m. Saturday, Emerald Bay, 3rd Level**

### Publication exchange

Interested in seeing what kind of work other high schools around the nation are producing? Stop by the publication exchange tables to see the latest editions of high school news from coast to coast. Feel free to drop off a few copies of your publication and pick up some you like.

**1 p.m. Thursday through 7 p.m. Saturday, Pasadena Foyer, Exhibition Level**

## ADVISER ACTIVITIES

### New adviser convention orientation

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

**6:45-7:15 p.m. Thursday, San Gabriel C, Lobby Level**

### Adviser kickoff reception

After the keynote speech, all advisers are welcome to attend this reception to socialize with new colleagues and relax with old friends.

New and first-time attendee advisers will have a chance to meet the local convention team, plus JEA and NSPA board members and staffs. Sponsor for this event is Northwestern University, Medill School of Journalism, Media, Integrated Marketing Communications.

**9-10:30 p.m. Thursday, Plaza Pool Deck, 4th Level**

### Adviser reception and SPLC fundraiser

Save room for dessert. Advisers are invited to this social gathering featuring a dessert extravaganza and a silent auction to benefit the Student Press Law Center. Bid on a variety of items including California-related items, sports memorabilia, signed books, food and gifts, art and other interesting items. Credit/debit cards, check or cash will be accepted as payment for auction items. Those who are judging Write-off competitions are encouraged to attend after they finish judging. Sponsor of this event is Brooks Institute.

**8:30-11 p.m. Friday, Southern Hemisphere II, Ballroom Level**

### Adviser hospitality

Meet with your colleagues from across the country in the adviser hospitality suite, a hot spot for advisers. Local committee members will be available to recommend sightseeing, dining and entertainment options. Friday morning refreshments are sponsored by Temple University School of Media and Communication. Saturday hospitality is sponsored by Picaboo Yearbooks.

**7:30 a.m.-5 p.m. Friday and 7:30 a.m.-1 p.m. Saturday, Emerald Bay, 3rd Level**

### Saturday adviser recognition luncheon

JEA will present spring awards at this special event. New and renewing Certified and Master Journalism Educators will be recognized. Michele Turner, Broadcast Adviser of the Year, and Renee Burke, Yearbook Adviser of the Year, will speak. Preregistration was required so bring your meal ticket. This event is sponsored by Herff Jones.

**Noon-2:20 p.m. Saturday, Hollywood Ballroom, 3rd Level**

## ADMINISTRATOR ACTIVITY

### A conversation about scholastic media

JEA President Mark Newton invites all school administrators to an informal discussion of the ultimate 21st century educational opportunity: journalism and student media.

**4 p.m. Friday, Wilshire Suite F, 3rd Level**

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## STUDENT ACTIVITIES

### National Journalism Quiz Bowl

A quiz bowl-style competition with questions related to current events, pop culture, journalism and civics is part of the learning and fun at this JEA/NSPA convention. Registered four-person teams will take a written qualifying test at 8 a.m. Friday. The test scores will be used to seed the top teams that will compete in the live buzzer rounds 8-9:50 a.m. Saturday. The list of qualifying teams will be posted by 11 a.m. Friday in the JEA Bookstore in Emerald Bay and at the registration desk in the Pasadena Room.

**Test: 8 a.m. Friday, Beaudry B, Lobby Level;**  
**Buzzer Rounds: 8-9:50 a.m. Saturday, San Gabriel B, Lobby Level**

### Break with a Pro

If you preregistered for this career-exploration event with media professionals, please check your ticket for your assigned time and table number. Tickets will be in the school registration packet.

Students are encouraged to develop questions on career preparation requirements, nature of work, salary-level expectations and job availability. They also may inquire about how to handle issues or situations in their work as student journalists.

**9 and 10 a.m. Friday, California Foyer, 2nd Level**

### Lunch with the JEA president

Ten students who have been selected for this event will meet with Mark Newton for lunch and a press conference in the JEA suite at the hotel. 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 publication at home in their student media. JEA will promote the finished pieces on the organization's website and social media accounts.

**Noon-1:50 p.m. Friday, JEA Suite, Westin Bonaventure**

### Media Swap Shops

Newspaper, newsmagazine, yearbook, literary magazine, website and broadcast Swap Shops are prime opportunities for preregistered students to share useful ideas and concepts with others. Bring at least nine samples of your newspaper, newsmagazine or literary magazine or one copy of your yearbook. Broadcast stories and websites may be shared if students bring a laptop.

Each delegate attending Swap Shops must have a ticket, which will be in the school registration packet.

**8 and 9 p.m. Friday, California Foyer, 2nd Level**

### Student concert

Nothing says Southern California like live music in a great indoor space any day of the

week. Join us for a special concert with some of the hottest bands in the state. These bands will make you want to stand up and dance. Students will need to show their convention name badge before they enter. Attendees must wear their convention name badge and appropriate attire.

**9-11:30 p.m. Friday, Sacramento/San Francisco/San Jose rooms, 2nd Level**

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## AWARD CEREMONIES

### NSPA award ceremony

Winners of the NSPA Best of Show, NSPA Pacemakers and national individual awards will be honored at this ceremony. JEA and NSPA encourage everyone to celebrate all winners.

**3:30-5:30 p.m. Saturday, Friday, Sacramento/San Francisco/San Jose rooms, 2nd Level**

### JEA award ceremony

Winners of JEA Write-off contests and of the National High School Journalist of the Year competition will be recognized during the closing ceremony. You also will get to see a slideshow of convention highlights. Pick up Write-off entries after the ceremony. Entries not picked up will be mailed. Contact JEA at [staff@jea.org](mailto:staff@jea.org) if you receive entries that don't belong to your school.

**8:30-10:30 a.m. Sunday, Friday, Sacramento/San Francisco/San Jose rooms, 2nd Level**



Surf, sun and sailing is not far from Los Angeles. Photo courtesy of Discover Los Angeles.



# **SPRING AWARD WINNERS**

*To be awarded noon Saturday at the adviser luncheon in the Hollywood Ballroom, 3rd Level*

## **H.L. HALL YEARBOOK ADVISER OF THE YEAR**

Renee Burke, MJE,  
William R. Boone High School,  
Orlando, Fla.



## **BROADCAST ADVISER OF THE YEAR**

Michelle Turner  
Washington (Mo.) High School



## **DISTINGUISHED YEARBOOK ADVISERS**

Erinn Harris, MJE, Thomas Jefferson High School for  
Science and Technology, Alexandria, Va.  
Michael Simons, MJE, Corning-Painted Post High  
School in Corning, N.Y.

## **SPECIAL RECOGNITION YEARBOOK ADVISERS**

Leslie Shipp, MJE, Johnston (Iowa) High School  
Sarah Verpooten, MJE, Lake Central High School, St.  
John, Ind.  
Laura Zhu, CJE, Toby Johnson Middle School, Elk Grove,  
Calif.

## **RISING STAR AWARD**

Samantha Berry, Cypress Creek High School, Houston  
Kyle Carter, Richland Jr./Sr. High School, Essex, Mo.  
Ashley Clark, East Bay High School, Gibsonton, Fla.  
Katie Frazier, Seven Lakes Junior High School,  
Katy, Texas  
Rebekah Goode-Peoples, CJE, Woodward Academy,  
College Park, Ga.  
Patrick Johnson, CJE, Antioch (Ill.) Community High  
School  
Kari Koshiol, Benilde-St. Margaret's School, St. Louis  
Park, Minn.  
Kevin Patterson, Oviedo (Fla.) High School  
Teresa Scribner, CJE, Cleveland STEM High School,  
Seattle  
Emily Smith, CJE, Pittsburg (Kan.) High School  
Barbara Tholen, CJE, Lawrence (Kan.) High School  
Leslie Thompson, CJE, Conifer (Colo.) High School  
Leah Waters, CJE, Creekview High School,  
Carrollton, Texas

## **DISTINGUISHED BROADCAST ADVISER**

Gil Garcia, Austin (Texas) High School

*To be awarded 7:30 p.m. Thursday at the opening ceremony in the  
California Ballroom:*

## **FIRST AMENDMENT PRESS FREEDOM AWARD**

The Archer School for Girls, Los Angeles  
Chantilly (Virginia) High School  
Convent of the Sacred Heart High School,  
San Francisco  
Felix Varela High School, Miami  
Francis Howell North High School, St. Charles, Missouri  
Harrisonburg (Virginia) High School  
Kirkwood (Missouri) High School  
Mountlake Terrace (Washington) High School  
Smoky Hill High School, Aurora, Colorado  
St. Louis Park (Minnesota) High School  
Whitney High School, Rocklin, California

*To be announced 8:30 a.m. Sunday at the closing ceremony in the  
California Ballroom (winners unknown at press time):*

- **NATIONAL HIGH SCHOOL JOURNALIST OF THE YEAR/SISTER RITA JEANNE SCHOLARSHIPS**
- **ASPIRING YOUNG JOURNALIST**
- **STUDENT JOURNALIST IMPACT AWARD**

*To be awarded July 12 at the JEA Advisers Institute in Las Vegas:*

## **LINDA S. PUNTNEY TEACHER INSPIRATION AWARD**

Susan Hathaway Tantillo, MJE, McHenry, Ill.

# AND CERTIFICATION RECIPIENTS

*To be awarded noon Saturday at the adviser luncheon in the Hollywood Ballroom, 3rd Level*

## NEW CERTIFIED JOURNALISM EDUCATORS

Danny Barocas, Overland High School, Aurora, Colo.  
Elizabeth Nadine Basinger, ADM High School, Adel, Iowa  
Renee S. Belina, Walters Publishing, North Mankato, Minn.  
Greg Bilbrey, Casey-Westfield High School, Casey, Ill.  
Randy S. Claybrook, Herff Jones, Akron, Ohio  
Dan Close, Wichita (Kan.) State University  
Loren Collins, Jostens Inc., Acworth Ga.  
Charles W. Cook, Herff Jones, Davis, Okla.  
Tara Cooper Weiss, Lawton C. Johnson Summit Middle School, Summit, N.J.  
Karen R. Crane, McClintock High School, Tempe, Ariz.  
Stephanie Crichton, Hardin Valley Academy, Knoxville Tenn.  
Ronda C. Cullen, Herff Jones, Argyle, Texas  
Jessica Daniel, Herff Jones, Matthews, N.C.  
Caren Demyen, Herff Jones, Cranford, N.J.  
Michelle Gaskins Frakes, Herff Jones, Jacksonville, Fla.  
Joel Garver, Riley, Kan.  
Chelsea Jean Harlan, Jostens Inc., Denver  
Samantha J. Hillery, Herff Jones, Indianapolis  
Kurtis J. Hornby, Wausau (Wis.) East High School  
Melanie Huynh-Duc, Northwest Guilford High School, Greensboro, N.C.  
Deirdre J. White Jones, Eaton (Colo.) High School  
Jason Kaiser, Jostens Inc., Minneapolis  
Rachel Kidder, Midlothian (Texas) High School  
Pia I. Longinotti, Freeman High School, Rockford, Wash.  
Georgia Mavromihalis, Benjamin N. Cardozo High School, Bayside N.Y.  
R.J. Morgan, Mississippi Scholastic Press Association, University, Miss.  
Greg W. Morrison, Herff Jones, Indianapolis  
Dan Mueller, Herff Jones, St. Louis  
Nora J. Neff, Mill Creek High School, Hoschton, Ga.  
Ellie Marie Norwood, Arvada (Colo.) West High School  
Katherine Patrick, Torrington, Wyo.  
Thomas A. Patrick, Palmer Ridge High School, Palmer Lake, Colo.  
Kara Petersen, Herff Jones, Centreville, Va.  
Charlotte Strack Peyton, Battlefield High School, Haymarket, Va.  
James Richard Phillips, Mineola (Texas) High School  
Kathleen M. Plows, Malvern (Pa.) Preparatory School  
David Porreca, Illinois Journalism Education Association, Charleston, Ill.  
Nina E. Quintana, Bernalillo (N.M.) High School  
Aaron Ramponi, Appleton (Wis.) North High School  
Jennifer Reiser, Washington (Ill.) Community High School  
Jayna Salk, Troy (Mich.) High School  
Betty Samples, Herff Jones, Crown Point, Ind.  
Teresa Scribner, Cleveland High School, Seattle  
Joelle Sexton, Herff Jones, Dekalb, Ill.  
Gina M. Shook, Carlyle (Ill.) High School  
Matthew Smith, Fond du Lac (Wis.) High School

Kevin Smyth, Emerald Ridge High School, South Hill, Wash.  
Desiree Tabor Carter, Dunwoody (Ga.) High School  
Kristen Vesely, Inglemoor High School, Kenmore, Wash.  
Kristin Weir, Forest High School, Ocala, Fla.  
Sergio Luis Yanes, Lawton Chiles High School, Tallahassee, Fla.

## CJE RENEWALS

Hillary J. Aerts-DeVoss, Omaha (Neb.) North High School  
Whitney Baker, Balfour Yearbooks, Dallas, Texas  
Brad R. Bennewitz, Galesburg (Ill.) High School  
Dawnae Bunch, Ellsworth (Kan.) High School  
Teresa A. Lockhart, Coffee County Central High School, Manchester, Tenn.  
Toni Mitchell, Frisco (Texas) High School  
Sarah C. Neal Pritchard, Manteo (N.C.) High School  
Matthew D. Schott, Francis Howell Central High School, St. Charles, Mo.  
Janelle Schultz, Gering (Neb.) High School  
Tara K. Stepanek, Parkway Central High School, Chesterfield, Mo.  
Shannon L. Sybirski, Tesoro High School, Rancho Santa Margarita, Calif.  
Becky Tate, Shawnee Mission North High School, Overland Park, Kan.  
Anthony D. Whitten, Westfield High School, Chantilly, Va.

## NEW MASTER JOURNALISM EDUCATORS

Amanda C. Bright, Mattoon (Ill.) High School  
Brenda Field, Glenbrook South High School, Glenview, Ill.  
Erinn Reece Harris, Thomas Jefferson High School for Science and Technology, Alexandria, Va.  
Anne M. Hayman, Arlington (Wash.) High School  
Tracy Luke, Bishop Chatard High School, Indianapolis  
Margie M. Raper, Wakeland High School, Frisco, Texas  
Michael C. Simons, Corning-Painted Post High School, Corning, N.Y.

## MJE RENEWALS

Courtney L. Archer, Blair (Neb.) High School  
Jeff Moffitt, Balfour Yearbooks, Dallas  
April van Buren, La Follette High School, Madison, Wis.





## 2015 YEARBOOK PACEMAKER FINALISTS

*presented on Saturday, April 16, 2016; national winners announced at that time*

### Ingenium

Greenfield Jr. HS  
Gilbert, Arizona

### Mesquite Roots

Mesquite HS  
Gilbert, Arizona

### Equus

Dobson HS  
Mesa, Arizona

### La Vista

Mountain View HS  
Mesa, Arizona

### Hornet

Bryant (Arkansas) HS

### Titanium

Antelope (California) HS

### Surfer

Coronado (California) MS

### Nugget

Cupertino (California) HS

### Jamboree

Toby Johnson MS  
Elk Grove, California

### Decamhian

Del Campo HS  
Fair Oaks, California

### Ursus

Granite Bay (California) HS

### Farrier

Mirman School  
Los Angeles

### Wingspan

James C. Enochs HS  
Modesto, California

### Rampages

Casa Roble HS  
Orangevale, California

### OIS Scenario

Orinda (California)  
Intermediate School

### Wings

Arrowhead Christian Academy  
Redlands, California

### Details

Whitney HS  
Rocklin, California

### El Cazador

Huntington MS  
San Marino, California

### Titanian

San Marino (California) HS

### Prowler

Pioneer MS  
Tustin, California

### Summit

Smoky Hill HS  
Aurora, Colorado

### The Crusader

Castle Rock (Colorado) MS

### The Prowl

Powell MS  
Littleton, Colorado

### Golden Images

Chaparral HS  
Parker, Colorado

### Epic

Legend HS  
Parker, Colorado

### Eagle Eye View

Sierra MS  
Parker, Colorado

### The Stampede

J.W. Mitchell HS  
New Port Richey, Florida

### Legend

William R. Boone HS  
Orlando, Florida

### Fusion

Hagerty HS  
Oviedo, Florida

### Renaissance

Suncoast HS  
Riviera Beach, Florida

### The Cobra

Coleman MS  
Tampa, Florida

### Excalibur

Robinson HS  
Tampa, Florida

### The Masterpiece

Bak MS of the Arts  
West Palm Beach, Florida

### Etruscan

Glenbrook South HS  
Glenview, Illinois

### Pinnacle

Carmel (Indiana) HS

### Log

Columbus (Indiana)  
North HS

### Paragon

Munster (Indiana) HS

### The Scrapbook

Westfield (Indiana) MS

### The Dragon

Johnston (Iowa) HS

### Indian

Shawnee Mission North HS  
Overland Park, Kansas

### HauberK

Shawnee Mission East HS  
Prairie Village, Kansas

### Lair

Shawnee (Kansas) Mission  
Northwest HS

### Stampede

Maize South MS  
Wichita, Kansas

### Fentonian

Fenton (Michigan) HS

### Le Flambeau

Notre Dame de Sion  
Prep School  
Kansas City, Missouri

### Pioneer

Kirkwood (Missouri) HS

### The Legend

Lafayette HS  
Wildwood, Missouri

### Legacy

Green Valley HS  
Henderson, Nevada

### Nai'a

Greenspun Jr. HS  
Henderson, Nevada

### Tesserae

Corning-Painted Post HS  
Corning, New York

### Pelican

Pelham (New York)  
Memorial HS

### Westwind

West Henderson HS  
Hendersonville, North  
Carolina

### Miller

Yukon (Oklahoma) HS

### Munhinotut

Gresham (Oregon) HS

### Daedalus

Northeastern HS  
Manchester, Pennsylvania

### Lone Star

James Bowie HS  
Austin, Texas

### The Vespa

Kealing MS  
Austin, Texas

### El Paisano

Westlake HS  
Austin, Texas

### Carillon

Bellaire (Texas) HS

### The Lonestar

Vista Ridge HS  
Cedar Park, Texas

### Cornerstones

Hockaday School  
Dallas

### Marksmen

St. Mark's School of Texas  
Dallas

### Hoofbeats

Burges HS  
El Paso, Texas

### The Tribute

Heritage HS  
Frisco, Texas

### Buffalo

Haltom HS  
Haltom City, Texas

### Specifics

Seven Lakes Jr. HS  
Katy, Texas

### The Bolt

Central HS  
Keller, Texas

### The Bronco

McKinney (Texas) Boyd HS

### The Lion

McKinney (Texas) HS

### The Talon

Hendrickson HS  
Pflugerville, Texas

### Planonian

Plano (Texas) Sr. HS

### Touchstone

Stony Point HS  
Round Rock, Texas

### The Hawk

Pleasant Grove HS  
Texarkana, Texas

### The Quest

John Champe HS  
Aldie, Virginia

### Techniques

Thomas Jefferson HS for  
Science & Technology  
Alexandria, Virginia

### Nuntius

Altavista (Virginia)  
Combined School

### Crag

Turner Ashby HS  
Bridgewater, Virginia

### Lair

Lake Braddock HS  
Burke, Virginia

### Odyssey

Chantilly (Virginia) HS

### The Guardian

Westfield HS  
Chantilly, Virginia

### The Cavalier

George Washington HS  
Danville, Virginia

### Sentry

Robinson MS  
Fairfax, Virginia

### Above & Beyond

Robinson Secondary  
School  
Fairfax, Virginia

### Cavalier Classic

Carroll County HS  
Hillsville, Virginia

### The Buzzer

Brookville HS  
Lynchburg, Virginia

### The Clan

McLean (Virginia) HS

### Saga

Loudoun Valley HS  
Purcellville, Virginia

### Accolade

Cave Spring HS  
Roanoke, Virginia

### Theogony

Hidden Valley HS  
Roanoke, Virginia

## 2015 MAGAZINE PACEMAKER FINALISTS

*presented on Saturday, April 16, 2016;  
national winners announced at that time*

### Shadows

Cactus Shadows HS  
Cave Creek, Arizona

### Impressions

Bentonville (Arkansas) HS

### Connotations

Fayetteville (Arkansas) HS

### Footnotes

Haas Hall Academy  
Fayetteville, Arkansas

### The Mark

Menlo Atherton HS  
Atherton, California

### The Rambler

Sierra Canyon School  
Chatsworth, California

### Inkblot

Kealing MS  
Austin, Texas

### Vibrato

Hockaday School  
Dallas

### Inkblots

The John Cooper School  
The Woodlands, Texas

### The Talon

Woodberry Forest  
(Virginia) School

To view the list of 2015 Broadcast  
Pacemaker Winners, go to  
[nspa.studentpress.org/awards](http://nspa.studentpress.org/awards).

# 2015 NEWSPAPER PACEMAKERS

presented on Saturday, Nov. 14, 2015, in Orlando, Florida

## WINNERS

### The CS Press

Cactus Shadows HS  
Cave Creek, Arizona

### The Town Crier

Paul Revere Charter MS  
Los Angeles

### The Chronicle

Harvard-Westlake School  
North Hollywood,  
California

### Verde

Palo Alto (California) HS

### The Saratoga Falcon

Saratoga (California) HS

### Hi-Lights

William R. Boone HS  
Orlando, Florida

### J. Hop Times

John Hopkins MS  
St. Petersburg, Florida

### Spartan News Network

Lakewood HS  
St. Petersburg, Florida

### Omega

Downers Grove (Illinois)  
North HS

### The HiLite

Carmel (Indiana) HS

### Inklings

Crown Point (Indiana) HS

### Crier

Munster (Indiana) HS

### The Little Hawk

Iowa City (Iowa) HS

### The Booster Redux

Pittsburg (Kansas) HS

### The Harbinger

Shawnee Mission East HS  
Prairie Village, Kansas

### JagWire

Mill Valley HS  
Shawnee, Kansas

### The Northwest Passage

Shawnee Mission  
Northwest HS  
Shawnee, Kansas

### Silver Chips

Montgomery Blair HS  
Silver Spring, Maryland

### The Lion's Roar

Newton South HS  
Newton Centre,  
Massachusetts

### The Hawkeye

Bloomfield Hills  
(Michigan) HS

### The Talon

Rochester HS  
Rochester Hills, Michigan

### The Echo

St. Louis Park  
(Minnesota) HS

### Globe

Clayton (Missouri) HS

### The Quarterly

Rockhurst HS  
Kansas City, Missouri

### The Kirkwood Call

Kirkwood (Missouri) HS

### North Star

Francis Howell North HS  
St. Charles, Missouri

### Spark

Lakota East HS  
Liberty Township, Ohio

### The Fourcast

Hockaday School  
Dallas

### The Review

St. John's School  
Houston

### The Edge

Pleasant Grove HS  
Texarkana, Texas

### Puma Press

Univ. Prep HS  
Seattle, Washington

## FINALISTS

### The Roundup

Brophy College  
Preparatory School  
Phoenix, Arizona

### The Titan Times

Antelope (California) HS

### The Panther Prowler

Newbury Park  
(California) HS

### Gauche Gazette

Casa Grande HS  
Petaluma, California

### Eye of the Tiger

Roseville (California) HS

### The Bruin Voice

Bear Creek HS  
Stockton, California

### Arapahoe Herald

Arapahoe HS  
Centennial, Colorado

### The Standard

American School in London  
London, England

### The Scroll

The American School  
in London

### The Panther

Miami Palmetto HS  
Pinecrest, Florida

### The Portfolio

Bak MS of the Arts  
West Palm Beach, Florida

### Black & White

Johnston (Iowa) HS

### The Express

Blue Valley Northwest HS  
Overland Park, Kansas

### The Rampage

Rockville (Maryland) HS

### Viewer

Mounds View HS  
Arden Hills, Minnesota

### KEO

Benilde-St. Margaret's HS  
St. Louis Park, Minnesota

### Rubicon

St. Paul Academy and  
Summit School  
St. Paul, Minnesota

### Dart

St. Teresa's Academy  
Kansas City, Missouri

### Eagle Edition

Episcopal School of Dallas

### Stampede

Burges HS  
El Paso, Texas

### Raider Rumbler

Rouse HS  
Leander, Texas

### Prowler

Stony Point HS  
Round Rock, Texas

### The Highlander

McLean (Virginia) HS

### The Viking Vanguard

Puyallup (Washington) HS

### Altitude

Hanford HS  
Richland, Washington

### The Talisman

Ballard HS  
Seattle

### The Apple Leaf

Wenatchee  
(Washington) HS

### Cardinal Columns

Fond du Lac (Wisconsin) HS

# 2016 ONLINE PACEMAKER FINALISTS

presented on Saturday, April 16, 2016; national winners announced at that time

### M-A Chronicle

Menlo-Atherton HS  
Atherton, California

### Scot Scoop News

Carlmont HS  
Belmont, California

### Highlights

Beverly Hills (California) HS

### The HUB

Davis (California) Senior HS

### The Carillon

Bellarmino College Prep  
San Jose, California

### CCNN Live

Christopher Columbus HS  
Miami, Florida

### RHStoday

Robinson HS  
Tampa, Florida

### The Stampede

Metea Valley HS  
Aurora, Illinois

### ProspectorNow

Prospect HS  
Mount Prospect, Illinois

### Cutlass

Palatine (Illinois) HS

### Niles West News

Niles West HS  
Skokie, Illinois

### The Little Hawk

Iowa City (Iowa) HS

### Black and White

Johnston (Iowa) HS

### The Harbinger Online

Shawnee Mission East HS  
Prairie Village, Kansas

### Mill Valley News Online

Mill Valley HS  
Shawnee, Kansas

### The Lamplighter

Paul Laurence Dunbar HS  
Lexington, Kentucky

### Manual RedEye

duPont Manual HS  
Louisville, Kentucky

### The Tide

Richard Montgomery HS  
Rockville, Maryland

### The Sagamore

Brookline (Massachusetts ) HS

### Bearing News

Rock Bridge HS  
Columbia, Missouri

### The Kirkwood Call

Kirkwood (Missouri) HS

### FHCtoday.com

Francis Howell Central  
St. Charles, Missouri

### FHNtoday.com

Francis Howell North HS  
St. Charles, Missouri

### Eastside Online

Cherry Hill (New Jersey)  
HS East

### Spoke.news

Conestoga  
Berwyn, Pennsylvania

### Coppell Student Media

Coppell (Texas) HS

### Wingspan

Liberty HS  
Frisco , Texas

### The Roar

Leander (Texas) HS

### The Rider Online

Legacy HS  
Mansfield, Texas

### Tiger Times Online

Texas (Texas) HS

### The Feather Online

Fresno Christian HS  
Fresno, California

### Harvard-Westlake Chronicle

Harvard-Westlake School  
North Hollywood, California

### The Octagon

Sacramento (California)  
Country Day School

### The Broadview

Convent of the Sacred  
Heart HS  
San Francisco, California

### Harker Aquila

The Harker School  
San Jose, California

### The Pearl Post

Daniel Pearl Magnet HS  
Van Nuys, California

### Foothill Dragon Press

Foothill Technology HS  
Ventura, California

### ODYSSEY Online

Clarke Central HS  
Athens, Georgia

### The Tom Tom

Antioch Community HS  
Antioch, Illinois

### The Phoenix Chronicle

Phoenix Military Academy  
Chicago, Illinois

### Clarion

Riverside Brookfield HS  
Riverside, Illinois

### Wayland Student

Press Network  
Wayland (Massachusetts ) HS

### Uncagednews.com

Stockbridge (Michigan) HS

### The Rubicon

St. Paul (Minnesota)  
Academy and Summit  
School

### Flightline

Skutt Catholic HS  
Omaha, Nebraska

### Southwest Shadow

Southwest Career and  
Technical Academy  
Las Vegas

### Wingspan Online

West Henderson HS  
Hendersonville, North  
Carolina

### The Eye

Singapore American  
School

### The Eagle's Tale

Canyon (Texas) HS

### The Red Ledger

Lovejoy HS  
Lucas, Texas









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**YEARBOOKS.**

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**EASIER.**

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creation program and our **InDesign Enhancements**, give you the  
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# THURSDAY AT A GLANCE

See hotel floor plan on Page 88

ROOMS	8 a.m.	Noon	1 p.m.	3 p.m.	5 p.m.	Evening
Pasadena Room, Exhibition Level			Convention check-in/registration, trade show, Best of Show registration (1-7 p.m.) Write-off check-in, T-shirt distribution, on-site critique check-in, lost and found			
Pasadena Foyer, Exhibition Level			Publication exchange drop tables			
Santa Anita A, Lobby Level	Photoshop workflow (8:30 a.m.-noon)		Advanced InDesign (1-5 p.m.)			
Santa Anita B-C, Lobby Level	Writers' workshop (8:30 a.m.-4 p.m.)					
San Gabriel A, Lobby Level	JEA Outreach Academy (8:30 a.m.-4:30 p.m.)					
San Gabriel B, Lobby Level	JEA Mentor Forum (8:30 a.m.-5 p.m.)					
San Gabriel C, Lobby Level	In-depth legal training (9 a.m.-3 p.m.)					Adviser convention orientation (6:45 p.m.)
Santa Barbara A-B, Lobby Level	Redesign seminar (8 a.m.-5 p.m.)					
Santa Barbara C, Lobby Level	DSLR lighting (8 a.m.-noon)		Photo editor boot camp (1-5 p.m.)			
Beaudry A, Lobby Level	Leadership seminar (8:30 a.m.-4:30 p.m.)					
Beaudry B, Lobby Level	SND QuickCourse (8:30 a.m.-4:30 p.m.)					
Palos Verdes, Lobby Level	Composition and exposure (8 a.m.-noon)		Photo shoot management 1-5 p.m.			
San Pedro, Lobby Level	Mobile video journalism boot camp (8:30 a.m.-5 p.m.)					
San Fernando, Lobby Level	Broadcast and video boot camp (8:30 a.m.-5 p.m.)					
San Bernardino, Lobby Level	Team storytelling (8:30 a.m.-5 p.m.)					
Figueroa Street Entrance, 2nd Level	Media tour desk and bus drop-off (8 a.m.-2 p.m.)					
California Ballroom, 2nd Level						Opening ceremony, keynote (7:30-9 p.m.)
Emerald Bay, 3rd Level			JEA Bookstore (1-7 p.m.)			
Hollywood Ballroom, 3rd Level	JEA board meeting (8 a.m.-3:30 p.m.)					
International Room, 3rd Level	Write-off headquarters					
Plaza Pool Deck, 4th Level						Adviser kickoff reception (9-10:30 p.m.)

■ ADVISING/TEACHING  
■ CONTEST  
■ DESIGN  
■ EDITING

■ ENTREPRENEURSHIP  
■ KEYNOTE  
■ GENERAL AUDIENCE  
■ LAW/ETHICS

■ LEADERSHIP/TEAM BUILDING  
■ MEETING  
■ MULTIMEDIA BROADCAST  
■ NEWS GATHERING

■ NEWS LITERACY  
■ PHOTOJOURNALISM  
■ WEB  
■ WRITING



# 8 A.M. THURSDAY

## WHAT DOES IT MEAN?

**CJE** — Certified Journalism Educator

**CSPA** — Columbia Scholastic Press Association

**DJNF** — Dow Jones News Fund

**JEA** — Journalism Education Association

**MJE** — Master Journalism Educator

**NBCT** — National Board Certified Teacher

**NCTE** — National Council of Teachers of English

**NSPA** — National Scholastic Press Association

**SIPA** — Southern Interscholastic Press Association

**SPLC** — Student Press Law Center



Beginner badge: Session is suitable for beginners



Special activity or event

## 8 A.M.

### EVENT

#### Media tour check-in

The media tour check-in table is located by the Figueroa Street entrance, 2nd Level. Please check in at the designated media-tour time listed on the website and in the registration booklet.

**8 a.m.-2 p.m. Thursday, Figueroa Street Entrance, 2nd Level**

### MEETING

#### JEA board meeting

JEA board members meet to discuss ongoing projects and other agenda items.

**Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.**

**8 a.m.-3:30 p.m. Thursday, Hollywood Ballroom, 3rd Level (400)**

### PHOTOJOURNALISM

#### Composition and exposure

The two keys to every good photo are the composition and the exposure. This course 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. Preregistration was required.

EVALUATION CODE: 4563

**Jed Palmer, CJE, Sierra Middle School, Parker, Colo.**

**8 a.m.-noon Thursday, Palos Verdes, Lobby Level (30)**

### PHOTOJOURNALISM

#### DSLR lighting

With solutions from DIY hacks to speedlite strobes and wireless triggers, this course will cover lighting techniques used in DSLR photography for publications. Emphasis will be on practical tips and tricks to use in modifying light on an 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. Preregistration was required.

EVALUATION CODE: 4561

**Mike Simons, MJE, Corning-Painted Post High School, Corning, N.Y.**

**8 a.m.-noon Thursday, Santa Barbara C, Lobby Level (30)**

## 8:30 A.M.

### LEADERSHIP AND TEAM BUILDING

#### Leadership seminar

Designed for publication editors, this daylong seminar will show participants more ways to effectively lead the way with their publication staffs. Editors will work 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. Preregistration was required.

EVALUATION CODE: 4560

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

**8:30 a.m.-4:30 p.m. Thursday, Beaudry A, Lobby Level (60)**

### DESIGN

#### Society for News Design QuickCourse

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 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. Preregistration was required.

EVALUATION CODE: 4559

**Sara Quinn, Kansas State University, Manhattan, Kan.**

**8:30 a.m.-4:30 p.m. Thursday, Beaudry B, Lobby Level (70)**

### NEWS GATHERING

#### Team storytelling

Great storytelling combines good writing, good photos and good design. Behind it all is good planning. In this team-based reporting experience, students will work in groups of three to create real story packages. The workshop begins with instruction on planning packages with readers in mind, and then the students will go off-site to gather stories. Students will return to the convention site to finish their packages. Preregistration was required.

EVALUATION CODE: 4556

**Kristin Baker, CJE, Derby (Kan.) High School**  
**8:30 a.m.-5 p.m. Thursday, San Bernardino, Lobby Level (54)**

### MULTIMEDIA BROADCAST

#### Broadcast and video boot camp

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. 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. Preregistration was required.

EVALUATION CODE: 4566

**Michael Hernandez, Mira Costa High School, Manhattan Beach, Calif.**

**8:30 a.m.-5 p.m. Thursday, San Fernando, Lobby Level (30)**

### MEETING

#### Mentor forum

JEA mentors will meet to exchange ideas on how to provide better assistance to new or nearly new advisers.

EVALUATION CODE: 2056

**Bill Flechtner, MJE, Milwaukie, Ore.; Peggy Gregory, CJE, Dysart Unified School District, Surprise, Ariz., and Mary Anne McCloud, Newton, Kan.**

**8:30 a.m.-5 p.m. Thursday, San Gabriel B, Lobby Level (60)**

### ADVISING/TEACHING

#### JEA Outreach Academy

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

**Visit [jea.org/eval](http://jea.org/eval) to evaluate sessions**

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. Preregistration was required.

EVALUATION CODE: 4567

**Anthony Whitten, CJE, Westfield High School, Chantilly, Va.**

**8:30 a.m.-4:30 p.m. Thursday, San Gabriel A, Lobby Level (25)**

MULTIMEDIA BROADCAST

## Mobile video journalism boot camp

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. 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 recommended. Preregistration was required.

EVALUATION CODE: 4565

**Don Goble, Ladue Horton Watkins High School, St. Louis**

**8:30 a.m. -5 p.m. Thursday, San Pedro, Lobby Level (30)**

PHOTOJOURNALISM



## Photoshop workflow

Participants will learn to use Adobe Photoshop. The 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 attendees may share one laptop. Preregistration was required.

EVALUATION CODE: 4554

**Mark Murray, Arlington (Texas) ISD**

**8:30 a.m.-noon Thursday, Santa Anita A, Lobby Level (50)**

WRITING

## Writers' workshop

If you're looking for ways to sharpen and brighten your writing so others will clamor to read it, this interactive seminar is for you. 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. Preregistration was required.

EVALUATION CODE: 4553

**Dan Austin, Casa Roble High School, Orangevale, Calif.**

**8:30 a.m.-4 p.m. Thursday, Santa Anita B-C, Lobby Level (125)**

DESIGN

## Redesign seminar

Students in this intensive, hands-on design seminar will study advanced packaging techniques including modular design, typography, marriage of elements, negative space and photo packaging. Time will be spent working on actual publication redesign. Laptop computers with InDesign are preferred but students without a laptop will need 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. Preregistration was required.

EVALUATION CODE: 4558

**Pete LeBlanc, Antelope (Calif.) High School**

**8:30 a.m.-5 p.m. Thursday, Santa Barbara A-B, Lobby Level (75)**

# CONVENTION CHECK-IN & TRADE SHOW

**1-7 p.m. Thursday, Pasadena Room, Exhibition Level**

## Convention check-in and registration

In addition to the trade show and convention registration/check-in, turn in your Best of Show entries here. Speakers may pick up their name badges at a nearby table. Also in the exhibit hall is the lost and found, Write-off contest and on-site critique check-in, and convention shirt distribution. Shirts not picked up by noon Friday will be resold.

## Trade show exhibits

Dozens of national and local vendors and colleges will educate and entertain during the trade show exhibits. Find out what's new, chat with company representatives, pick up information and have some fun.

## Best of Show desk

See how your publication fares against others represented at the convention. High school publications are eligible if at least one student representative is attending the convention, and junior high publications can enter if the adviser is a registered delegate at the convention. Enter your newspaper, newsmagazine, literary arts magazine, broadcast, website or yearbook at the Best of Show desk. Winners will be announced at the NSPA awards ceremony Saturday.

## Write-off contest check-in

If both your Write-off registration and JEA membership fees have been paid, your school's Write-off packet containing student contest tickets, additional instructions and contest room assignments may be picked up at the Write-off desk. If you have not paid, you must do so at this time. Noon Friday is the deadline for substitutions in preregistered categories. No new entries will be accepted at the convention. Lost tickets will be replaced for \$5. Broadcast, online or social media contests with early Friday contests must have their contest ticket before the contest begins.

## On-site critique desk

Advisers and staffs who signed up for critiques of newspapers, newsmagazines, yearbooks, videos, websites and literary magazines should check appointment times posted at the registration desk in the Pasadena Room.

## Convention shirt distribution

If your school purchased the official convention shirts through online registration, you may pick them up here. Large orders will be bundled together and should be picked up by the adviser. There may be extra shirts to buy if you did not pre-order. Quantities are limited. Shirts must be picked up no later than noon Friday.

## Lost and found

The convention check-in/registration desk will house the lost and found. If what you lost is not there, check to see whether someone turned it in to the hotel security staff. Items not picked up by 1 p.m. Saturday will be turned in to the hotel's security department.



# 1 P.M. THURSDAY

## 9 A.M.

### LAW AND ETHICS

#### In-depth legal training

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. This daylong workshop will cover free-peech and 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 U.S. Preregistration was required.

EVALUATION CODE: 4557

**Frank LoMonte, Student Press Law Center, Washington, D.C.**

**9 a.m. -3 p.m. Thursday, San Gabriel C, Lobby Level (30)**

## 1 P.M.

### PHOTOJOURNALISM

#### Photo shoot management

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. The instructor also will teach concepts for shooting an event with multiple cameras and/or multiple photographers. Preregistration was required.

EVALUATION CODE: 4564

**Jed Palmer, CJE, Sierra Middle School, Parker, Colo.**

**1-5 p.m. Thursday, Palos Verdes, Lobby Level (60)**

### DESIGN

#### Advanced InDesign

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. The instructor will cover libraries, styles and other InDesign tricks. Participants must bring their own laptops with Adobe InDesign CS6 or later installed. Two students may share one laptop. Preregistration was required.

EVALUATION CODE: 4555

**Bradley Wilson, MJE, Midwestern State University, Wichita Falls, Texas**

**1-5 p.m. Thursday, Santa Anita A, Lobby Level (36)**

**Let us know how we're doing. Visit [jea.org/eval](http://jea.org/eval) and tell us what you think about the sessions you attend.**

We want to know how helpful the sessions are during the JEA/NSPA Spring National High School Journalism convention. For each session listed under the session description, you'll find an evaluation code listed. Please visit [jea.org/eval](http://jea.org/eval) on your computer or Web-enabled mobile device, enter that code and provide some feedback for each of the events you attend.

**Thank you!**

### PHOTOJOURNALISM

#### Photo editor boot camp

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. This course is for veteran photographers only. Preregistration was required.

EVALUATION CODE: 4562

**Mike Simons, MJE, Corning-Painted Post High School, Corning, N.Y.**

**1-5 p.m. Thursday, Santa Barbara C, Lobby Level (30)**

### EVENT

#### JEA Bookstore

Check out the new books, as well as popular best-sellers, at the JEA Bookstore. Nearly 300 items relating to journalism are available, including textbooks, curriculum development, yearbook, newspaper, design, photography, writing, desktop publishing, new media, advertising and broadcast. Did you forget Write-off supplies? Check here to buy dictionaries, thesauruses, stylebooks, paper, pens, pencils, rulers and erasers. Supplies are limited, so shop early. Students are welcome.

**1-7 p.m. Thursday, Emerald Bay, 3rd Level**

### EVENT

#### Publication exchange

Interested in seeing what kind of work other high schools around the nation are producing? Stop by the publication exchange tables to see the latest editions of high school news from coast to coast. Feel free to drop off a few copies of your publication and pick up some you like.

**Thursday, Pasadena Foyer, Exhibition Level**

## 6:45 P.M.

### ADVISER EVENT

#### New adviser convention orientation

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

EVALUATION CODE: 3282

**Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo., and Stan Zoller, MJE, Lake Forest (Ill.) College**

**6:45-7:15 p.m. Thursday, San Gabriel C, Lobby Level (128)**

## 7:30 P.M.

### EVENT

#### Opening ceremony/keynote address

During the opening ceremony, Jose Antonio Vargas of Define American, will present the keynote address, and the First Amendment Press Freedom Award winners will be recognized.

**7:30 p.m. Thursday, California Ballroom, 2nd Level (3,000)**

## 9 P.M.

### ADVISER EVENT

#### Adviser kickoff reception

After the keynote speech, all advisers are welcome to attend this reception to socialize with new colleagues and relax with old friends. New and first-time attendee advisers will have a chance to meet the local convention team, plus JEA and NSPA board members and staffs. Sponsor for this event is Northwestern University, Medill School of Journalism, Media, Integrated Marketing Communications.

**9 p.m. Thursday, Plaza Pool Deck, 4th Level**



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# FRIDAY AT A GLANCE

ROOMS	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Pasadena Room, Exhibition Level	Convention check-in/registration, trade show, Best of Show registration, lost and found, critique check-in (8 a.m.-4 p.m.) Write-off check-in, T-shirt distribution (8 a.m.-noon)			
Pasadena Foyer, Exhibition Level	Publication exchange drop tables			
Beaudry A, Lobby Level		Run your publication like a start-up	Let's do a story about ISIS	They said, 'No!'
Beaudry B, Lobby Level	Journalism Quiz Bowl qualifying test	Ideas from the professionals	Beginning photojournalism	Yearbook: It's all about inclusive coverage
Los Cerritos, Lobby Level			The yearbook is finished; now what?	Make a new plan, Stan
Los Feliz, Lobby Level		Broadcast mini-lessons	Editing with iMovie for iOS	You can't handle the truth
Palos Verdes, Lobby Level		The total package	Power: Making the best documentary ever	Did you hear that?
San Bernardino, Lobby Level		Generating advertising revenue for yearbook	Dropping the journalistic F-bomb	Selling yearbooks by sharing more on social media
San Fernando, Lobby Level		Music in multimedia storytelling	Read me first: Headline hints	The power of the ampersand in media
San Gabriel A, Lobby Level		Team-building games and activities	Beyond the interviewing basics	It's the little things
San Gabriel B, Lobby Level		Reporting on sports in today's digital age	How to be awesome 3.0	Makeover magic
San Gabriel C, Lobby Level		We're bringing sexy back with reporting	Boobie bracelets and censorship — avoid it	Beyond daily announcements: Video news stories for impact
San Pedro, Lobby Level		Covering protests: What are your rights and responsibilities?	News literacy: Teaching a vital 21st-century skill	Is your home page dead?
Santa Anita A, Lobby Level		Super basic Adobe Illustrator	Intro to code	Photoshop secrets
Santa Anita B, Lobby Level		Journalist safety in the 21st century	Let your voice be heard	Disrupting the newsroom through the classroom
Santa Anita C, Lobby Level		Theme: 4 steps to awesome	Turn your staff into an editing machine	Breaking news: You be the source
Santa Barbara A, Lobby Level		AP style: Learn the basics	It's time to make a digital portfolio	The Play-Doh process
Santa Barbara B, Lobby Level	JEA general membership meeting	JEA state directors meeting	Disaster prevention kit for editors	11 tips for improving photography
Santa Barbara C, Lobby Level		For your info(graphic)	Super design time: Content and coverage	PRESSure and the First Amendment
California Foyer, 2nd Level		Break with a Pro (9 a.m. and 10 a.m.) Check your ticket for assigned time.		

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 WRITING

Noon	1 p.m.	2 p.m.	4 p.m.	Evening
Convention check-in/registration, trade show, Best of Show registration (1-7 p.m.) Write-off check-in, T-shirt distribution, on-site critique check-in, lost and found				
Publication exchange drop tables				
Using social media to expand coverage	The best of newspaper design	Attend the general session/ keynote address in Sacramento/San Francisco/San Jose rooms	Write-off contest 05: Review writing	
It's a human thing: Crafting personal stories	Strategies for attention-grabbing headlines		Write-off contest 03: Feature writing	
The best and worst of times	Passing student press legislation		Write-off contests 20, 21: Lit mag poetry, illustration	
Building a strong student-focused team	Maximize your education by networking		Write-off contest 08: Newspaper editing	
From sound bits to sound bites	Cue the violins		Write-off contest 17: Yearbook layout: inside pages	
Engaging viewers beyond social media			Write-off contest 26: Graphic design photo illustration	
Write like you're Snapchatting	Show-stopping sidebars		Write-off contest 24: Graphic design infographics	
Learning from college journalism	Leadership matters			Adviser reception and SPLC benefit auction 8:30-11 p.m.
The power of light	Build an award-winning portfolio		Write-off contest 25: Graphic design advertising	
Covering controversy: Video journalism, social responsibility	Video journalism with your device		Write-off contest 23: Graphic design logo	
Entrepreneurship and student media	For immediate delivery		Write-off contest 22: Literary magazine photography	
InDesign tips and tricks	InDesign hacks			
Breaking rules: Can you? Should you?	Design doesn't end where type begins		Write-off contest 04: Sports writing	
Beyond controversy: Religion coverage at school	Stepping up sports coverage		Write-off contest 07: Commentary writing	
Learn to be a passionate leader	It's Trello time			
All politics are local: Covering elections	Risky conversations: Interviews		Write-off contest 16: Yearbook layout: theme	
Theme photography	An evolution of copyright law for photojournalists			Media Swap Shops (8 and 9 p.m.)

# FRIDAY AT A GLANCE

ROOMS	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Sacramento, 2nd Level		Copy capers	Motivate to survive the year	Write the miracle. Be the miracle
San Francisco, 2nd Level			Capturing the moment	
San Jose, 2nd Level		Getting the shot in sports photography		Sports photography: Action and reaction
San Diego, 2nd Level		10 must-have images of photojournalism	Working as a photojournalist for a metro newspaper	Head in the game
Avalon, 3rd Level		How school coverage became a prize-winning investigation	Don't be basic: Advanced design	Design Quest 2017: Finding ideas for your next yearbook
Catalina Foyer, 3rd Level		On-site critiques (9 a.m.-3 p.m.) Appointment required		
Emerald Bay, 3rd Level	JEA Bookstore and <a href="#">Adviser Hospitality</a> (7:30 a.m.-5 p.m.)			
Hollywood Ballroom, 3rd Level		What's all this about Black Lives Matter?		
Santa Monica A, 3rd Level			Pinterest: A creative resource for design, photography, food	Scholastic press training for administrators
Santa Monica B, 3rd Level	Write-off contest 45: Broadcast newswriting (8-10 a.m.)		Write-off contest 43: Online news package	
Santa Monica C, 3rd Level	Photography contest judging			
Santa Monica D, 3rd Level	Write-off contest 47: Videography 46: Broadcast package (8:15 a.m.)	Write-off contest 46: Broadcast package (8:15 a.m.-12:30 p.m.)		
Wilshire Suite A, 3rd Level	Write-off contest 36: Broadcast news story	Write-off contest 37: Broadcast sports story	Write-off contest 38: Broadcast feature story	Write-off contest 39: Commercial/PSA
Wilshire Suite B, 3rd Level		Round table for online news site advisers	Newspaper adviser round table	Yearbook adviser round table
Wilshire Suite C, 3rd Level		Taming the grading monster	Unraveling yearbook terms	Legal and ethical issues for advisers
Wilshire Suite D, 3rd Level		Editorial policy package builds foundations (2 hours)		Write-off contest 40: Social media reporting
Wilshire Suite E, 3rd Level		Why consider JEA certification?	Ethics: What we should do	Get certified with style
Wilshire Suite F, 3rd Level	Taping for contest 44			
Wilshire Suite G, 3rd Level	Write-off contest 44: On-air reporter	Starting a literary magazine	Making your literary magazine pop	The summer retreat they'll never forget
International Room, 3rd Level	Write-off headquarters, Quiz Bowl grading, broadcast contest judging			



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☐ PHOTOJOURNALISM  
☐ WEB  
☐ WRITING

Noon		1 p.m.	2 p.m.	4 p.m.	Evening
			General session/keynote address	Write-off contests 27-35: photography (all)	Free concert for students (8-11 p.m.)
Trends in yearbook	Just your type			Write-off contests 12-15: Yearbook copy/caption (all)	
The future of journalism and justice	Seek professional help			Write-off contests 01, 02: News writing, editorial writing	
On-site critiques (9 a.m.-3 p.m.) Appointment required					
JEA Bookstore and Adviser Hospitality (7:30 a.m.-5 p.m.)					
From 'meh' to 'all right' with just one light	Improve your captions in 1, 2, 3				Write-off judges dinner and judging (6 p.m.-midnight)
Freedom of tweet?	Internship intel: Beyond high school journalism				
Write-off contest 43: Online news package				Write-off contest 11: Press law and ethics	
			Best of Show judging (4:30-8 p.m.)		
Broadcast judging (12:30-3:15 p.m.)				CJE/MJE testing 3:30-6 p.m.	
Write-off contest 41: Short documentary	Write-off contest 42: Video package editing			Broadcast contest judging	
Advising multiple publications round table	Round table for broadcast advisers			Write-off contest 10: Newsmagazine layout	
Role and history of media for advisers	CJE/MJE certification study session			Write-off contest 19: Literary magazine layout	
Teaching self-reflection to enhance collaboration	Team storytelling wrap-up			Write-off contest 18: Yearbook cover/endsheets	
Accentuate the positive	CTE = Creativity and Technology Evolution			Write-off contest 09: Newspaper layout	
Taping for contest 48				A conversation about scholastic media	
Write-off contest 48: Broadcast commentary	Giddy about Google			Write-off contest 06: Editorial cartooning	
Write-off headquarters	Write-off lead judges check in (1-3:30 p.m.)			Write-off headquarters	



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**AP Style: Learn the Basics**

Westin Bonaventure Hotel | Los Angeles  
Santa Barbara A, Lobby Level  
9 a.m., Friday, April 15, 2016

[scad.edu](http://scad.edu)

# WRITE-OFF ROOM ASSIGNMENTS

**Advisers:** Check in at the Write-off desk in the Pasadena Room, Exhibition Level, to pick up students' contest ID labels. Make sure they have their contest ID labels before their contests are scheduled to meet. Note the contests that begin early Friday. Students will need to pick up their tickets by tickets by 7 p.m. Thursday in order to enter their 8 a.m. contests. The Write-off desk is open 1-7 p.m. Thursday and 8 a.m.-noon Friday. Name substitutions must be made by noon Friday. Between noon and 3 p.m. Friday, tickets may be picked up in International Room, 3rd Level. If a ticket is lost, replacement fee is \$5.

**Students:** Please note the assigned time and room for your contest. While most contests begin at 4 p.m. Friday, broadcast contests will meet earlier in the day. Bring required equipment and supplies, as explained in rules at [jea.org](http://jea.org), and contest ID label to the assigned room. Most contests/critiques will last two hours.

**Lead judges:** Pick up material for contests 1-26 between 1 and 3:30 p.m. in International Room, 3rd Level.

**Photography Judges:** 8 a.m., Santa Monica C, 3rd Level

**Write-off Judges' Dinner/Judging:** 6 p.m., Hollywood Ballroom, 3rd Level

**Verify rooms:** Check your room assignment in the Convention Update flier in case there is a room change.

01 Newswriting.....	4 p.m., Avalon, 3rd Level
02 Editorial Writing .....	4 p.m., Avalon, 3rd Level
03 Feature Writing.....	4 p.m., Beaudry B, Lobby Level
04 Sports Writing .....	4 p.m., Santa Anita C, Lobby Level
05 Review Writing.....	4 p.m., Beaudry A, Lobby Level
06 Editorial Cartooning.....	4 p.m., Wilshire Suite G, 3rd Level
07 Commentary Writing .....	4 p.m., Santa Barbara A, Lobby Level
08 News Editing/Headline Writing.....	4 p.m., Los Feliz, Lobby Level
09 Newspaper Layout (online).....	4 p.m., Wilshire Suite E, 3rd Level, stay for critique
10 Newsmagazine Layout (online).....	4 p.m., Wilshire Suite B, 3rd Level, stay for critique
11 Press Law & Ethics .....	4 p.m., Santa Monica B, 3rd Level
12 Yearbook Copy/Caption: Sports.....	4 p.m., San Diego, 2nd Level
13 Yearbook Copy/Caption: Academics.....	4 p.m., San Diego, 2nd Level
14 Yearbook Copy/Caption: Clubs.....	4 p.m., San Diego, 2nd Level
15 Yearbook Copy/Caption: Student Life .....	4 p.m., San Diego, 2nd Level
16 Yearbook Layout: Theme (online).....	4 p.m., Santa Barbara C, Lobby Level, stay for critique
17 Yearbook Layout: Inside Pages (online).....	4 p.m., Palos Verdes, Lobby Level, stay for critique
18 Yearbook Cover/End Sheets (online).....	4 p.m., Wilshire Suite D, 3rd Level, stay for critique
19 Literary Magazine Layout (online).....	4 p.m., Wilshire Suite C, 3rd Level, stay for critique
20 Literary Magazine Poetry .....	4 p.m., Los Cerritos, Lobby Level
21 Literary Magazine Illustration.....	4 p.m., Los Cerritos, Lobby Level
22 Literary Magazine Photography .....	4 p.m., Santa Anita A, Lobby Level
23 Graphic Design: Logo (online).....	4 p.m., San Pedro, Lobby Level, stay for critique
24 Graphic Design: Infographics (online) .....	4 p.m., San Fernando, Lobby Level, stay for critique
25 Graphic Design: Advertising (online).....	4 p.m., San Gabriel C, Lobby Level, stay for critique
26 Graphic Design: Photo Illustration (online).....	4 p.m., San Bernardino, Lobby Level, stay for critique
27 Themed Photo (online).....	4 p.m., Sacramento/San Francisco/San Jose, 2nd Level, stay for critique
28 Yearbook Sports Photography (online).....	4 p.m., Sacramento/San Francisco/San Jose, 2nd Level, stay for critique
29 Newspaper Sports Photography (online).....	4 p.m., Sacramento/San Francisco/San Jose, 2nd Level, stay for critique
30 Yearbook Student Life Photography (online).....	4 p.m., Sacramento/San Francisco/San Jose, 2nd Level, stay for critique
31 Newspaper News/Feature Photography (online).....	4 p.m., Sacramento/San Francisco/San Jose, 2nd Level, stay for critique
32 Photo Story (online).....	4 p.m., Sacramento/San Francisco/San Jose, 2nd Level, stay for critique
33 Portfolio (online).....	4 p.m., Sacramento/San Francisco/San Jose, 2nd Level, stay for critique
34 Photo Portrait (online).....	4 p.m., Sacramento/San Francisco/San Jose, 2nd Level, stay for critique
35 First-year Photo (online).....	4 p.m., Sacramento/San Francisco/San Jose, 2nd Level, stay for critique
36 Broadcast News Story (online) .....	8 a.m., Wilshire Suite A, 3rd Level, stay for critique
37 Broadcast Sports Story (online).....	9 a.m., Wilshire Suite A, 3rd Level, stay for critique
38 Broadcast Feature Story (online).....	10 a.m., Wilshire Suite A, 3rd Level, stay for critique
39 Broadcast Commercial/PSA (online).....	11 a.m., Wilshire Suite A, 3rd Level, stay for critique
40 Social Media Reporting (online).....	11 a.m., Wilshire Suite D, 3rd Level, stay for critique
41 Short Documentary (online).....	Noon, Wilshire Suite A, 3rd Level, stay for critique
42 Video Package Editing (online) .....	1 p.m., Wilshire Suite A, 3rd Level, stay for critique
43 Online News Package (on-site) .....	10 a.m., Santa Monica B, 3rd Level
44 On-Air Reporter (on-site).....	8 a.m., Wilshire Suite G, 3rd Level
45 Broadcast Newswriting (on-site).....	8 a.m., Santa Monica B, 3rd Level
46 Broadcast Package (on-site).....	8:15 a.m., Santa Monica D, 3rd Level. Turn in entry by 12:30 p.m.
47 Videography (on-site).....	8 a.m., Santa Monica D, 3rd Level. Turn in entry by 10:30 a.m.
48 Broadcast Commentary (on-site).....	Noon, Wilshire Suite G, 3rd Level



# 7:30 A.M. FRIDAY

## EVENT

### ● Publication exchange

Interested in seeing what kind of work other high schools around the nation are producing? Stop by the publication exchange tables to gander at the latest editions of high school news from coast to coast. Feel free to drop off a few copies of your publication.

**All day Friday, Pasadena Foyer, Exhibition Level**

## EVENT

### ● JEA Bookstore

Check out the new books, as well as popular best-sellers, at the JEA Bookstore. Nearly 300 items relating to journalism are available, including textbooks, curriculum development, yearbook, newspaper, design, photography, writing, desktop publishing, new media, advertising and broadcast. Check here to buy stylebooks, paper, pens, pencils, rulers and erasers. Supplies are limited so shop early.

**7:30 a.m.-5 p.m. Friday, Emerald Bay, 3rd Level**

## ADVISER EVENT

### ● Adviser hospitality

Meet with your colleagues from across the country in the adviser hospitality suite, a quiet oasis for advisers. Local committee members will be available to recommend sightseeing, dining and entertainment options. Friday refreshments are underwritten by Temple University School of Media and Communication.

**7:30 a.m.-5 p.m. Friday, Emerald Bay, 3rd Level**

## 8 A.M.

### ● Write-off contest check-in

Your school's Write-off packet containing student contest tickets, additional instructions and contest room assignments may be picked up at the Write-off desk. If you have not paid, you must do so at this time. Noon Friday is the deadline for substitutions in preregistered categories. No new entries will be accepted at the convention. Lost tickets will be replaced for \$5. Write-off personnel will move to International Room, 3rd Floor, at noon.

**8 a.m.-noon Friday, Pasadena Room, Exhibition Level**

## EVENT

### ● Trade show exhibits

Dozens of national and local vendors and colleges will educate and entertain during the trade show exhibits. Find out what's new, chat with company representatives, pick up information and have some fun.

**8 a.m.-4 p.m. Friday, Pasadena Room, Exhibition Level**

## EVENT

### ● Convention check-in and registration, Best of Show, critiques

Check-in to pick up name badges, programs and school packets containing Swap Shop, Break with a Pro and luncheon tickets. Turn in your Best of Show entries here and check critique time. Lost and found also is here.

**8 a.m.-4 p.m. Friday, Pasadena Room, Exhibition Level**

## EVENT

### ● Convention shirt distribution

If your school purchased the official convention shirts through online registration, you may pick them up here. There may be extra shirts to buy if you did not pre-order. Shirts not picked up by noon Friday will be resold.

**8 a.m.-4 p.m. Friday, Pasadena Room, Exhibition Level**

## CONTEST

### Journalism Quiz Bowl qualifying test

Registered four-person teams will take a written qualifying test with questions related to culture, journalism and civics. The test scores will be used to seed the top teams that will compete in the live buzzer rounds 8-9:50 a.m. Saturday. The list of qualifying teams will be posted by 11 a.m. Friday at the convention Write-off desk in the Pasadena Room, Exhibition Level, and in the JEA Bookstore in Emerald Bay, 3rd Level.

**April van Buren, MJE, LaFollette High School, Madison, Wis.**

**8 a.m. Friday, Beaudry B, Lobby Level (220)**

## MEETING

### JEA general membership meeting

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

**Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.**

**8 a.m. Friday, Santa Barbara B, Lobby Level (144)**

## CONTEST

### Photography contest judging

Those who agreed to judge photography entries for the JEA Write-off will meet.

**8 a.m. Friday, Santa Monica C, 3rd Level (60)**

## CONTEST

### Write-off contest

Those entered in the following contests will compete at this time. Contest ID label must be shown. Bring required equipment and supplies.

**45: Broadcast newswriting — 8 a.m. Friday, Santa Monica B, 3rd Level**

**47: Videography — 8 a.m. Friday, Santa Monica D, 3rd Level**

**36: Broadcast News Story — 8 a.m. Friday, Wilshire Suite A, 3rd Level**

**44: On-air reporter — 8 a.m. Friday, Wilshire Suite G, 3rd Level**

**46: Broadcast package — 8:15 a.m., Santa Monica D, 3rd Level**

## 9 A.M.

## NEWS GATHERING

## ONE STORY

### How school coverage became a Pulitzer Prize-winning investigation

In 2015, the Daily Breeze was awarded the Pulitzer Prize for local journalism for its investigation into corruption at an area school district, which led to an FBI investigation. The editor and reporters who covered the story will discuss their approach.

EVALUATION CODE: 4921

**Frank Suraci, Daily Breeze, Torrance, Calif.; Rob Kuznia, USC Shoah Foundation, Los Angeles; Rebecca Kimitch, Los Angeles News Group, Monrovia, Calif.; and Toni Sciacqua, Los Angeles News Group, Torrance, Calif.**

**9 a.m. Friday, Avalon, 3rd Level (400)**

## STUDENT EVENT

### ● Break with a Pro

Kick off your morning with tailored, small-group discussion sessions with journalism professionals in traditional and specialized areas. Media professionals will share information about their work and backgrounds. Preregistration was required. Please check your ticket for your assigned time.

**9 a.m. and 10 a.m. Friday, California Foyer, 2nd Level (500)**

## EVENT

### ● On-site critiques

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 mockups of the current yearbook. For broadcast critiques, bring a thumb drive, DVD or upload to YouTube. For online critiques, exchange a URL. Since critiques are 30 minutes, it is important to be on time.

**9 a.m.-3 p.m. Friday, Catalina Foyer, 3rd Level**

## ENTREPRENEURSHIP

### Run your publication like a start-up

Use the fast-paced Silicon Valley style to take your staff to the next level. Learn ideas and tactics from a 15-year startup veteran that will transform your approach to everyday struggles

**Visit [jea.org/eval](http://jea.org/eval) to evaluate sessions**

like budgets and deadlines, and turn your publication into the next big thing.

EVALUATION CODE: 4959

**Bill Miles, Picaboo Yearbooks, Hanover, N.H.**

**9 a.m. Friday, Beaudry A, Lobby Level (180)**

DESIGN

## Ideas from the professionals

See how yearbook staffs use college viewbooks, magazines, television graphics and the Web as inspirations for their books.

EVALUATION CODE: 5042

**Laura Schaub, CJE, Lifetouch, Commerce City, Colo.**

**9 a.m. Friday, Beaudry B, Lobby Level (220)**

FEATURED SPEAKER, GENERAL AUDIENCE

## What's all this about Black Lives Matter?

An Emmy Award-winning television journalist will attempt to explain why a "Black Lives Matter" organization has been formed. What role have the police played in its formation? How has the media played the story? And will this exacerbate race divisions?

EVALUATION CODE: 5067

**Carole Simpson, Emerson College, Boston**

**9 a.m. Friday, Hollywood Ballroom, 3rd Level (400)**

MULTIMEDIA BROADCAST

## Broadcast mini-lessons

The student newsroom is quiet. Reporters working in groups have some down time. What should students do to be productive? This session will provide you with take home mini-lesson broadcast activities that you can implement right away.

EVALUATION CODE: 4844

**Don Goble, Ladue Horton Watkins High School, St. Louis**

**9 a.m. Friday, Los Feliz, Lobby Level (68)**

DESIGN

## The total package

You have all the pieces of the puzzle: great stories, photos that capture the moment and even solid design elements. Now the trick is putting it all together to achieve storytelling packages. At this session, we will look at using words and visuals together to make the largest impact on our audiences. See how today's most successful newspapers are using packages to grab attention and preserve storytelling.

EVALUATION CODE: 5036

**Kristin Baker, CJE, Derby (Kan.) High School**

**9 a.m. Friday, Palos Verdes, Lobby Level (122)**

WRITING

## Copy capers

Opening and divider copy, traditional and alternative stories: All play a part to make your

yearbook a paragon of journalistic excellence. Learn how to make copy sing a tune pleasant to the ear of all readers by adhering to the rules of good writing.

EVALUATION CODE: 4838

**Mary Kay Downes, MJE, Chantilly (Va.) High School**

**9 a.m. Friday, Sacramento, 2nd Level (600)**

ENTREPRENEURSHIP 

## Generating advertising revenue for yearbook

Students will learn the steps to confidently create and execute a yearbook ad sales plan. They will walk away with proven tips to hit their yearbook advertising revenue goals.

EVALUATION CODE: 5032

**Kane Belew, CJE, Walsworth Yearbooks, Birmingham, Ala.**

**9 a.m. Friday, San Bernardino, Lobby Level (108)**

PHOTOJOURNALISM

## 10 must-have images of photojournalism

You walk into a room with a photo assignment in one hand and a camera in the other.

Now what? This presentation will help you form a mental checklist of the images that photojournalists seek, designers savor and readers appreciate.

EVALUATION CODE: 4379

**Eric Thomas, MJE, University of Kansas, Lawrence, Kan.**

**9 a.m. Friday, San Diego, 2nd Level (700)**

MULTIMEDIA BROADCAST

## Music in multimedia storytelling

People appreciate music in their lives. They respond to music. They hear things more deeply and they remember details more clearly. Why wouldn't that kind of hearing and remembering be good for journalism – particularly multimedia feature stories? Learn how to use it well.

EVALUATION CODE: 4883

**Kerry Benson, University of Kansas, Lawrence, Kan.**

**9 a.m. Friday, San Fernando, Lobby Level (120)**

LEADERSHIP AND TEAM BUILDING

## Team-building games and activities

Everyone knows that when a staff is having fun and forming bonds, it produces better work. This session will give you fresh, fun and new ideas for team-building activities that are quick and easy and can be done at any time.

EVALUATION CODE: 4936

**Katie Frazier, Seven Lakes Junior High School, Katy, Texas**

**9 a.m. Friday, San Gabriel A, Lobby Level (128)**

WEB

## Reporting on sports in today's digital age

Discover why it's important to write more than just a game story or column to make an impact now.

EVALUATION CODE: 4884

**Arash Markazi, ESPN, Los Angeles**

**9 a.m. Friday, San Gabriel B, Lobby Level (159)**

NEWS GATHERING

## We're bringing sexy back with reporting

Is your writing in a rut? It all comes down to the interview. Learn techniques for having a natural conversation to get the facts needed to write a great story.

EVALUATION CODE: 4405

**Justin Daigle, CJE, Brighton (Colo.) High School, and Carrie Hendrix, CJE, Lewis-Palmer High School, Monument, Colo.**

**9 a.m. Friday, San Gabriel C, Lobby Level (128)**

PHOTOJOURNALISM 

## Getting the shot in sports photography

This presentation will center around getting those amazing sports photographs for your publications. There will be very little discussion about equipment; instead, this will be focused on tips from a former professional sports photographer. Location, angles, composition concepts and selling your images will be discussed.

EVALUATION CODE: 4967

**Michael Reeves, James Bowie High School, Austin, Texas**

**9 a.m. Friday, San Jose, 2nd Level (400)**

LAW AND ETHICS

## Covering protests: What are your rights and responsibilities?

Protests are flashing around the country, and student journalists are covering them. This session explores: What rights do they have to gather news? How should they behave to avoid harm to themselves and their subjects? Do they have the right to record people in public?

EVALUATION CODE: 5006

**Jonathan Peters, University of Kansas, Lawrence, Kan.**

**9 a.m. Friday, San Pedro, Lobby Level (108)**

DESIGN 

## Super basic Adobe Illustrator

Adobe Illustrator is still a mystery to most high school journalists. Learn the basic tools and how to use them to get professional graphics into your publication. If you want to leave with powerful Illustrator tools — it's all here.

EVALUATION CODE: 4995

# 9 A.M. FRIDAY

**Brynda Everman, CJE, Balfour Yearbooks, Azusa, Calif., and Jen Bladen, MJE, Tulsa, Okla.**  
**9 a.m. Friday, Santa Anita A, Lobby Level (128)**

FEATURED SPEAKER, GENERAL AUDIENCE

## Journalist safety in the 21st century

The past three years have been the most dangerous ever for journalists according to the Committee to Protect Journalists, with record numbers imprisoned and killed for doing their jobs, and hundreds of others forced into exile. Why is this? What can we do about it?

EVALUATION CODE: 4849

**Courtney Radsch, Committee to Protect Journalists, Washington, D.C.**

**9 a.m. Friday, Santa Anita B, Lobby Level (136)**

GENERAL AUDIENCE

## Theme: 4 steps to awesome

Your next awesome yearbook theme is out there. You just need to find it. This dynamic duo will show you specific examples and give you a concrete plan to help you find your visual and verbal voice. And it only takes four steps.

EVALUATION CODE: 4299

**Jed Palmer, CJE, Sierra Middle School, Parker, Colo., and Nicole Arduini, CJE, Herff Jones Yearbooks, Parker, Colo.**

**9 a.m. Friday, Santa Anita C, Lobby Level (163)**

EDITING

## AP style: Learn the basics

The Associated Press Stylebook is a journalist's bible. It is the key style guide/usage manual for the news industry in the United States.

This session will provide an overview of the most common rules and help writers add an important skill: copy editing for style.

EVALUATION CODE: 4867

**Beth Concepción, Savannah (Ga.) College of Art and Design**

**9 a.m. Friday, Santa Barbara A, Lobby Level (120)**

MEETING

## JEA state directors meeting

All JEA state directors should attend this meeting to learn about upcoming events and get helpful hints on how to make others aware of the organization at the state level.

**Sarah Nichols, MJE, Whitney High School, Rocklin, Calif.**

**9 a.m. Friday, Santa Barbara B, Lobby Level (144)**

DESIGN

## For your info(graphic)

In our visual society, it's no longer enough to

write a really great story. You need a really great graphic to go with it ... or even take its place. Learn the ins and outs of creating infographics that will appeal to today's "non-readers."

EVALUATION CODE: 3626

**Megan Palmer, CJE, Park Hill South High School, Riverside, Mo.**

**9 a.m. Friday, Santa Barbara C, Lobby Level (120)**

CONTEST

## Write-off contest 37: Broadcast sports story

Students entered in this contest will meet for a group critique. Contest ID label must be shown.

**9 a.m. Friday, Wilshire Suite A, 3rd Level (40)**

ADVISING/TEACHING

## Taming the grading monster

See one adviser's approach to bringing some order out of chaos regarding the grading dilemma in a publication's classroom. Discover some ways to evaluate every student on staff in a way that reflects individual responsibilities or assignments.

EVALUATION CODE: 2054

**Bill Flechtner, MJE, Milwaukie, Ore.**

**9 a.m. Friday, Wilshire Suite C, 3rd Level (20)**

THE ROY H. PARK SCHOOL OF COMMUNICATIONS  
 WOULD LIKE TO CONGRATULATE THE 2015

# S'Park Media Mentor Award Winners



**LEFT TO RIGHT:** Brett Myers, Youth Radio, Oakland, California • Tom Gayda, North Central High School, Indianapolis, Indiana • Michael Butler, Morristown High School, Morristown, New Jersey • Diane Gayeski, Dean of the Roy H. Park School of Communications • Christopher Lord, Pinkerton Academy, Derry, New Hampshire



This award recognizes high school teachers and advisors who are committed to igniting a passion for media in their students. Visit [ithaca.edu/rhp/community/sparkaward](http://ithaca.edu/rhp/community/sparkaward) for more information.

 **ITHACA COLLEGE**

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## ADVISING/TEACHING

### Round table for online news site advisers

If you've recently begun advising an online news site staff or are struggling to find ways to keep the staff motivated to keep the site updated and evolving, come to this informal round-table session, led by one of JEA's mentors. Share ideas and problem solve.

EVALUATION CODE: 4223

**Sheila Jones, CJE, Littleton, Colo.**

**9 a.m. Friday, Wilshire Suite B, 3rd Level (20)**

## LAW AND ETHICS

### Editorial policy package builds foundations (2 hours)

Members of JEA's Scholastic Press Rights Committee will demonstrate how an editorial policy can effectively interact with strong ethical guidelines and then both become the nucleus of a workable staff manual. We will spend time with advisers' policies, ethical guidelines and staff manual to help them create or amend policies so they become an interlocked three-part package to support journalistically responsible student media. Participants should bring copies of their policies, ethical statements and staff manuals, as well as a laptop.

EVALUATION CODE: 4546

**John Bowen, MJE, and Candace Perkins Bowen, MJE, Kent (Ohio) State University, and Lori Keekley, MJE, St Louis Park (Minn.) High School**  
**9-10:50 a.m. Friday, Wilshire Suite D, 3rd Level (40)**

## ADVISING/TEACHING

### Why consider JEA certification?

The answer to this question is "Why not?" Learn the steps required to obtain JEA's two educator certifications: Certified Journalism Educator and Master Journalism Educator. Ask questions about a unique opportunity to demonstrate you are a highly qualified journalism educator.

EVALUATION CODE: 2046

**Kim Green, MJE, Ball State University, Muncie, Ind.**

**9 a.m. Friday, Wilshire Suite E, 3rd Level (20)**

## GENERAL AUDIENCE

### Starting a literary magazine

This workshop aims at providing a base for those wishing to start a high school literary magazine. This information includes tips for solidifying a theme, designing and copy editing your literary magazine.

EVALUATION CODE: 5026

**Mary Van and Riot literary magazine staff members, Century High School, Bismarck, N.D.**

**9 a.m. Friday, Wilshire Suite G, 3rd Level (60)**

## 10 A.M.

## DESIGN

### Don't be basic: Advanced design

If you are bored with the same-old yearbook layouts that makes you yawn looking at them, come and be inspired. You will learn how to go beyond the basic principles of design, photography and typography to make a truly innovative yearbook.

EVALUATION CODE: 4951

**Joyce Isleta, Walsworth Yearbooks, Torrance, Calif.**

**10 a.m. Friday, Avalon, 3rd Level (400)**

## NEWS GATHERING

### Let's do a story about ISIS

Bringing national issues into your publications is a great way to keep your student body up to date on current events. But can you do it in a way that's genuine? This session will focus on localizing those large, national stories for your own purposes.

EVALUATION CODE: 4960

**R.J. Morgan, CJE, University of Mississippi, University, Miss.**

**10 a.m. Friday, Beaudry A, Lobby Level (180)**

## PHOTOJOURNALISM

### Beginning photojournalism

Learn how to use your camera to properly expose, compose and focus so you can capture amazing, storytelling photographs. Bring your camera for hands-on learning. There is a lot to cover, but we will go at a pace to ensure you've got it.

EVALUATION CODE: 4904

**Jim McCrossen, Blue Valley Northwest High School, Overland Park, Kan.**

**10 a.m. Friday, Beaudry B, Lobby Level (220)**

## ADVISING/TEACHING

### The yearbook is finished; now what?

Use those last few weeks of school between your final deadline of a spring delivery book and its actual delivery to improve the quality of your program. This class will provide an eight-week plan for advisers to implement in spring and build for fall.

EVALUATION CODE: 4981

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

**10 a.m. Friday, Los Cerritos, Lobby Level (68)**

## MULTIMEDIA BROADCAST

### Editing with iMovie for iOS

Capturing video on a device has become a popular form of storytelling for journalists, and iMovie for iOS is an app that makes it simple to tell your stories. Bring your iPad, iPhone or iPod touch to this session with iMovie installed.

EVALUATION CODE: 4846

**Don Goble, Ladue Horton Watkins High School, St. Louis**

**10 a.m. Friday, Los Feliz, Lobby Level (68)**

## MULTIMEDIA BROADCAST

### Power: Making the best documentary ever

From "Nanook" to "SuperSizeMe," the documentary has evolved to mean different things to different filmmakers. With a camera in every hand, the contemporary doc has no boundaries. How do we supervise/post a documentary that's fair/tasteful and engaging while keeping the shooting-ratio at 11-to-1? Let's talk.

EVALUATION CODE: 4983

**Valentine Estabrook, Valentine, West Tisbury, Mass.**

**10 a.m. Friday, Palos Verdes, Lobby Level (122)**

## LEADERSHIP AND TEAM BUILDING

### Motivate to survive the year

Advisers and editors will learn how to keep staff morale high while in the throes of production. Learn how to keep your sanity, your sense of humor and your standards high while performing what might appear to be thankless tasks.

EVALUATION CODE: 4837

**Mary Kay Downes, MJE, Chantilly (Va.) High School**

**10 a.m. Friday, Sacramento, 2nd Level (600)**

## LAW AND ETHICS

### Dropping the journalistic F-bomb

Your mother says she loves you? Check it out. That can sometimes be a challenge and require a lot of digging. This session examines tools and procedures for accessing public records and freedom of information — including those that begin with F — FOIA.

EVALUATION CODE: 3318

**Stan Zoller, MJE, Lake Forest (Ill.) College**

**10 a.m. Friday, San Bernardino, Lobby Level (108)**

## FEATURED SPEAKER, PHOTOJOURNALISM

### Working as a photojournalist for a metro newspaper

A Los Angeles Times photographer who worked on two Pulitzer Prize-winning teams, shows examples of his work and answers questions about covering assignments for a large metropolitan newspaper.

EVALUATION CODE: 5008

**Luis Sinco, Los Angeles Times**

**10 a.m. Friday, San Diego, 2nd Level (700)**

# 10 A.M. FRIDAY

## WRITING

### Read me first: Headline hints

Headlines are the jewelry of a news story. Learn how to write headlines that leap off the page to engage readers in this active session.

EVALUATION CODE: 4877

**Barbara DeSanto, Kansas State University, Manhattan, Kan.**

**10 a.m. Friday, San Fernando, Lobby Level (120)**

## PHOTOJOURNALISM

### Capturing the moment

This professional sports photographer will discuss the progression of his career from a yearbook photographer to shooting for the NFL. He will share strategies for capturing those “priceless” moments.

EVALUATION CODE: 4874

**Ric Tapia, TapiaPhoto, Los Angeles**

**10 a.m. Friday, San Francisco, 2nd Level (767)**

## NEWS GATHERING

### Beyond the interviewing basics

“Duh” questions get lifeless responses. Discover techniques that are sure to elicit powerful anecdotes, useful stats and charged reactions. You’ll also hear the best three words to start any interview. Bonus: Learn to decipher your interviewee’s body language!

EVALUATION CODE: 2113

**Jon Reese, CJE, Decatur (Ga.) High School**

**10 a.m. Friday, San Gabriel A, Lobby Level (128)**

## GENERAL AUDIENCE

### How to be awesome 3.0

Ever wonder how student publications are awesome and produce great digital and print stories? Find out here as we analyze award winning layouts, designs, photos, multimedia stories and show how being AWESOME isn’t that hard.

EVALUATION CODE: 4745

**Jonathan Rogers, MJE, Iowa City (Iowa) High School, and Matthew Schott, CJE, Francis Howell Central High School, St. Charles, Mo.**

**10 a.m. Friday, San Gabriel B, Lobby Level (159)**

## LAW AND ETHICS

### Boobie bracelets and censorship — avoid it

Silicone bracelets emblazoned with “I (heart) boobies” resulted in acts of censorship and court cases. Come share your experiences with censorship and take away some ideas on how to nip censorship in the bud and how to fight it.

EVALUATION CODE: 4928

**Genelle Belmas, University of Kansas, Lawrence, Kan.**

**10 a.m. Friday, San Gabriel C, Lobby Level (128)**

## NEWS LITERACY

### News literacy: Teaching a vital 21st-century skill

The session will explore why news literacy is a survival skill in an Information Age and is an excellent foundation for student journalists. It will provide the tools for journalism educators to become news literacy ambassadors in their schools.

EVALUATION CODE: 5035

**Leo Wolinsky, Hollywood, Calif.**

**10 a.m. Friday, San Pedro, Lobby Level (108)**

## WEB

### Intro to code

Get ready for an introduction to code in the context of journalism. We’ll take a glimpse at HTML and CSS, the building blocks of coding that can unleash the power of your storytelling. Attendees should bring laptops installed with TextWrangler and Chrome browser, if possible. Both are free.

EVALUATION CODE: 4994

**Jennifer de la Fuente, University of Southern California, Los Angeles**

**10 a.m. Friday, Santa Anita A, Lobby Level (128)**

## WRITING

### Let your voice be heard

Have an opinion? Between editorials, reviews and columns, there are plenty of opportunities for you to develop your voice and share your thoughts with others. This will be a writing workshop, so come prepared to work as we go from start to finish in learning how to create opinion pieces.

EVALUATION CODE: 5093

**Michele Dunaway, MJE, Francis Howell High School, St. Charles, Mo.**

**10 a.m. Friday, Santa Anita B, Lobby Level (136)**

## EDITING

### Turn your staff into an editing machine

Part of a successful production system is teaching how to edit at various levels, from story angle and structure down to word choice and punctuation. This session will explore the components and how to implement them. We’ll discuss style guides, checklists, reads and coaching techniques.

EVALUATION CODE: 4924

**Shari Adwers, MJE, Grosse Pointe North High School, Grosse Pointe Woods, Mich.**

**10 a.m. Friday, Santa Anita C, Lobby Level (163)**

## GENERAL AUDIENCE

### It’s time to make a digital portfolio

You’ve created beautiful designs, photos and stories while in high school. Now it is time to create a digital portfolio you can easily share

with employers looking for work examples or scholarship committees.

EVALUATION CODE: 4768

**Becky Tate, CJE, Shawnee Mission North High School, Overland Park, Kan.**

**10 a.m. Friday, Santa Barbara A, Lobby Level (120)**

## LEADERSHIP AND TEAM BUILDING

### Disaster prevention kit for editors

Packed with resources to help you with organizational tactics, staff management, mentoring and deadline juggling, our kit will help prepare you today so that you can survive tomorrow.

EVALUATION CODE: 4899

**Crystal Kazmierski, Arrowhead Christian Academy, Redlands, Calif.; Susan Massy, Shawnee Mission Northwest High School, Shawnee, Kan.; and Jim Jordan, Del Campo High School, Fair Oaks, Calif.**

**10 a.m. Friday, Santa Barbara B, Lobby Level (144)**

## GENERAL AUDIENCE

### Super design time: Content and coverage

Great design means nothing without awesome content and coverage. This session will look at all three concepts and how you can wow readers no matter the platform.

EVALUATION CODE: 4941

**Tom Gayda, MJE, North Central High School, Indianapolis, and Kathy Habiger, MJE, Mill Valley High School, Shawnee, Kan.**

**10 a.m. Friday, Santa Barbara C, Lobby Level (120)**

## DESIGN

### Pinterest: A creative resource for design, photography, food

We will explore a variety of ways to use Pinterest in the journalism/graphic arts classroom. From design ideas to photography to deadline snacks, this app can be an adviser’s lifeline or a student’s best resource.

EVALUATION CODE: 4398

**Linda Drake, MJE, Chase County Jr./Sr. High School, Cottonwood Falls, Kan.**

**10 a.m. Friday, Santa Monica A, Lobby Level (90)**

## CONTEST

### Write-off contest 43: Online news package

If you registered for this contest, bring your Write-off ticket so you can get your assignment. Read the rules so you will know what equipment to bring to prepare your entry.

**10 a.m. Friday, Santa Monica B, 3rd Level (110)**

## CONTEST

### Write-off contest 38: Broadcast feature story

Students entered in this contest will meet for a group critique. Contest ID label must be shown.

**10 a.m. Friday, Wilshire Suite A, 3rd Level (40)**

## ADVISING/TEACHING

### Newspaper adviser round table

If you're new to advising a newspaper and need tips on organization, lesson planning, grading or staff management, come to this informal session to ask questions, solve problems and benefit from the experience of JEA mentors.

EVALUATION CODE: 4219

**Linda Barrington, MJE, Mount Mary University, Milwaukee, and Kay Locey, CJE, Puyallup, Wash.**

**10 a.m. Friday, Wilshire Suite B, 3rd Level (20)**

## ADVISING/TEACHING

### Unraveling yearbook terms

Folio design? Verbal/visual connection? Alternative coverage? If you hear these terms or see them on your critiques, but would like a better understanding of what they are and how to incorporate them into the next edition of your yearbook, then this is the session for you.

EVALUATION CODE: 4922

**Matthew LaPorte, CJE, Southwest Career and Technical Academy, Las Vegas**

**10 a.m. Friday, Wilshire Suite C, 3rd Level (20)**

## LAW AND ETHICS

### Ethics: What we should do

Plenty has been written about journalism ethics, but it is easier said than done. Journalists constantly find themselves in situations in which ethical behavior requires a lot of discipline and courage. This session will focus on those tough situations and how to handle them ethically.

EVALUATION CODE: 3706

**Joe Mirando, MJE, and Amber Narro, Southeastern Louisiana University, Hammond, La.**

**10 a.m. Friday, Wilshire Suite E, 3rd Level (20)**

## DESIGN

### Making your literary magazine pop

This workshop will include tips for producing a higher-level literary magazine and honing the details. This includes the importance of consistent theme and design, copy editing, and organization, as well as highlighting the importance of team dynamics.

EVALUATION CODE: 5027

**Mary Van and Riot literary magazine staff, Century High School, Bismarck, N.D.**

**10 a.m. Friday, Wilshire Suite G, 3rd Level (60)**

## 11 A.M.

## DESIGN

### Design Quest 2017: Finding ideas for your next yearbook

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

EVALUATION CODE: 2615

**Jim Jordan, Del Campo High School, Fair Oaks, Calif.**

**11 a.m. Friday, Avalon, 3rd Level (400)**

## ENTREPRENEURSHIP

### They said, 'No!'

Tired of hearing the same excuses every year for why your peers can't buy a copy of the yearbook you just spent so many months working on? This session will cover 10 of the most frequently used excuses and ways to respond to them.

EVALUATION CODE: 4954

**Matthew LaPorte, CJE, Southwest Career and Technical Academy, Las Vegas**

**11 a.m. Friday, Beaudry A, Lobby Level (180)**

## NEWS GATHERING

### Yearbook: It's all about inclusive coverage

Looking for ideas? Come gather new ideas and share your successes to build all-inclusive yearbooks. We'll discuss how to handle historical reference aspects, including pros/cons of senior quotes, missing students, makeup photos and not-pictured lists, plus strategies for organizing group photos, and more.

EVALUATION CODE: 4980

**Lizabeth Walsh, MJE, Reno (Nev.) High School, and Frank Ortiz, Balfour Yearbooks, Redlands, Calif.**

**11 a.m. Friday, Beaudry B, Lobby Level (220)**

## ENTREPRENEURSHIP

### Make a new plan, Stan

A business plan, that is. This isn't "50 ways to leave your lover," but specific plans for selling ads to raise money for your publication. Learn the skills you'll need in whatever career you choose: the ability to sell something and to provide customer service.

EVALUATION CODE: 4801

**Linda Barrington, MJE, Mount Mary University, Milwaukee**

**11 a.m. Friday, Los Cerritos, Lobby Level (68)**

## LAW AND ETHICS

### You can't handle the truth

In a world of instant media, the public is now wary of the media and feels we get the story

wrong more often than right. This session will teach you how to be accurate in a world of constantly changing and looming deadlines.

EVALUATION CODE: 4262

**Brad Lewis, MJE, St. Teresa's Academy, Kansas City, Mo.**

**11 a.m. Friday, Los Feliz, Lobby Level (68)**

## MULTIMEDIA BROADCAST, FEATURED SPEAKER

### Did you hear that?

Sound is at least half our experience of any video project. What do you need to know to improve your audio production techniques? A short course in sound and gear behaviors. Because not everything can be fixed in post.

EVALUATION CODE: 4939

**Susan Bloom, Brooks Institute, Ventura, Calif.**

**11 a.m. Friday, Palos Verdes, Lobby Level (122)**

## WRITING, FEATURED SPEAKER

### Write the miracle. Be the miracle.

Only in journalism can our words mean so much. In journalism can we use those words to change the world?

EVALUATION CODE: 4868

**Bill Plaschke, Los Angeles Times**

**11 a.m. Friday, Sacramento, 2nd Level (600)**

## ENTREPRENEURSHIP

### Sell yearbooks by sharing more on social media

Come and learn ways to market and sell your publication the entire year. Best practices and marketing/PR ideas will be shared for achieving the goal of selling more ads and books with traditional, guerrilla and social media marketing.

EVALUATION CODE: 4956

**Lisa Llewellyn, CJE, Walsworth Yearbooks, Dallas**

**11 a.m. Friday, San Bernardino, Lobby Level (108)**

## WRITING

### Head in the game

Tired of unexciting headlines? Come learn how to write and design headlines that will grab the readers' attention and make them want to read your story.

EVALUATION CODE: 4619

**Mike Taylor, Walsworth Yearbooks, Mansfield, and Renee Burke, MJE, Boone High School, Orlando, Fla.**

**11 a.m. Friday, San Diego, 2nd Level (700)**

## GENERAL AUDIENCE

### The power of the ampersand in media

Too often journalists settle for "less than" in interviewing, writing, photography and design. Explore the power of the simple ampersand to layer your coverage and draw you into more meaningful storytelling.

EVALUATION CODE: 4870



# 11 A.M. FRIDAY

**Casey Nichols, CJE, Rocklin (Calif.) High School**  
11 a.m. Friday, San Fernando, Lobby Level (120)

GENERAL AUDIENCE

## It's the little things

Come to this session to hear almost three dozen specific suggestions aimed at improving your reporting, design and staff dynamics. Adjusting some of the little things may be all it takes to transform your paper or newsmagazine.

EVALUATION CODE: 2111

**Jon Reese, CJE, Decatur (Ga.) High School**  
11 a.m. Friday, San Gabriel A, Lobby Level (128)

DESIGN

## Makeover magic

Beautiful yearbook spreads don't have to be boring, cluttered or over-designed. Come see how even just a few subtle changes can take pages from ordinary to extraordinary in this before and after demonstration.

EVALUATION CODE: 4900

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

11 a.m. Friday, San Gabriel B, Lobby Level (159)

MULTIMEDIA BROADCAST

## Beyond daily announcements: Video news stories for impact

Learn how to turn your daily announcements show into a full newscast by integrating video news packages into your program. The staff and adviser of Pacemaker-winning Mustang Morning News will show examples of different types of news packages and discuss crew roles and workflow.

EVALUATION CODE: 4898

**Michael Hernandez, Mira Costa High School, Manhattan Beach, Calif.**  
11 a.m. Friday, San Gabriel C, Lobby Level (128)

PHOTOJOURNALISM

## Sports photography: Action and reaction

You've been assigned to photograph sports, the toughest assignment of all. Need to freeze action? Zoom in on the reaction? Get the best angle? Figure out the best ISO and shutter speed? Then you need to attend this session!

EVALUATION CODE: 4997

**Kathy Daly, KDaly Photography, Denver**  
11 a.m. Friday, San Jose, 2nd Level (400)

WEB

## Is your home page dead?

With the rise of social media websites, home pages are becoming less important. This session will show examples of how student publications are using Snapchat, Twitter, Instagram and Facebook to drive traffic to their website without using the home page.

EVALUATION CODE: 4744

**Jonathan Rogers, MJE, Iowa City (Iowa) High School, and Evelyn Lauer, CJE, Niles West High School, Skokie, Ill.**

11 a.m. Friday, San Pedro, Lobby Level (108)

FEATURED SPEAKER, WEB

## Disrupting the newsroom through the classroom

Discover how experimentation with new technologies can help save journalism ... from itself. In this talk we'll look at platforms like AR, VR and more, plus look at practical ways to infuse experimentation in journalism, both inside and outside the classroom.

EVALUATION CODE: 4869

**Robert Hernandez, USC Annenberg, Los Angeles**

11 a.m. Friday, Santa Anita B, Lobby Level (136)



# Telling Stories that Matter

Ducks flock to stories that demand telling. Innovation and curiosity lead us south, north, or wherever. We ask "if," but we also ask "why" and "how" and "who."

Sometimes, we ruffle feathers. We're okay with that. See, each answer leads to a new question, so, we follow the crumbs that lead us to the truth.

Because above all, Ducks value truth. And crumbs. But mostly truth.

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## PHOTOJOURNALISM

### Photoshop secrets

These virtually unknown features of Photoshop will save you hours, produce more consistent results, and just plain make you look like a genius. Both beginners and experts will learn something new. You will leave with powerful Photoshop tools — it's all here!

EVALUATION CODE: 4999

**Jen Bladen, MJE, Tulsa, Okla., and Brynda Everman, CJE, Balfour Yearbooks, Azusa, Calif.**

**11 a.m. Friday, Santa Anita A, Lobby Level (128)**

## NEWS GATHERING

### Breaking news: You be the source

Learn how to be ready for the unexpected, then swing into action, post minute by minute, compete with local professional news outlets and follow up in print so you can be the first and most reliable source when news happens at your school.

EVALUATION CODE: 5004

**Joelle Keene, CJE, Shalhevet High School, Los Angeles**

**11 a.m. Friday, Santa Anita C, Lobby Level (163)**

## EDITING

### The Play-Doh process

Good writing is a work of art. Attend this session and learn how to sculpt your writing into a perfect masterpiece. We'll practice with Play-Doh and you'll walk away with an arsenal of tools to use on your next writing assignment.

EVALUATION CODE: 5011

**Jess Young, MJE, Orange Glen High School, Escondido, Calif.**

**11 a.m. Friday, Santa Barbara A, Lobby Level (120)**

## PHOTOJOURNALISM

### 11 tips for improving photography

Bring home these 11 tips for improving your photography and watch your photos (and your attitude) improve. This session goes to 11. Spinal Tap would approve.

EVALUATION CODE: 4985

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

**11 a.m. Friday, Santa Barbara B, Lobby Level (144)**

## LAW AND ETHICS

### PRESSure and the First Amendment

With great freedom comes great responsibility. Two private school editors will talk about their experiences in handling content selection and finding the balance between school climate, administrators and student voice, while honoring the First Amendment.

EVALUATION CODE: 4901

**Liana Lum and Kendra Harvey, Convent of the Sacred Heart High School, San Francisco**

**11 a.m. Friday, Santa Barbara C, Lobby Level (120)**

## GENERAL AUDIENCE

### Scholastic press training for administrators

The JEA Principals Outreach Committee has put together resources and training materials for administrators. Come see how JEA can help start the conversation between principals and the student press. Students, advisers and administrators are all welcome.

EVALUATION CODE: 4934

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

**11 a.m. Friday, Santa Monica A, 3rd Level (90)**

## CONTEST

### Write-off contest 39: Commercial/PSA

Students entered in this contest will meet for a group critique. Contest ID label must be shown.

**11 a.m. Friday, Wilshire Suite A, 3rd Level (40)**

## CONTEST

### Write-off contest 40: Social media reporting

Students entered in this contest will meet for a critique. Contest ID label must be shown.

**11 a.m. Friday, Wilshire Suite D, 3rd Level (40)**

## ADVISING/TEACHING

### Yearbook adviser round table

If you're new to advising a yearbook and need tips on organization, lesson planning, grading or staff management, come to this informal session to ask questions, solve problems and benefit from the experience of JEA mentors.

EVALUATION CODE: 4220

**Bill Flechtner, MJE, Milwaukie, Ore., and Joy Lessard, Ellensburg, Wash.**

**11 a.m. Friday, Wilshire Suite B, 3rd Level (20)**

## ADVISING/TEACHING

### Legal and ethical issues for advisers

Do you plan to take the CJE or MJE test or just want to be more familiar with legal and ethical student media issues? If you want to know landmark cases or understand the importance of your publication being a forum, find what is essential here.

EVALUATION CODE: 2164

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

**11 a.m. Friday, Wilshire Suite C, 3rd Level (20)**

## EDITING

### Get certified with style

Bring your phone to this interactive session that helps prepare applicants for the AP style section of the CJE exam. Session also is helpful for non-

test takers and students who want to brush up on the basics of AP style.

EVALUATION CODE: 4856

**Joe Humphrey, MJE, Hillsborough High School, Tampa, Fla.**

**11 a.m. Friday, Wilshire Suite E, 3rd Level (20)**

## LEADERSHIP AND TEAM BUILDING

### The summer retreat they'll never forget

Get your staff prepared for the upcoming year by throwing a summer retreat that includes training, team building and special guest speakers. The speakers share registration packets, agendas and training tips to menus, team-building activities and supply lists.

EVALUATION CODE: 4754

**Wendy Connelly and Nicole Morote, Amador Valley High School, Pleasanton, Calif.**

**11 a.m. Friday, Wilshire Suite G, 3rd Level (60)**

# NOON

## FEATURED SPEAKER, GENERAL AUDIENCE

### The future of journalism and justice

Linda Deutsch will discuss her celebrated half-century career covering high-profile trials for the Associated Press from Charles Manson to O.J. Simpson and beyond. She also will reflect on the future of legal journalism in the Internet age.

EVALUATION CODE: 4895

**Linda Deutsch, Los Angeles**

**Noon Friday, Avalon, 3rd Level (400)**

## NEWS GATHERING

### Using social media to expand coverage

Most students use social media to promote and share, but are you putting social media to work for you to enhance coverage of the activities and students in your school? This session will include ideas and tips for engaging your community to help gather content ideas.

EVALUATION CODE: 4963

**Margie Raper, MJE, Wakeland High School, Frisco, Texas**

**Noon Friday, Beaudry A, Lobby Level (180)**

## WRITING

### It's a human thing: Crafting personal stories

If you think no one's reading your yearbook copy, you might be right. But readers are hungry for stories. Just look at the success of "Humans of New York." Together, we'll find inspiration to tap into curiosity and look at stories that grab readers' attention.

EVALUATION CODE: 4937

**Ava Butzu, Grand Blanc (Mich.) High School**

**Noon Friday, Beaudry B, Lobby Level (220)**



# NOON FRIDAY

## PHOTOJOURNALISM

### From 'meh' to 'all right' with just one light

When that kit lens isn't cutting it and you need a help in the dark hallways and spaces in your school, you need to see the LIGHT — a speedlite, that is. Learn how a modest investment in lighting equipment can change everything for you.

EVALUATION CODE: 4976

**Mike Simons, MJE, Corning-Painted Post High School, Corning, N.Y.**  
**Noon Friday, Hollywood Ballroom, 3rd Level (400)**

## STUDENT EVENT

### Lunch with the president

JEA President Mark Newton will have a press conference and lunch with 10 preselected students to discuss JEA and scholastic journalism. Preregistration was required.

EVALUATION CODE: 3664

**Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.**  
**Noon Friday, JEA Suite**

## LAW AND ETHICS

### The best and worst of times

This session reviews the importance of student media rights from the perspective of an adviser who was fired and rehired. We will discuss the recent student rights legislation that passed in North Dakota and address how students/advisers can improve their programs through strengthening policies.

EVALUATION CODE: 5028

**Jeremy Murphy, West Fargo (N.D.) High School**  
**Noon Friday, Los Cerritos, Lobby Level (68)**

## LEADERSHIP AND TEAM BUILDING

### Building a strong student-focused team

Learn how to empower student editors to build a team, communicate, and take ownership of the success of your media program.

EVALUATION CODE: 4882

**Justin Raisner, Sarah Schisla and Taran Sun, Carlmont High School, Belmont, Calif.**  
**Noon Friday, Los Feliz, Lobby Level (68)**

## MULTIMEDIA BROADCAST

### From sound bits to sound bites

Pull back the curtain and see how filmmakers and journalists draw the best responses from their interview subjects. Learn how sound bites are constructed in the edit, with real-world, behind-the-scenes examples. You'll never shoot an interview the same way again after this.

EVALUATION CODE: 4842

**Gil Garcia, Austin (Texas) High School**  
**Noon Friday, Palos Verdes, Lobby Level (122)**

## WEB

### Engaging viewers beyond social media

Learn unique ways your online site can keep your readers engaged once they visit your site. Hear about the creative audience engagement techniques our student staff uses in stories. VOX, the news site for this international web-based school, gets thousands of page views each month.

EVALUATION CODE: 4714

**Kim McCarthy, CJE, Mother of Divine Grace School, Ojai, Calif.**  
**Noon Friday, San Bernardino, Lobby Level (108)**

## DESIGN

### Trends in yearbook

See how yearbook staffs across the country create trendsetting designs to expand their coverage and ultimately sell more books.

EVALUATION CODE: 5041

**Laura Schaub, CJE, Lifetouch, Commerce City, Colo.**  
**Noon Friday, San Diego, 2nd Level (700)**

## WRITING

### Write like you're Snapchatting

Ten seconds. Snapchats, while short, communicate stories. This unique form of storytelling is done quickly and requires a response. When writing, we struggle with the "overview" and not the story itself. This session will examine storytelling and share how to tell raw and personal stories.

EVALUATION CODE: 4860

**Andrew Ross, Walsworth Yearbooks, Arvada, Colo.**  
**Noon Friday, San Fernando, Lobby Level (120)**

## GENERAL AUDIENCE

### Learning from college journalism

What can high school student media learn from college media? The 2015 National High School Journalist of the Year will discuss her experiences in college student media and how high school students can apply these lessons to their own publications.

EVALUATION CODE: 4893

**Julia Poe, University of Southern California, Los Angeles**  
**Noon Friday, San Gabriel A, Lobby Level (128)**

## PHOTOJOURNALISM

### The power of light

Improve your photographs by seeing light in a different way. Discuss the qualities and directions of light and the impact they have on imagery.

EVALUATION CODE: 4886

**Mark Murray, Arlington (Texas) ISD**  
**Noon Friday, San Gabriel B, Lobby Level (159)**

## MULTIMEDIA BROADCAST

### Covering controversy: Video journalism and social responsibility

Follow Pacemaker-winning Mustang Morning News staff and adviser through case studies of how they've succeeded — and sometimes failed — to report on topics that people in the community don't want to see the light of day. We'll share tips and advice so your broadcast program can cover controversy.

EVALUATION CODE: 4897

**Michael Hernandez, Mira Costa High School, Manhattan Beach, Calif.**  
**Noon Friday, San Gabriel C, Lobby Level (128)**

## ENTREPRENEURSHIP

### Entrepreneurship and student media

Entrepreneurship and student media go hand in hand. Successful programs intertwine journalism curriculum along with marketing and sales. In an increasingly digitized world student media sometimes struggle to maintain circulation. Learn how to harness the power of social media to maintain and increase circulation.

EVALUATION CODE: 4847

**Jessica Latoni, G. Holmes Braddock Senior High School, Miami**  
**Noon Friday, San Pedro, Lobby Level (108)**

## DESIGN

### InDesign tips and tricks

Attendees will learn cool things like changing photos to black and white, custom shapes, how to make a grid two different ways, compound paths and more. A laptop with InDesign installed on it is recommended.

EVALUATION CODE: 4919

**Casandra Workman, CJE, Centennial High School, Las Vegas**  
**Noon Friday, Santa Anita A, Lobby Level (128)**

## GENERAL AUDIENCE

### Breaking rules: Can you? Should you?

If you want your publication to progress to the next level, you have to know which rules to follow and which to break. From design to coverage, staff organization and more, we'll look at some of the rules that can make or break a publication.

EVALUATION CODE: 4970

**Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.; Meghan Percival, CJE, McLean (Va.) High School; and Erinn Harris, MJE, Thomas Jefferson High School for Science and Technology, Alexandria, Va.**

**Noon Friday, Santa Anita B, Lobby Level (136)**

## NEWS GATHERING

### Beyond controversy: Religion coverage at school

Increasingly, religion seems to be a part of every news story on the world stage. Learn how to

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# NOON FRIDAY

help your readers untangle the web of reality, misunderstanding and prejudice, sacred text vs. interpretation, etc., through proactive news and feature coverage in your school media.

EVALUATION CODE: 5003

**Joelle Keene, CJE, Shalhevet High School, Los Angeles**

**Noon Friday, Santa Anita C, Lobby Level (163)**

## LAW AND ETHICS

### Freedom of tweet?

How much can schools regulate what their students post on social media? Can schools make students turn over their social media passwords or look inside their smartphones? The answers may surprise you — and may depend on where you live. Hear the latest on First Amendment rights in digital media and learn how to protect free-speech rights online.

EVALUATION CODE: 5050

**Frank LoMonte, Student Press Law Center, Washington, D.C.**

**Noon Friday, Santa Monica A, 3rd Level (90)**

## LEADERSHIP AND TEAM BUILDING

### Learn to be a passionate leader

Discover key components of what it takes to be a successful leader and how to be motivational through passion and communication.

EVALUATION CODE: 4925

**Renee Burke, MJE, Boone High School, Orlando, Fla.**

**Noon Friday, Santa Barbara A, Lobby Level (120)**

## GENERAL AUDIENCE

### All politics are local: Covering elections

Elections — whether they be the school board or the presidential race — affect your students. Learn practical tips for covering elections, hosting a mayoral debate, and engaging your readership on political topics.

EVALUATION CODE: 4992

**Kathleen Mills, Bloomington (Ind.) High School South**

**Noon Friday, Santa Barbara B, Lobby Level (144)**

## PHOTOJOURNALISM

### Themed photography

This year, JEA started a new photography Write-off contest — Themed Photo. Come look at some of the images that have received recognition in this contest and learn how to compete effectively in such a contest.

EVALUATION CODE: 4864

**Bradley Wilson, MJE, Midwestern State University, Wichita Falls, Texas**

**Noon Friday, Santa Barbara C, Lobby Level (120)**

## CONTEST

### Write-off contest 41: Short documentary

Students entered in this contest will meet for a group critique. Contest ID label must be shown.

**Noon Friday, Wilshire Suite A, 3rd Level (40)**

## ADVISING/TEACHING

### Advising multiple publications round table

If you're new to juggling both a yearbook and a newspaper, and need tips on organization, lesson planning, grading or staff management, come to this informal session to ask questions, solve problems and benefit from the experience of JEA mentors.

EVALUATION CODE: 4218

**Carol Strauss, Newport Beach, Calif.**

**Noon Friday, Wilshire Suite B, 3rd Level (20)**

## ADVISING/TEACHING

### Role and history of media for advisers

For teachers who are preparing for the CJE test, this session offers a brief review of the most

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important events and individuals in journalism history and the functions of the mass media in modern American society. Sample questions will be discussed if time permits.

EVALUATION CODE: 2178

**Joe Miranda, MJE, Southeastern Louisiana University, Hammond, La.**

**Noon Friday, Wilshire Suite C, 3rd Level (20)**

LEADERSHIP AND TEAM BUILDING

## Teaching self-reflection to enhance collaboration

Journalism staffs confront constant change, routinely turning over up to a third of their leaders every year. Come experience a method of reflection and individual counseling that leads to individual student learning and growth as well as enhances collaborative work.

EVALUATION CODE: 4911

**Sue Skalicky, MJE, Legacy High School, Bismarck, N.D.**

**Noon Friday, Wilshire Suite D, 3rd Level (40)**

ADVISING/TEACHING 

## Accentuate the positive

This session for new newspaper advisers will provide insight into a positive approach to advising that will stress giving students ownership and responsibility for their production. The basis will be 25 years of advising and participation in the JEA mentoring program.

EVALUATION CODE: 2469

**Ron Bonadonna, CJE, Mays Landing, N.J.**

**Noon Friday, Wilshire Suite E, 3rd Level (20)**

CONTEST

## Write-off contest 48: Broadcast commentary

Those entered in the broadcast commentary contest will meet here to first do their writing, then taping. Contest ID label must be shown.

**Noon Friday, Wilshire Suite G, 3rd Level (60)**

## 1 P.M.

DESIGN

## Seek professional help

Now is the time to begin the conceptual development of your 2017 yearbook. And the place to start looking for fresh, creative theme ideas is from professionals in the "real world" where innovation thrives. Explore verbal and visual prompts from branding materials, retail marketing, magazine advertising and more that will inspire you to think and rethink a theme concept that will best characterize next year's book.

EVALUATION CODE: 4957

**John Cutsinger, CJE, Jostens, Ocoee, Fla., and Brenda Field, MJE, Glenbrook South High**

**School, Glenview, Ill.**

**1 p.m. Friday, Avalon, 3rd Level (400)**

DESIGN

## The best of newspaper design

We will look at award-winning newspapers to see what elements make them so good, examine their pages and get ideas for making your publication even better. Those who attend this session will also get access to the presentation to download for themselves.

EVALUATION CODE: 2300

**Linda Barrington, MJE, Mount Mary University, Milwaukee**

**1 p.m. Friday, Beaudry A, Lobby Level (180)**

WRITING

## Strategies for attention-grabbing headlines

You have to hook readers and make them want to keep reading, but you only have so much room. Learn to pack a lot of information into a small space for meaningful and eye-catching headlines. We'll review the basics, explore brainstorming strategies, then talk word choice, style and creative flair.

EVALUATION CODE: 4940

**Shari Adwers, MJE, Grosse Pointe North High School, Grosse Pointe Woods, Mich.; Ava Butzu, Grand Blanc High School, Grand Blanc, Mich.**

**1 p.m. Friday, Beaudry B, Lobby Level (220)**

WRITING

## Improve your captions in 1, 2, 3

The most-read copy in your publication usually gets the least attention: captions. We'll highlight a straightforward strategy for developing solid, journalistic captions that do service to the story of the year and will be valuable to your readers decades from now!

EVALUATION CODE: 4974

**Mike Simons, MJE, Corning-Painted Post High School, Corning, N.Y.**

**1 p.m. Friday, Hollywood Ballroom, 3rd Level (400)**

LAW AND ETHICS

## Passing student press legislation

Come learn what is working in state capitals across the nation and discuss options for your state. Get ideas on how to get legislators to sponsor freedom of expression legislation so student voices can be heard.

EVALUATION CODE: 4848

**John Bowen, MJE, Kent (Ohio) State University; Stan Zoller, MJE, Lake Forest (Ill.) College; Kathy Schrier, MJE, Washington JEA, Seattle; Janet Ewell, MJE, Huntington Beach, Calif.; Jim Ewert, California Newspaper Publishers Association, Sacramento, Calif.; Sue Skalicky, MJE, Legacy High School, Bismarck, N.D.**

**1 p.m. Friday, Los Cerritos, Lobby Level (68)**

GENERAL AUDIENCE

## Maximize your education by networking

Education is much more than just going to class. Internships, workshops, contests and peer interaction are vital parts of a student's learning process. Six steps to maximize the educational experience will assist students in their approach to college life and beyond.

EVALUATION CODE: 3583

**Greg Cooper, Brooks Institute, Ventura, Calif.**

**1 p.m. Friday, Los Feliz, Lobby Level (68)**

FEATURED SPEAKER, MULTIMEDIA BROADCAST

## Cue the violins

SFX, music, voices, backgrounds: There are so many audio elements in every video project, each one placed at a specific moment to evoke a particular response. What are the best and easiest ways to think about and organize sound design around human perception?

EVALUATION CODE: 4938

**Susan Bloom, Brooks Institute, Ventura, Calif.**

**1 p.m. Friday, Palos Verdes, Lobby Level (122)**

DESIGN

## Just your type

Typography can make or break your yearbook. Learn the basic rules of typography to create a readable look; then learn how and why to break the rules to "visually speak" your message.

EVALUATION CODE: 5043

**Laura Schaub, CJE, Lifetouch, Commerce City, Colo.**

**1 p.m. Friday, San Diego, 2nd Level (700)**

GENERAL AUDIENCE

## Show-stopping sidebars

When it comes to student publications, the difference between good versus great often comes down to coverage. Learn our formula developing the best angles for sidebars, infographics and mods, as well as hot design techniques that will deliver a yearbook or newsmagazine that wows.

EVALUATION CODE: 4659

**Jennifer Freeman Thompson, CJE, Picaboo Yearbooks, Hanover, N.H., and Jaima Lynn Finn, Picaboo Yearbooks, Santa Rosa, Calif.**

**1 p.m. Friday, San Fernando, Lobby Level (120)**

LEADERSHIP AND TEAM BUILDING

## Leadership matters

Journalism students receive a uniquely real-world training. In this class, we'll talk about the similarities between a high school journalism experience and the business world, how to be great leaders, and how to sell your skills when college-admission or job hunting.

EVALUATION CODE: 4973

**Sara Sausker, CJE, Jostens, Bloomington, Minn.**

**1 p.m. Friday, San Gabriel A, Lobby Level (128)**

**Visit [jea.org/eval](http://jea.org/eval) to evaluate sessions**



## PHOTOJOURNALISM

### Build an award-winning portfolio

There is much more to creating a portfolio than simply "collecting your 10 best pictures." Know how a portfolio should look while gaining tips to improve your photography. Bridge the gap between high school photography and college photography.

EVALUATION CODE: 4885

**Mark Murray, Arlington (Texas) ISD**

**1 p.m. Friday, San Gabriel B, Lobby Level (159)**

## MULTIMEDIA BROADCAST

### Video journalism with your device

A full video production studio resides within an iOS device. Learn ways advisers and students can leverage the power of mobile video. Simple ideas and free apps will guide our learning.

EVALUATION CODE: 4843

**Don Goble, Ladue Horton Watkins High School, St. Louis**

**1 p.m. Friday, San Gabriel C, Lobby Level (128)**

## WRITING

### For immediate delivery

In this "I want it now" world, yearbook staffs are learning to deliver stories in many compelling forms. The story might work best in all quotes,

he said/she said or Q&A formats. Learn how to adapt alternative formats to add coverage.

EVALUATION CODE: 4377

**Martha Akers, Loudoun Valley High School, Purcellville, Va., and Mike Taylor, Walsworth Yearbooks, Mansfield, Texas**

**1 p.m. Friday, San Pedro, Lobby Level (108)**

## DESIGN

### Design doesn't end where type begins

With endless options for typography, never settle for printing your copy in columns of bland text. Add color, weight, size and purposeful layout so that copy blocks tell a story in both words and design. Come see samples from the pros and current yearbooks.

EVALUATION CODE: 4685

**Carrie Faust, MJE, Smoky Hill High School, Aurora, Colo.; Meghan Percival, CJE, McLean (Va.) High School; and Erinn Harris, MJE, Thomas Jefferson High School for Science and Technology, Alexandria, Va.**

**1 p.m. Friday, Santa Anita B, Lobby Level (136)**

## DESIGN

### InDesign hacks

Managing your publication specifications with tips on how to set up grids, create and work

with libraries, set character and paragraph styles, exporting color swatches, packaging files to preserve links as well as using keyboard shortcuts and other timesaving tips for InDesign CSS and later.

EVALUATION CODE: 4955

**Lisa Llewellyn, CJE, Walsworth Yearbooks, Dallas**

**1 p.m. Friday, Santa Anita A, Lobby Level (128)**

## PHOTOJOURNALISM

### Stepping up sports coverage

Students will receive an experienced photojournalist's views of some of the most accessible locations with the best lines of sight in which to photograph sports. We also will cover the appropriate settings for each sport and how to differentiate between what settings to use.

EVALUATION CODE: 4841

**Kyle Carter, Richland R-1 School, Essex, Mo.**

**1 p.m. Friday, Santa Anita C, Lobby Level (163)**

## LEADERSHIP AND TEAM BUILDING

### It's Trello time

Learn how you can utilize Trello, Slack, Google Drive and Dropbox to help manage and meet deadlines.



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# 1 P.M. FRIDAY

EVALUATION CODE: 4926

**Renee Burke, MJE, Boone High School, Orlando, Fla.**

**1 p.m. Friday, Santa Barbara A, Lobby Level (120)**

GENERAL AUDIENCE

## **Internship intel: Beyond high school journalism**

Learn how to land an internship and build your news media career in college and beyond. You'll receive tips on getting in the door and mistakes you should avoid once you're there. Advice will be given on attitude, ethics and character you'll need to succeed in the changing media workplace.

EVALUATION CODE: 5097

**Paul Glader, The King's College, New York, N.Y.**

**1 p.m. Friday, Santa Monica A, 3rd Level (90)**

CONTEST

## **Write-off lead judges check-in**

Lead judges for JEA's Write-off afternoon contests must check in between 1 and 3:30 p.m. to get instructions and supplies.

**1-3:30 p.m. Friday, International Room, 3rd Level (90)**

NEWS GATHERING

## **Risky conversations: Interviews**

You know that awkward feeling when you abruptly go from one question to another in your reporter's notebook? Let's discuss how to gather storytelling quotes and vital information from interviews. It starts by remembering how to have a great conversation: by taking a risk.

EVALUATION CODE: 4888

**Eric Thomas, MJE, University of Kansas, Lawrence, Kan.**

**1 p.m. Friday, Santa Barbara B, Lobby Level (144)**

LAW AND ETHICS

## **An evolution of copyright law for photojournalists**

Laws evolve. In the last year, the copyright law, as it is applied to photojournalists, has evolved. Come discuss copyright laws from a photojournalist's perspective. Your images are your legacy. Learn how and why to protect that legacy.

EVALUATION CODE: 4863

**Bradley Wilson, MJE, Midwestern State University, Wichita Falls, Texas**

**1 p.m. Friday, Santa Barbara C, Lobby Level (120)**

CONTEST

## **Write-off contest 42: Video package editing**

Students entered in this contest will meet for a group critique. Contest ID label must be shown.

**1 p.m. Friday, Wilshire Suite A, 3rd Level (40)**

ADVISING/TEACHING

## **Round table for broadcast advisers**

If you're new to advising a broadcast program, want to start one or need ideas to make your program even better, come to this informal session to ask questions, solve problems and benefit from the experience of a JEA mentor.

EVALUATION CODE: 5029

**Mike Riley, CJE, Cody, Wyo.**

**1 p.m. Friday, Wilshire Suite B, 3rd Level (20)**

ADVISING/TEACHING

## **CJE/MJE certification study session**

Teachers who will be taking the JEA certification tests today are invited to this pre-test study session.

EVALUATION CODE: 2045

**Kim Green, MJE, Ball State University, Muncie, Ind.**

**1 p.m. Friday, Wilshire Suite C, 3rd Level (20)**



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## NEWS GATHERING

### Team storytelling wrap-up

Students who participated in Thursday's team storytelling workshop are invited to this special session to review the results of their efforts.

EVALUATION CODE: 3673

**Kristin Baker, CJE, Derby (Kan.) High School**  
**1 p.m. Friday, Wilshire Suite D, 3rd Level (40)**

## ADVISING/TEACHING

### CTE = Creativity and Technology Evolution

Funding for your program is just one benefit of teaching through Career and Technical Education. Find out how pathways, clusters, competencies and certification can enhance your program's mission of teaching 21st century skills through projects that are instructional as well as fun.

EVALUATION CODE: 5098

**Kristy Nyp, CJE, and Debra Kidd, Manhattan (Kan.) High School**  
**1 p.m. Friday, Wilshire Suite E, 3rd Level (20)**

## ADVISING/TEACHING

### Giddy about Google

Google is more than a search engine — it's a journalism teacher's dream come true. Learn how to organize your program's workflow using Google Docs and Sheets, transform your classes with Google Classroom and take the pain out of testing with Google Forms.

EVALUATION CODE: 5051

**Samantha Berry, Cypress Creek High School, Houston**  
**1 p.m. Friday, Wilshire Suite G, 3rd Level (60)**

## 2 P.M.

## EVENT

### General session/keynote address

Amara Aguilar from the USC Annenberg School for Communication and Journalism will give the keynote address.

**2 p.m. Friday, Sacramento/San Francisco/San Jose rooms, 2nd Level (2,227)**

## 3:30 P.M.

## ADVISING/TEACHING

### Certification testing for CJE and MJE candidates

Advisers who have applied to take the Certified Journalism Educator or Master Journalism Educator tests will do so at this time. This is a 2 ½-hour test session. Please bring your laptop.

**Kim Green, MJE, Ball State University, Muncie, Ind.**

**3:30 p.m. Friday, Santa Monica D, 3rd Level (90)**

## 4 P.M.

## ADMINISTRATORS

### A conversation about scholastic media

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.

EVALUATION CODE: 4278

**Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.**

**4 p.m. Friday, Wilshire Suite F, 3rd Level (20)**

## CONTEST

### Write-off contests

Categories 1-35 will meet at this time. Those who uploaded photography, layout or graphic design entries online will meet for a required critique session. Contest ID label must be shown to enter the room. Don't forget required contest supplies, such as paper and pens. Arrive early. Latecomers will be disqualified.

**4-6 p.m. Friday, See Page 29 for room assignments.**

## 6 P.M.

## CONTEST

### Write-off judges dinner and judging

Those who have agreed to judge JEA's Write-off contests are invited to dinner before judging begins. Please check in at the door.

**Nancy Y. Smith, MJE, Lafayette High School, Wildwood, Mo., and Priscilla Frost, Lindbergh High School, St. Louis**

**6 p.m. Friday, Hollywood Ballroom, 3rd Level**

## 8 P.M.

## STUDENT EVENT

### Media Swap Shops

Swap Shops are prime opportunities for preregistered students to share useful ideas and concepts with others. Bring at least 10 samples of your newspaper, newsmagazine or literary magazine or one copy of your yearbook. Broadcast stories and websites may be shared if students bring a laptop. Each delegate attending Swap Shops must have a ticket, which will be in the school registration packet. Check the ticket for your assigned time.

**8 and 9 p.m. Friday, California Foyer, 2nd Level**

## STUDENT EVENT

### Free concert for students

Nothing says Southern California like live music in a great indoor space any day of the week. Join us for a special concert with some of the hottest bands in the state. These bands will make you want to stand up and dance. Students will need to show their convention name badge before they enter.

**8-11 p.m. Friday, Sacramento, San Francisco, San Jose rooms, 2nd Level (2227)**

## 8:30 P.M.

## ADVISER EVENT

### Adviser reception and SPLC benefit auction

Save room for dessert. Advisers are invited to this social gathering featuring a fundraiser to benefit the Student Press Law Center. The auction will feature sports memorabilia, signed books, Los Angeles-related food and gifts, art and other interesting items. Credit/debit cards, check or cash will be accepted as payment for auction items. Those who are judging Write-off contests are especially encouraged to attend after they finish judging. Sponsored by Brooks Institute.

**8:30-11 p.m. Friday, San Gabriel A-B, Lobby Level (270)**





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## Y E A R B O O K   T E C H N O L O G I E S



 ReplayIt is the best way for students, parents, teachers, club advisers and community members to capture and share photos, allowing them to collaborate with the yearbook staff and help celebrate moments that matter. At the end of the year, all of the content is sealed into a digital time capsule that students can access for years to come.



 School Way is a messaging app for safe, one-way school communication. Schools can send the same notification to multiple mediums simultaneously. It offers schools full visibility of all messaging. It's also free.

innovations, play games to win prizes and take a look at award-winning yearbooks.

# SATURDAY AT A GLANCE

ROOMS	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Pasadena Foyer, Exhibition Level	Publication exchange drop tables			
Beaudry A, Lobby Level		Could I have a word with you?	What good photographers know	Show your true colors
Beaudry B, Lobby Level	Typing in the trenches	Beat reporting trumps opinion every time	Game changers: Women in sports journalism	Covering creativity: Arts and culture journalism
Los Cerritos, Lobby Level	Manage your staff using a social contract	Becoming 5-tool sports journalists	Effectively coordinate your yearbook photography process	Design smarter, not harder
Los Feliz, Lobby Level	Diversity Committee meeting	Literary magazine connections: Workshop and critique	Rethinking journalism: Digital-only publications	Hello, Trello
Palos Verdes, Lobby Level	Everyone is weird; dig for the details	Healing headline headaches	Cover sports like a pro	It belongs to the students
San Bernardino, Lobby Level	Blogging for a better publication	Writing for the Web	Credibility and the news website	Ready ... set ... lede!
San Fernando, Lobby Level	Diversity decisions on deadline	Does your business plan make sense?	Making money with photography	TV media and sports
San Gabriel A, Lobby Level	Make it live with innovative broadcasting techniques	Video news package chalk talk	Theme fit	Humans of your school: The video
San Gabriel B, Lobby Level	Journalism Quiz Bowl			Cover more, sell more, be more
San Gabriel C, Lobby Level	Caption-writing ease	Photo composition and more	Life after journalism	Tell the story through environmental portraits
San Pedro, Lobby Level	Yearbook: Trending now	True color or off color	Top advisers discuss yearbook trends	'Let's investigate the school'
Santa Anita A, Lobby Level	Photoshop for advisers (2 hours)		5 fast fixes with Photoshop and InDesign	Branding in a snap
Santa Anita B, Lobby Level	Exploring criminal justice issues within the school system	How to cover the death of a student or teacher	Staff motivation: Work hard, play hard	Taste the rainbow: True colors
Santa Anita C, Lobby Level	Confessions of a fontaholic	Creating coverage that counts	Sports photographers: Stand here	Stalking the feature story, HONY style
Santa Barbara A, Lobby Level		The great news debate	Reporting mobs: Covering an event from all angles	The art and craft of headline writing
Santa Barbara B, Lobby Level	Seize the story	Photo packaging in the 21st century	The writing lab	Yearbook: Opening matters
Santa Barbara C, Lobby Level		Survival of the fittest	May the Force be with you	f/8 and be there
Sacramento Registration Booth, 2nd Level	Convention check-in/registration, lost and found (8 a.m.-1 p.m.)			

■ ADVISING/TEACHING  
■ CONTEST  
■ DESIGN  
■ EDITING

■ ENTREPRENEURSHIP  
■ KEYNOTE  
■ GENERAL AUDIENCE  
■ LAW/ETHICS

■ LEADERSHIP/TEAM BUILDING  
■ MEETING  
■ MULTIMEDIA BROADCAST  
■ NEWS GATHERING

■ NEWS LITERACY  
■ PHOTOJOURNALISM  
■ WEB  
■ WRITING

Noon	1 p.m.	2:30 p.m.	3:30 p.m.	SUNDAY
Publication exchange drop tables				
God and the newsroom	Phone photography	Tips for creating award-winning images		
Photography: Working with what you have	Transgender 101	LGBTQ journalism: Getting beyond the letters		
Online workflow	AP style from A to Z	Thriving, training in cyberspace		
Thrill them with theme copy	Journalists, PR people help each other	Figuring out what is needed		
Sports live streaming and play-by-play commentary	You mean I have to talk to people?	Only human		
	Storytelling in and with social media	iPhone pro tips		
Engage and connect with social media	Covering the hard stuff: Disability, illness and death	Step into the Global Student Square		
Video techniques from start to finish	Producing a successful documentary	Multimedia storytelling: There's an app for that		
Take your theme beyond the basics	Putting online first	Photo 251: Lighting techniques		
Plays well with others	Bare essentials of design	Questions, anyone?		
	One year: First publication to Pacemaker	It's not about the money (yes, it is)		
	How'd they do it? Yearbook InDesign tricks	Using InDesign to streamline your yearbook		
	Social media magic	Write like a moviemaker		
Photojournalism nuts and bolts	The image as your hook			
	Don't forget your cape	When pens fly		
	How to build staff morale			
Convention check-in/registration				



# SATURDAY AT A GLANCE

ROOMS	8 a.m.	9 a.m.	10 a.m.	11 a.m.
Sacramento, 2nd Level	Top 10 photo tips		Behind the scenes at Variety	The power of storytelling
San Francisco, 2nd Level		International Documentary Association presents: Can you ever tell the full story? (2 hours)		Hot topics in photography
San Jose, 2nd Level	5 tips for high impact design	Amazing photo tips everyone can use	Editorial cartoons reborn in digital media	Covering controversy
San Diego, 2nd Level		'So you get paid to watch TV?'		
Avalon, 3rd Level	Now that's a concept	Yearbooks A-Z	I should have caught that	Finding your voice
Emerald Bay, 3rd Level	JEA Bookstore and Adviser Hospitality (7:30 a.m.-1 p.m.) The art of writing: JEA One-Book discussion (9 a.m., hospitality area)			
Hollywood Ballroom, 3rd Level				
Santa Monica A, 3rd Level			How to light for videos	How to interview and profile celebrities
Santa Monica B, 3rd Level	Turn your classroom into an episode of 'TMZ'	Journalism's deadly sins	Writing the staff editorial	Marketing an iconic car museum after a major redesign
Santa Monica C, 3rd Level	Best of Show judging			
Santa Monica D, 3rd Level	Working with administrators	3 essentials for understanding copyright law	The free speech generation gap	Beyond text and photos: Making dynamic digital stories
Wilshire Suite A, 3rd Level	Digital Media Committee meeting	Oh, JOY: Preparing a digital portfolio	Use broadcast scriptwriting to teach anything	California adviser meet-up
Wilshire Suite B, 3rd Level	How to grow your journalism program	Scholastic press association round table (2 hours)		JEA Awards Committee meeting
Wilshire Suite C, 3rd Level	One word	When, what, where, why, website	California free press law	Designating your publication as a public forum
Wilshire Suite D, 3rd Level	Scholastic Press Rights Committee meeting (7:30 a.m.)	Make sure your stories are all in VAIN	Presentation of MJE projects	Scripts, rules and rubrics
Wilshire Suite E, 3rd Level	JEA Certification Committee meeting (7:30 a.m.)	Cultural life skills from newspaper	Blackfish, Murrow, Time Warner ... oh my!	Things I learned my first year teaching broadcast
Wilshire Suite F, 3rd Level	Southern California informational meeting	Starting a program in the inner city is magic	Help for new advisers	Teaching journalism and civics
Wilshire Suite G, 3rd Level	Intro to sports broadcasts	The student press Panic Button	Learning from our dirty laundry	Yearbook sales: Corner the market
International Room, 3rd Level	Write-off headquarters			

■ ADVISING/TEACHING  
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■ MEETING  
■ MULTIMEDIA BROADCAST  
■ NEWS GATHERING

■ NEWS LITERACY  
■ PHOTOJOURNALISM  
■ WEB  
■ WRITING

Noon	1 p.m.	2:30 p.m.	3:30 p.m.	SUNDAY
			NSPA awards ceremony 3:30-5:30 p.m.	JEA awards ceremony 8:30-11:30 a.m.
Humor writing for print and broadcast media				
True tales of TV news				
JEA Bookstore and Adviser Hospitality				
Adviser award luncheon				
	Taking your website to the next level			
Picture speaks 1,000 words	Photography: Basic to fantastic			
Stories that matter	Incidental advantages for academic success	What is a data desk?		
Online and legal: What should we know?		How NOT to libel someone		
		JEA board followup		
Assuring all voices are heard	Shopping the second-hand store: What you can 'borrow' online	Unleashing New Voices		
Now what? After the final deadline		All together now		
		No repeat staff? No problem		
How to prevent World War III	How the Beatles teach writing: Sgt. Pepper			
Write-off headquarters			Write-off committee meeting	Write-off headquarters



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Extend yearbook coverage and transform the way students remember school with links to multimedia



ImageShare

Easy-to-use photo upload app that allows the school community to share snapshots of the yearbook

For more information, see your Balfour representative or visit us at [balfour.com/yearbooks](http://balfour.com/yearbooks).



## 7:30 A.M.

### EVENT

#### ● Publication exchange

Interested in seeing what kind of work other high schools around the nation are producing? Stop by the publication exchange tables to gander at the latest editions of high school news from coast to coast. Feel free to drop off a few copies of your publication and pick up those you like.

**7:30 a.m.-7 p.m. Saturday, Pasadena Foyer, Exhibition Level**

### EVENT

#### ● JEA Bookstore

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

**7:30 a.m.-1 p.m. Saturday, Emerald Bay, 3rd Level (400)**

### ADVISER EVENT

#### ● Adviser hospitality

Meet with your colleagues from across the country in the adviser hospitality suite, a hot spot for advisers. Local committee members will be available to recommend sightseeing, dining and entertainment options. Saturday morning refreshments are underwritten by Picaboo Yearbooks.

**7:30 a.m.-1 p.m. Saturday, Emerald Bay, 3rd Level (400)**

### MEETING

#### Scholastic Press Rights Committee meeting

Members of this commission will meet to make plans and goals for the upcoming year. Other advisers who are interested in being part of the commission are invited to attend.

**John Bowen, MJE, Kent (Ohio) State University**  
**7:30 a.m. Saturday, Wilshire Suite D, 3rd Level (40)**

### MEETING

#### JEA Certification Committee meeting

Committee members will meet to discuss JEA certification procedures.

**Kim Green, MJE, Ball State University, Muncie, Ind.**  
**7:30 a.m. Saturday, Wilshire Suite E, 3rd Level (20)**

## 8 A.M.

### EVENT

#### ● Convention check-in and registration

Those needing to register for the convention or pick up their school packets or adviser luncheon tickets should stop here. This also is convention lost and found. Items not picked up by 1 p.m. will be turned over to the hotel security department.

**8 a.m.-1 p.m. Saturday, Sacramento Registration Booth, 2nd Level**

### DESIGN

#### Now that's a concept

It's more than a theme. It's more than color, type, shapes, texture and "identifiable" elements. Don't forget that the verbal message and coverage choices are important factors in anchoring and developing the ideas that set this year's book apart from the others.

EVALUATION CODE: 2260

**Ann Akers, MJE, Herff Jones, Charlotte, N.C.**  
**8 a.m. Saturday, Avalon, 3rd Level (400)**

### FEATURED SPEAKER, GENERAL AUDIENCE

#### Typing in the trenches

A longtime Los Angeles Times writer and columnist discusses real-life journalism and the tools to do it. It's a matter of getting it right or getting out of the way of people who can.

EVALUATION CODE: 5053

**Patt Morrison, Los Angeles Times**  
**8 a.m. Saturday, Beaudry B, Lobby Level (220)**

### LEADERSHIP AND TEAM BUILDING

#### Manage your staff using a social contract

Learn how to effectively reduce and/or resolve conflict and manage your staff using a social contract. The best part is you can empower your staff to implement this proactive management system.

EVALUATION CODE: 4935

**Katie Frazier, Seven Lakes Junior High School, Katy, Texas**  
**8 a.m. Saturday, Los Cerritos, Lobby Level (68)**

### MEETING

#### JEA Diversity Committee meeting

Members of the committee will discuss goals and projects for the upcoming year.

**Stan Zoller, MJE, Lake Forest (Ill.) College**  
**8 a.m. Saturday, Los Feliz, Lobby Level (68)**

### NEWS GATHERING

#### Everyone is weird; dig for the details

Everyone has something great to share. Each year, high school repeats itself, but with different faces and trends. Student journalists

repeat themselves too and write the dreaded "overview." This session will explore narrative writing and how to gather the specifics dying to be shared.

EVALUATION CODE: 4861

**Andrew Ross, Walsworth Yearbooks, Arvada, Colo.**

**8 a.m. Saturday, Palos Verdes, Lobby Level (122)**

### PHOTOJOURNALISM

#### Top 10 photo tips

Looking to improve the quality of your images? This course breaks down the top 10 tips for making good photography. No matter if you are a photographer or a staff-member with a camera, or lack proper equipment, you'll learn how to make publishable images.

EVALUATION CODE: 4984

**Greg Cooper, Brooks Institute, Ventura, Calif.**  
**8 a.m. Saturday, Sacramento, 2nd Level (600)**

### WRITING

#### Blogging for a better publication

This workshop explores how blogging can be used to enhance your publication by generating story ideas. Whether it is a news story, an opinion piece or a feature idea, personal blogging can create great pieces for your newspaper, yearbook or video segment.

EVALUATION CODE: 5056

**Karen Crane, CJE, McClintock High School, Tempe, Ariz.**

**8 a.m. Saturday, San Bernardino, Lobby Level (108)**

### EDITING

#### Diversity decisions on deadline

On deadline, editors often show a lapse in judgment, which leads to decisions – and outright bad choices – that are biased, discriminatory, insensitive and unfair. To gain a checklist of how to avoid such issues, attend this session and learn from controversial media content.

EVALUATION CODE: 5066

**Kimetris Baltrip, Kansas State University, Manhattan, Kan.**

**8 a.m. Saturday, San Fernando, Lobby Level (120)**

### MULTIMEDIA BROADCAST

#### Make it live with innovative broadcasting techniques

Learn how to plan, set up and produce live events such as school assemblies, sporting events with commentary, large venue events, and corporate video productions. Students will learn innovative broadcasting techniques like building multi-camera shoots and creating a Jumbotron effect.

EVALUATION CODE: 4857

# 8 A.M. SATURDAY

**Colby Ripsam, Fossil Ridge High School, Fort Collins, Colo.**

**8 a.m. Saturday, San Gabriel A, Lobby Level (128)**

## STUDENT EVENT

### Journalism Quiz Bowl

Four-person teams will compete in the live buzzer rounds. Come cheer on your school as a member of the audience.

EVALUATION CODE: 2861

**April van Buren, MJE, LaFollette High School, Madison, Wis.**

**8 a.m. Saturday, San Gabriel B, Lobby Level (159)**

## DESIGN

### 5 tips for high impact design

Make your design more powerful by focusing on these five techniques taken from professional and student magazines, yearbooks and newspapers. Learn to turn your design up a notch with effective type, compelling photography, color use, design trends and attention to detail.

EVALUATION CODE: 4948

**Linda Puntney, MJE, Manhattan, Kan.**

**8 a.m. Saturday, San Jose, 2nd Level (400)**

## WRITING

### Caption-writing ease

All photos in your yearbook need identification. Learn how to write perfect captions for every kind of photo.

EVALUATION CODE: 4977

**Margaret Sorrows, CJE, Alexander, Ark.**

**8 a.m. Saturday, San Gabriel C, Lobby Level (128)**

## GENERAL AUDIENCE

### Yearbook: Trending now

Designing a yearbook spread with "wow" has less to do with special effects and more to do with great photography (and cropping), effective and readable type design, and telling a great story. We'll look for inspiration from the pros and talented yearbook staffers.

EVALUATION CODE: 4968

**Mimi Orth, CJE, Herff Jones, Altadena, Calif.**

**8 a.m. Saturday, San Pedro, Lobby Level (108)**

## PHOTOJOURNALISM

### Photoshop for advisers (2 hours)

Bring your laptops and spend some time learning tips for using Photoshop with your publications. Ask questions you don't want to ask your students. For advisers only.

EVALUATION CODE: 4887

**Mark Murray, Arlington (Texas) ISD**

**8-9:50 a.m. Saturday, Santa Anita A, Lobby Level (128)**

## DESIGN

### Confessions of a fontaholic

With thousands of fonts available for use in our publications, it's easy to become a font fanatic. Learn how to make the most of your type to strengthen your designs while avoiding font faux pas. Check out the seven-step program to cure your font addictions.

EVALUATION CODE: 2397

**Lynn Strause, CJE, East Lansing, Mich.**

**8 a.m. Saturday, Santa Anita C, Lobby Level (163)**

## WRITING

### Seize the story

We will cover techniques for reporting, interviewing and storytelling. Learn how to get the most out of your interview and how to make your readers care with a story that is unique to the year.

EVALUATION CODE: 4961

**Heather Nagel, CJE, Christ Presbyterian Academy, Nashville, Tenn.**

**8 a.m. Saturday, Santa Barbara B, Lobby Level (144)**



## Major in Journalism and Media Communication

It's a multimedia world, and CSU students are leading the way.

Media careers allow you to get in the middle of your favorite subjects, including sports, the environment, health, sciences, music, theater, dance, agriculture, travel, business, and more.

Undergraduate students study in a converged curriculum focused on writing excellence, multimedia production, and technology literacy. Six computer labs, edit suites, and a high definition TV studio provide state-of-the-art technology for hands-on experience.

For information visit [www.journalism.colostate.edu](http://www.journalism.colostate.edu).

**Colorado State University**  
COLLEGE OF LIBERAL ARTS



## NEWS GATHERING

### Turn your classroom into an episode of 'TMZ'

Most news staffs spend time during the week discussing story ideas for their publication. This speaker will show you how to create a dynamic pitch session using online tools and rewards. Students will learn to bring their best ideas and will be literally applauded for doing so.

EVALUATION CODE: 5065

**Annette Deming, CJE, Don Antonio Lugo High School, Chino, Calif.**

**8 a.m. Saturday, Santa Monica B, 3rd Level (110)**

## LEADERSHIP AND TEAM BUILDING

### Working with administrators

Do you have school administrators who prevent your staff from tweeting, posting online or hosting comments on your newspaper website? The adviser and staff of The Optimist will offer tips on working with administrators to achieve greater press freedoms.

EVALUATION CODE: 4879

**Kathleen Mills, Bloomington (Ind.) High School South**

**8 a.m. Saturday, Santa Monica D, 3rd Level (90)**

## MEETING

### Digital Media Committee meeting

This committee will meet to discuss goals and projects for the upcoming academic year.

**Michelle Harmon, MJE, Borah High School, Boise, Idaho**

**8 a.m. Saturday, Wilshire Suite A, 3rd Level (40)**

## GENERAL AUDIENCE

### How to grow your journalism program

Come see how, in fewer than five years, one school turned a small newspaper class into a large program that produces eight 16-page newspapers, runs a biweekly newscast, manages a fully interactive news website, films the school TEDx and runs a live-stream sports program.

EVALUATION CODE: 5012

**Wendy Connelly, Amador Valley High School, Pleasanton, Calif.**

**8 a.m. Saturday, Wilshire Suite B, 3rd Level (20)**

## ADVISING/TEACHING

### One word

Test out this quick and easy workshop you can do with your students (both writers and photographers) to help with organizing their thoughts, generating creative content and practicing peer editing.

EVALUATION CODE: 5055

**Beth Lee, Hope International University, Fullerton, Calif.**

**8 a.m. Saturday, Wilshire Suite C, 3rd Level (20)**

## MEETING

### Southern California informational meeting

SCJEA is the organization in Southern California that works with schools and advisers to develop journalism on their campus. We offer many opportunities for programs to learn and grow. This session will introduce new and returning members to new developments in the organization.

**Lacey Hatfield, Public Service Community School, Los Angeles**

**8 a.m. Saturday, Wilshire Suite F, 3rd Level (20)**

## MULTIMEDIA BROADCAST

### Intro to sports broadcasts

This class will give good basic advice for people interested in broadcasts. It will tell the audience what equipment we use and tell how to successfully run a sports broadcast.

EVALUATION CODE: 5057

**Dow Tate, Ellis Nepstad and William Hembree, Shawnee Mission East High School, Prairie Village, Kan.**

**8 a.m. Saturday, Wilshire Suite G, 3rd Level (60)**

# 9 A.M.

## DESIGN

### Yearbooks A-Z

In a whirlwind of examples and ideas, we'll see hundreds of yearbooks from coast to coast and learn how these most recent volumes set the standards and raised the bar for coverage, concept, design and more. An overview of yearbook awesomeness, we'll identify 26 ideas that can help you make your book even more amazing.

EVALUATION CODE: 3981

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

**9 a.m. Saturday, Avalon, 3rd Level (400)**

## WRITING

### Could I have a word with you?

Stop word abuse . . . NOW! The most likely read stories on the spread oftentimes are the least refined. Headlines and captions deserve the utmost respect as well as brilliant verbal and visual development. In this didactic session, we cover both what is and what could be. Writers and designers alike will appreciate these words to the wise.

EVALUATION CODE: 4923

**John Cutsinger, CJE, Jostens, Ocoee, Fla., and Shari Adwers, MJE, Grosse Pointe North High School, Grosse Pointe Woods, Mich.**

**9 a.m. Saturday, Beaudry A, Lobby Level (180)**

## NEWS GATHERING

### Beat reporting trumps opinion every time

Exacting beat reporters have never been more important. The proliferation of social media and Web publishing has made it easier for anyone to "report" — and for companies to spread misinformation. The speaker will explain how to cover a beat, using stories from professional experience.

EVALUATION CODE: 4910

**Lucas Shaw, Bloomberg News, Los Angeles**

**9 a.m. Saturday, Beaudry B, Lobby Level (220)**

## ADVISING/TEACHING

### The art of writing: JEA One-Book discussion

Come for coffee. Stay for book club. In the fast-paced world of 24-7 journalism, good storytelling sometimes gets forgotten. To celebrate the art of writing, join us in the Adviser Hospitality area as we discuss the spring 2016 JEA One Book, "All the Light We Cannot See" by Anthony Doerr.

EVALUATION CODE: 4918

**Evelyn Lauer, CJE, Niles West High School, Skokie, Ill., and Rachel Rauch, CJE, Homestead High School, Mequon, Wis.**

**9 a.m. Saturday, Emerald Bay, 3rd Level (400)**

## WRITING

### Becoming 5-tool sports journalists

Sports journalists often refer to successful baseball players as "five-tool players." Here, we will discuss what it takes to be a five-tool sports writer — reporting in depth, writing for print and Web, incorporating audio and video, interacting on social media and using advanced statistics.

EVALUATION CODE: 4310

**Scott Duncan, Columbus (Ind.) East High School**

**9 a.m. Saturday, Los Cerritos, Lobby Level (68)**

## EDITING

### Literary magazine connections: Workshop and critique

Get together with other literary magazine staffers to network, swap publications and get valuable feedback. Get information on how to run effective critiques and review valuable writing and design criteria for literary magazine.

EVALUATION CODE: 5023

**Mary Van and Riot literary magazine staff, Century High School, Bismarck, N.D.**

**9 a.m. Saturday, Los Feliz, Lobby Level (68)**

## WRITING

### Healing headline headaches

Headlines can sometimes hurt to write and design. You'll leave this session with easy tips for crafting verbally and visually appealing



# 9 A.M. SATURDAY

headlines without the headaches.

EVALUATION CODE: 4964

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

**9 a.m. Saturday, Palos Verdes, Lobby Level (122)**

WEB

## Writing for the Web

Writing for the Web is a new way of telling a story. Readers want the news immediately, in a clear and easy format. Write in blocks, use lists, use sidebars, use pull quotes, use less copy, use visuals. Learn how to make stories Web friendly.

EVALUATION CODE: 4990

**Kim McCarthy, CJE, Mother of Divine Grace School, Ojai, Calif.**

**9 a.m. Saturday, San Bernardino, Lobby Level (108)**

GENERAL AUDIENCE, FEATURED SPEAKER

## 'So you get paid to watch TV?'

Pulitzer-prize winning TV critic Mary McNamara describes her career path, discusses the nature of criticism in the digital age and how, defying all predictions, television became the premiere art form of the new century.

EVALUATION CODE: 5073

**Mary McNamara, Los Angeles Times**

**9 a.m. Saturday, San Diego, 2nd Level (700)**

ENTREPRENEURSHIP

## Does your business plan make sense?

Your yearbook program is a business so you can't just make it up as you go along. Pick up tips and strategies for budgeting, increasing revenue, boosting advertising sales and participation, and holding senior ad design nights from a program with a proven business model.

EVALUATION CODE: 4975

**Mike Simons, MJE, and Abby Allard, Corning-Painted Post High School, Corning, N.Y.**

**9 a.m. Saturday, San Fernando, Lobby Level (120)**

MULTIMEDIA BROADCAST

## International Documentary Association presents: Can you ever tell the full story? (2 hours)

A majority of today's journalists are mandated to move quickly through the news cycle and always be on the look out for breaking news. Documentary filmmaking, on the other hand, is a long-form journalistic process that allows a filmmaker to get deeper into a story and the historical nuance. As we consider today's headlines about gun violence, do you wonder who and what is missing from the story? Some of today's top journalists, documentarians and leading voices will answer these questions and share their storytelling secrets.

EVALUATION CODE: 5018

**Daniel H. Birman, University of Southern California, Los Angeles, and Matt Pearce, Los Angeles Times**

**9-10:50 a.m. Saturday, San Francisco, 2nd Level (767)**

MULTIMEDIA BROADCAST

## Video news package chalk talk

What are the key elements that make video news package interesting and engaging? In this session, we will cover sound bites, b-roll, natural sound, finding those "golden nuggets," and the basics of telling a great video story.

EVALUATION CODE: 4845

**Don Goble, Ladue Horton Watkins High School, St. Louis**

**9 a.m. Saturday, San Gabriel A, Lobby Level (128)**

PHOTOJOURNALISM

## Photo composition and more

Getting great photos for your publications is all about composition and visual variety. Learn composition and how to use those photos on spreads.

EVALUATION CODE: 4978

**Margaret Sorrows, CJE, Alexander, Ark.**

**9 a.m. Saturday, San Gabriel C, Lobby Level (128)**

PHOTOJOURNALISM

## Amazing photo tips everyone can use

Knowing what to look for in a compelling storytelling photograph will do much to make your publication a standout. Whether you are a photographer or designer, this session will help you improve the visuals of your publication without delving into complicated technical terms.

EVALUATION CODE: 4949

**Linda Puntney, MJE, Manhattan, Kan.**

**9 a.m. Saturday, San Jose, 2nd Level (400)**

DESIGN

## True color or off color

No single visual element has more effect on a viewer than color. Color gets attention, sets a mood, sends a message. But what colors are the right ones? Using some basic principles, learn how to use color to enhance rather than detract from your designs.

EVALUATION CODE: 4429

**Mimi Orth, CJE, Herff Jones, Altadena, Calif.**

**9 a.m. Saturday, San Pedro, Lobby Level (108)**

NEWS GATHERING

## How to cover the death of a student or teacher

When tragedy strikes in a close-knit school community, it is a challenge for student journalists to maintain professional standards

and know how to present the facts while remaining sensitive to those in grief. Look to the professional model of how to handle death in print.

EVALUATION CODE: 4858

**Kathleen Neumeyer, Harvard-Westlake School, Studio City, Calif.**

**9 a.m. Saturday, Santa Anita B, Lobby Level (136)**

DESIGN

## Creating coverage that counts

We think our readers want to know about our pretty covers and our cool designs. What they really want to know is "Am I in it?" Take a look at a wide range of coverage ideas to get more people in the yearbook.

EVALUATION CODE: 4912

**Lynn Strause, CJE, East Lansing, Mich.**

**9 a.m. Saturday, Santa Anita C, Lobby Level (163)**

GENERAL AUDIENCE

## The great news debate

What's more important in 2016: Long, well-written stories or powerful, quick reads that deliver relevant information? Let's discuss what readers want and how we can best serve the needs of students living in an Internet age.

EVALUATION CODE: 4942

**Tom Gayda, MJE, North Central High School, Indianapolis**

**9 a.m. Saturday, Santa Barbara A, Lobby Level (120)**

DESIGN

## Photo packaging in the 21st century

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

EVALUATION CODE: 3459

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

**9 a.m. Saturday, Santa Barbara B, Lobby Level (144)**

LEADERSHIP AND TEAM BUILDING

## Survival of the fittest

From missing photos to constant deadlines, organization provides the keys to a product staff. This session will offer tips to help yearbook and newspaper staffs stay organized and on deadline, while advisers maintain their sanity.

EVALUATION CODE: 4687

**Nancy Hastings, MJE, Highland, Ind.**

**9 a.m. Saturday, Santa Barbara C, Lobby Level (120)**

## GENERAL AUDIENCE

### Journalism's deadly sins

We'll share our list of journalism's deadly sins, aka things our students do (or don't do) that drive us crazy. We'll also take suggestions for additions to the list. Come ready to contribute.  
EVALUATION CODE: 4986

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

**9 a.m. Saturday, Santa Monica B, 3rd Level (110)**

## LAW AND ETHICS

### 3 essentials for understanding copyright law

Is your staff violating copyright law? Is your audio, text and design authentic and original? By understanding three areas — fair use, inspiration versus imitation and Creative Commons — you'll learn the basics of copyright law and how to stay out of trouble.  
EVALUATION CODE: 4662

**Megan Fromm, CJE, Colorado Mesa University, Grand Junction, Colo.**

**9 a.m. Saturday, Santa Monica D, 3rd Level (90)**

## LEADERSHIP AND TEAM BUILDING

### Oh, JOY: Preparing a digital portfolio

Are you thinking of applying for the Journalist of the Year contest? This session will go over the basics of applying for this contest, the keys to creating the winning portfolio, and tips and tricks to help you leave a last impression on the judges. Recommended for high school sophomores and juniors.  
EVALUATION CODE: 4889

**Rebecca Pollard, MJE, Heritage High School, Frisco, Texas, and Julia Poe, University of Southern California, Los Angeles**

**9 a.m. Saturday, Wilshire Suite A, 3rd Level (40)**

## MEETING

### Scholastic press association round table (2 hours)

Join the discussion of scholastic press association directors and those involved in scholastic press organizations in their states.

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

**9-10:50 a.m. Saturday, Wilshire Suite B, 3rd Level (20)**

## ADVISING/TEACHING

### When, what, where, why, website

Learn and discuss tips for managing both a traditional print journalism staff and a school news website presence with the size of staff you have now. Learn why going online first will help both your news website and your print publication.

## EVALUATION CODE: 4987

**Michelle Harmon, MJE, Borah High School, Boise, Idaho**

**9 a.m. Saturday, Wilshire Suite C, 3rd Level (20)**

## NEWS LITERACY

### Make sure your stories are all in VAIN

It seems simple, but news consumers expect you, or at least your stories, to be VAIN so they know your reporting is independent and transparent. This session will discuss some basic principles of news literacy and why they are more important than ever.  
EVALUATION CODE: 4406

**Stan Zoller, MJE, Lake Forest (Ill.) College**

**9 a.m. Saturday, Wilshire Suite D, 3rd Level (40)**

## ADVISING/TEACHING

### Cultural life skills from newspaper

Advisers will get advice about answering the question "What " cultural life skills can students learn from reading and engaging with the newspaper?" We will share ideas about student journalism and its relationship to lifelong skills from big picture ideas to specific journalism skills.  
EVALUATION CODE: 4743

**Michael Reeves, James Bowie High School, Austin, Texas**

**9 a.m. Saturday, Wilshire Suite E, 3rd Level (20)**

## ADVISING/TEACHING

### Starting a program in the inner city is magic

This session will focus on helping new advisers start or restart a newspaper at an inner-city school. We will explore where to go for help and resources available to get you started.  
EVALUATION CODE: 4851

**Lacey Hatfield, Public Service Community School, Los Angeles**

**9 a.m. Saturday, Wilshire Suite F, 3rd Level (20)**

## GENERAL AUDIENCE

### The student press Panic Button

... Where to find it; when to push it; what will happen when pushed. Upset readers? Angry administrators? When the unexpected happens, the JEA Scholastic Press Rights Committee has your back. Learn about resources (including a real live Panic Button) to guide you through tricky dilemmas.  
EVALUATION CODE: 4909

**Kathy Schrier, MJE, Washington JEA, Seattle, and Lori Keekley, MJE, St. Louis Park (Minn.) High School**

**9 a.m. Saturday, Wilshire Suite G, 3rd Level (60)**

# 10 A.M.

## DESIGN

### I should have caught that

If you're an editor who's working toward competitive excellence, this session's guidelines and checklists will remind you of some of the small details that help the great books rise above the excellent ones. A lot of examples of great books and solid solutions will help you avoid that moment when your book is printed and in your hands and you realize that crucial info is missing from your title page or that your indexing plan was less than perfect.  
EVALUATION CODE: 4552

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

**10 a.m. Saturday, Avalon, 3rd Level (400)**

## PHOTOJOURNALISM

### What good photographers know

It's not always the BIG moment that creates the best picture. Quiet moments help tell the story of life as a student. Through examples and tips, learn to get the picture that best tells each story.  
EVALUATION CODE: 4903

**Susan Massy, Shawnee Mission Northwest High School, Shawnee, Kan.; Dow Tate, Shawnee Mission East High School, Prairie Village, Kan.; and Becky Tate, CJE, Shawnee Mission North High School, Overland Park, Kan.**

**10 a.m. Saturday, Beaudry A, Lobby Level (180)**

## GENERAL AUDIENCE

### Game changers: Women in sports journalism

Helene Elliott, Jill Painter Lopez and 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.  
EVALUATION CODE: 4855

**Moderator: Gary Metzker, California State University, Long Beach, Calif.**

**Panelists: Lisa Nehus Saxon, Palisades Charter High School, Pacific Palisades, Calif.; Helene Elliott, Los Angeles Times, and Jill Painter Lopez, Fox Sports West, Los Angeles**

**10 a.m. Saturday, Beaudry B, Lobby Level (220)**

## ADVISING/TEACHING

### Effectively coordinate your yearbook photography process

This session is for new yearbook advisers to learn how to organize photographers. Basics in teaching photojournalism skills, camera checkout, creating weekly photo assignments, grading, cataloging photos for easy access and tips on how to purchase a variety of cameras will be covered.

# 10 A.M. SATURDAY

EVALUATION CODE: 4368

**Joy Lessard, Ellensburg, Wash.**

**10 a.m. Saturday, Los Cerritos, Lobby Level (68)**

WEB

## Rethinking journalism: Digital-only publications

Trying to use print publication cycles and timelines in a digital environment doesn't always work. The editors and adviser of the Oracle will share how they rethought their systems, crafted a new publication cycle and created an award-winning digital news site.

EVALUATION CODE: 5009

**Kristin Taylor, Syd Stone and Sarah Wagner, The Archer School for Girls, Los Angeles**

**10 a.m. Saturday, Los Feliz, Lobby Level (68)**

NEWS GATHERING

## Cover sports like a pro

Dynamic and consistent sports content is a great way to attract traffic to your publication's website. See how you can incorporate a beat system, as well as features, game stories, social media, apps, digital storytelling techniques, and more, to cover sports like a pro.

EVALUATION CODE: 4965

**Bill Rawson, Pascack Valley High School, Hillsdale, N.J.**

**10 a.m. Saturday, Palos Verdes, Lobby Level (122)**

DESIGN

## Behind the scenes at Variety

The influences, ideas, decisions and the arguments that go making Variety magazine every week ... and what it's like to hang out with people like Jennifer Lawrence.

EVALUATION CODE: 4854

**Chris Mihal, Variety, Los Angeles**

**10 a.m. Saturday, Sacramento, 2nd Level (600)**

NEWS GATHERING

## Credibility and the news website

Presentation discusses the use of collaborative teamwork, multiple source reporting and social media in the newsroom to provide quality, accuracy and speed when posting to student news websites.

EVALUATION CODE: 4914

**Mark Storer, Camarillo (Calif.) High School**

**10 a.m. Saturday, San Bernardino, Lobby Level (108)**

ENTREPRENEURSHIP

## Making money with photography

An adviser and staff members will discuss the techniques and tactics that go into making money with photography. The Talon News has raised more than \$10,000 from photo sales over the past four years through its successful Go Photo program. Learn how to implement this at

your school.

EVALUATION CODE: 5007

**Stacy Short, Annabel Thorpe and Caleb Miles, Argyle (Texas) High School**

**10 a.m. Saturday, San Fernando, Lobby Level (120)**

WRITING

## Theme fit

Find a theme that fits your school and covers the year in a way that's unique and all your own. We'll explore why and how theme development and copy are so important to telling that story and ways to find the voice that carries it through.

EVALUATION CODE: 4715

**Tamra McCarthy, CJE, James Enochs High School, Modesto, Calif.**

**10 a.m. Saturday, San Gabriel A, Lobby Level (128)**

FEATURED SPEAKER, GENERAL AUDIENCE

## Life after journalism

Two award-winning journalists have moved on from newspaper journalism, finding fulfilling careers in jobs where their journalism skills are crucial to their success. Jesse Katz works as an editor in a law firm, and Robert Lopez is a communications director.

EVALUATION CODE: 4920

**Robert J. Lopez, California State University, Los Angeles, and Jesse Katz, O'Melveny & Myers LLP, Los Angeles**

**10 a.m. Saturday, San Gabriel C, Lobby Level (128)**

FEATURED SPEAKER, GENERAL AUDIENCE

## Editorial cartoons reborn in digital media

David Horsey, the Los Angeles Times' Pulitzer Prize-winning cartoonist and columnist, puts on a show of his cartoons that demonstrates how old-fashioned political cartoons are getting a reboot in the new world of online journalism.

EVALUATION CODE: 5002

**David Horsey, Los Angeles Times**

**10 a.m. Saturday, San Jose, 2nd Level (400)**

DESIGN

## Top advisers discuss yearbook trends

Join a panel of honorees in JEA's 2015 National Yearbook Adviser of the Year competition for a far-reaching discussion and Q&A session.

EVALUATION CODE: 4309

**Moderator: Margaret Sorrows, CJE, Alexander, Ark.**

**Panelists: Renee Burke, MJE, Boone High School, Orlando, Fla.; Mike Simons, MJE, Corning-Painted Post High School, Corning, N.Y.; and Erinn Harris, MJE, Thomas Jefferson High School for Science and Technology, Alexandria, Va.**

**10 a.m. Saturday, San Pedro, Lobby Level (108)**

GENERAL AUDIENCE

## 5 fast fixes with Photoshop and InDesign

Learn five things you can do with Adobe Photoshop and five with Adobe InDesign to help become your staff's software guru. These simple tips can help increase your productivity and creativity.

EVALUATION CODE: 4958

**Brian Martinez, CJE, Jostens, Austin, Texas, and Jason Kaiser, CJE, Jostens, Minneapolis**

**10 a.m. Saturday, Santa Anita A, Lobby Level (128)**

LEADERSHIP AND TEAM BUILDING

## Staff motivation: Work hard; play hard

Kick-start your yearbook program right. Get your students to be vested in being a part of a highly productive, fun and motivated team.

EVALUATION CODE: 4979

**Jill Chittum, MJE, Walsworth Yearbooks, Bella Vista, Ark., and Jim Straub, Walsworth Yearbooks, Galesburg, Ill.**

**10 a.m. Saturday, Santa Anita B, Lobby Level (136)**

PHOTOJOURNALISM

## Sports photographers: Stand here

Location is critical, especially in sports photography. Come learn the best spots to get the best shots at the field, on the court or near the course. We will look at professional and award-winning photos as a guide to find your "green zone."

EVALUATION CODE: 4969

**Jed Palmer, CJE, Sierra Middle School, Parker, Colo.**

**10 a.m. Saturday, Santa Anita C, Lobby Level (163)**

GENERAL AUDIENCE

## Reporting mobs: Covering an event from all angles

This session will take a look at how one school covered the homecoming football game with 70 student journalists and followed that up with an all-out winter sports attack. Find out how the planning took place, what happened the night of the coverage and what the end result was.

EVALUATION CODE: 3023

**Tom Gayda, MJE, North Central High School, Indianapolis**

**10 a.m. Saturday, Santa Barbara A, Lobby Level (120)**

WRITING

## The writing lab

Think of this presentation as a "greatest hits" of three writing presentations. Style Imitation will help you practice the craft of writing through imitation and repetition. The 12-Step Program



## 10 A.M. SATURDAY

is all about reporting. Rehabilitate your writing process by coming to the realization that yearbook and newspaper writing is about reporting first and writing second. Piece of Pie will give beginning writers a formula to create professional feature copy. A lot of handouts. EVALUATION CODE: 2628

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

**10 a.m. Saturday, Santa Barbara B, Lobby Level (144)**

### MULTIMEDIA BROADCAST

#### How to light for video interviews

In this session, you'll see a live demonstration of different methods a broadcast journalist uses when lighting interview subjects. One lucky audience member's face will be projected on the screen as the speaker uses everything from a bounce disc to a light kit to show you different lighting techniques that you can incorporate into your productions. He will discuss gels and diffusion and offer other tips. EVALUATION CODE: 5091

**Gil Garcia, Austin (Texas) High School**

**10 a.m. Saturday, Santa Monica A, Lobby Level (90)**

### WRITING

#### How to light for video interviews

The nuts 'n' bolts of doing the staff editorial for your newspaper are reviewed in this step-by-step presentation. Selecting topics, working with editorial boards and researching to analyzing the form and techniques of writing a clear, strong staff editorial will be discussed. EVALUATION CODE: 2458

**Ron Bonadonna, CJE, Mays Landing, N.J.**

**10 a.m. Saturday, Santa Monica B, 3rd Level (110)**

### LEADERSHIP AND TEAM BUILDING

#### May the Force be with you

Empower your staff! Staffs that share responsibility produce better yearbooks and happier people. We will discuss proven ways to delegate, develop confidence and teach others how to lead.

EVALUATION CODE: 3038

**Heather Nagel, CJE, Christ Presbyterian Academy, Nashville, Tenn.**

**10 a.m. Saturday, Santa Barbara C, Lobby Level (120)**

### LAW AND ETHICS

#### The free speech generation gap

Millennials say they are more progressive than other generations, but a recent Pew survey revealed that 40 percent of people 18 to 34 believe that offensive speech about minorities should be punishable. This session explores the First Amendment implications of such changes in public opinion.

EVALUATION CODE: 4906

**Jonathan Peters, University of Kansas, Lawrence, Kan.**

**10 a.m. Saturday, Santa Monica D, 3rd Level (90)**

### ADVISING/TEACHING

#### Use broadcast scriptwriting to teach anything

This will be a hands-on workshop for students and teachers alike. Using the principles of two-column scriptwriting, we'll explore how we've successfully used broadcast research and writing as the basis for instruction in not just broadcasting but in language, science, public speaking and other classes. Bring your laptop to get the full experience.

EVALUATION CODE: 4644



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# 10 A.M. SATURDAY

**Karen Davis, Miami (Fla.) Country Day School**  
**10 a.m. Saturday, Wilshire Suite A, 3rd Level (40)**

## LAW AND ETHICS

### California free press law

California was the first state to protect student press freedom for public school students and is the only state to protect students at private schools. Learn how the Education Code applies to your student media and how you can take advantage of your rights.

EVALUATION CODE: 4944

**Mark Goodman, Kent (Ohio) State University**  
**10 a.m. Saturday, Wilshire Suite C, 3rd Level (20)**

## ADVISING/TEACHING

### Presentation of Master Journalism Educator projects

The presenters will be teachers who recently earned JEA's Master Journalism Educator status and thus joined the ranks of an elite group of teachers. The new MJE's will present their MJE projects, followed by a Q&A time. Projects include "NISPA Yearbook Critique Rubric Revision," "Production Journalism Portfolio and Performance Review," "A High School Journalist's Guide to Interviewing," "JEA Journalist of the Year Digital Portfolio Tutorials" and "Journalist2Go: The Evolution of a Journalism Classroom."

EVALUATION CODE: 3897

**Moderator: Joe Mirando, MJE, Southeastern Louisiana University, Hammond, La.**

**Presenters: Brenda Field, MJE, Glenbrook South High School, Glenview, Ill.; Anne Hayman, MJE, Arlington (Wash.) High School; Doreen Picozzi, MJE, Lincoln (R.I.) High School; Rebecca Pollard, MJE, Heritage High School, Frisco, Texas; and Margie Raper, MJE, Wakeland High School, Frisco, Texas**

**10 a.m. Saturday, Wilshire Suite D, 3rd Level (40)**

## NEWS LITERACY

### Blackfish, Murrow, Time Warner ... oh my!

Media literacy is necessary in the classroom. Journalism classes tend to focus heavily on writing. That's all good, but a solid six-week lesson/curriculum plan on media literacy can help your group understand the bias, history and genres of mass media.

EVALUATION CODE: 4258

**Annette Deming, CJE, Don Antonio Lugo High School, Chino, Calif.**

**10 a.m. Saturday, Wilshire Suite E, 3rd Level (20)**

## ADVISING/TEACHING

### Help for new advisers

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

EVALUATION CODE: 4180

**Mentors: Linda Barrington, MJE, Mount Mary University, Milwaukee, and Bill Flechtner, MJE, Milwaukie, Ore.**

**Mentees: Erika Quick, Cody (Wyo.) High School; Jennifer Young, Roosevelt High School, Honolulu, Hawaii; Leslie Cheret, Rigby (Idaho) High School; Kate Morgan, Mountain Ridge High School, Highlands Ranch, Colo., and Erin Amrein, Newton (Kan.) High School**

**10 a.m. Saturday, Wilshire Suite F, 3rd Level (20)**

## NEWS GATHERING

### Learning from our dirty laundry

Learn how one staff uses failure as a learning tool. A former editor-in-chief and adviser will show how the staff improved during the year by learning from every painful, yet useful, mistake.

EVALUATION CODE: 5037

**Lori Keekley, MJE, St. Louis Park (Minn.) High School, and Peter Johnson, Occidental College, Los Angeles**

**10 a.m. Saturday, Wilshire Suite G, 3rd Level (60)**

## 11 A.M.

## WRITING

### Finding your voice

Learn powerful strategies for developing a strong visual and verbal voice so your yearbook content will sing for the readers. From thorough analysis and planning your stories to making sure you don't "lower the bar" once the work begins, there's plenty you can do to create an amazing volume.

EVALUATION CODE: 2208

**Paul Ender, Herff Jones, Palm Springs, Calif., and Tamra McCarthy, CJE, James Enochs High School, Modesto, Calif.**

**11 a.m. Saturday, Avalon, 3rd Level (400)**

## DESIGN

### Show your true colors

Color is a powerful communication and branding tool. The response to color is often emotional. Learn how to effectively employ color in your print and digital media in this session presented by Jostens educational team in collaboration with the experts at the Pantone Color Institute.

EVALUATION CODE: 5005

**Jeff Moffitt, MJE, and Gary Lundgren, Jostens, Minneapolis; John Cutsinger, CJE, Jostens,**

**Ocoee, Fla.; and Margaret Sorrows, CJE, Alexander, Ark.**

**11 a.m. Saturday, Beaudry A, Lobby Level (180)**

## DESIGN

### Design smarter, not harder

Good design isn't about smothering your spreads with graphics or knowing every complicated design trick. Good design is smart design. Become an intelligent designer and learn how creative thinking, clever design decisions and unique approaches to layout can help you create advanced designs that wow!

EVALUATION CODE: 4753

**Sabrina Schmitz, CJE, Walsworth Yearbooks, Tampa, Fla.**

**11 a.m. Saturday, Los Cerritos, Lobby Level (68)**

## GENERAL AUDIENCE

### Covering creativity: Arts and culture journalism

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.

EVALUATION CODE: 4913

**Melody Soto, KCET, Burbank, Calif., and Carribean Fragoza, KCET, Burbank, Calif.**

**11 a.m. Saturday, Beaudry B, Lobby Level (220)**

## LEADERSHIP AND TEAM BUILDING

### Hello, Trello!

Trouble with staff member communication, managing workflow and accountability? Say hello to Trello and learn why this free, flexible and visual collaboration tool is perfect for publication staffs. Hear from the editor and adviser of Haltom High School's Buffalo yearbook, and see how our simplified system helped improve communication, increase accountability and empower editors to manage our publication independently.

EVALUATION CODE: 5090

**Emily Pyeatt Arnold, CJE, and Danielle Robinson, Haltom High School, Haltom City, Texas**

**11 a.m. Saturday, Los Feliz, Lobby Level (68)**

## LEADERSHIP AND TEAM BUILDING

### It belongs to the students

Come learn about the importance of staff relations and production management. Gain some strategies and tips and tricks to help balance the vision of the leaders and the happiness of the staff.

EVALUATION CODE: 4931

**Rebecca Chai and Maxwell Zhu, Walnut (Calif.) High School**

**11 a.m. Saturday, Palos Verdes, Lobby Level (122)**

FEATURED SPEAKER, WRITING

## The power of storytelling

*Once upon a time ... something happened ... what happened? ... and what happened next?* Those are the questions that drive narrative and lure readers. On almost any subject, you could offer an angry argument, an investigative denunciation or a grand sweeping geopolitical chronicle, but the most effective way to make your point, and reach readers, is by telling a story. A Pulitzer Prize-winning former national correspondent will talk about narrative writing and literary journalism.

EVALUATION CODE: 5031

**Barry Siegel, University of California, Irvine, Calif.**

**11 a.m. Saturday, Sacramento, 2nd Level (600)**

WRITING 

## Ready ... set ... lede!

Got a good story? Make sure it gets off to a good start. An effective "lede" is essential in bringing your audience into the story. This session will examine the lede-writing fundamentals.

EVALUATION CODE: 3753

**Stan Zoller, MJE, Lake Forest (Ill.) College**

**11 a.m. Saturday, San Bernardino, Lobby Level (108)**

NEWS GATHERING

## TV media and sports

This session will focus on newsgathering of live sporting events and evolution of the medium through the explosion of social media platforms.

EVALUATION CODE: 4881

**Mario Solis, NBC4 Sports, Universal City, Calif.**

**11 a.m. Saturday, San Fernando, Lobby Level (120)**

PHOTOJOURNALISM

## Hot topics in photography

Come join in as we explore a variety of current topics in photography from gear and resources to trends in portraiture and lighting with examples from pros and scholastic journalism alike. Bring questions for this open discussion.

EVALUATION CODE: 4756

**Mike Simons, MJE, Corning-Painted Post High School, Corning, N.Y., and Jed Palmer, CJE, Sierra Middle School, Parker, Colo.**

**11 a.m. Saturday, San Francisco, 2nd Level (767)**

MULTIMEDIA BROADCAST

## Humans of your school: The video

The staff and adviser of Pacemaker-winning Mustang Morning News will discuss how you can produce a video version of "The Humans of New York." We'll show examples and discuss the production process, including story and

technical elements, and tips for producing creative, high quality interviews.

EVALUATION CODE: 4896

**Michael Hernandez, Mira Costa High School, Manhattan Beach, Calif.**

**11 a.m. Saturday, San Gabriel A, Lobby Level (128)**

ENTREPRENEURSHIP

## Cover more, sell more, be more

Join us for strategies to boost audience engagement, sales and readership as we look at professional and scholastic examples and how these concepts fit together. Keeping your publications relevant makes all the difference in who reads them, buys them and wants to help produce them.

EVALUATION CODE: 4871

**Sarah Nichols, MJE, Whitney High School, Rocklin, Calif.**

**11 a.m. Saturday, San Gabriel B, Lobby Level (159)**

PHOTOJOURNALISM

## Tell the story through environmental portraits

If a picture is worth a thousand words, an effective environmental portrait is worth a short story. This session will offer tips and techniques for capturing your subject in the best light using the best poses.

EVALUATION CODE: 4998

**Kathy Daly, KDaly Photography, Denver**

**11 a.m. Saturday, San Gabriel C, Lobby Level (128)**

NEWS GATHERING

## Covering controversy

How should journalists approach controversial topics? Learn how to decide whether topics are newsworthy and how to approach information gathering, including selecting the correct sources. While the First Amendment will be addressed, more attention will be given as to how to create unbiased news stories and how to self-edit/spot check your stories for accuracy and balance. Come prepared to interact.

EVALUATION CODE: 5092

**Michele Dunaway, MJE, Francis Howell High School, St. Charles, Mo.**

**11 a.m. Saturday, San Jose, 2nd Level (400)**

NEWS GATHERING

## 'Let's Investigate the school'

How many people get suspended in your district every year for weapons or fighting? Are the school buses safe to ride? Public records hold the answer, and you're entitled to see them. We'll help you figure out how.

EVALUATION CODE: 5049

**Frank LoMonte, Student Press Law Center, Washington, D.C.**

**11 a.m. Saturday, San Pedro, Lobby Level (108)**

ENTREPRENEURSHIP

## Branding in a snap

Want to make a name for your media program? Learn how to use Illustrator to create graphics that will make your publication stand out, from custom Snapchat filters to custom logos.

EVALUATION CODE: 4878

**Jill Burns, MJE, Walsworth Yearbooks, Germantown, Md., and Isabel Hanewicz, Robinson High School, Tampa, Fla.**

**11 a.m. Saturday, Santa Anita A, Lobby Level (128)**

LEADERSHIP AND TEAM BUILDING

## Taste the rainbow: True colors

Are you an orange? A green? A blue-gold? Your staff is made up of a variety of different personality types and understanding each person's strengths, weaknesses and learning styles can drastically increase productivity, harmony and unity. Come taste the rainbow and learn your true colors.

EVALUATION CODE: 4787

**Jess Young, MJE, Orange Glen High School, Escondido, Calif.**

**11 a.m. Saturday, Santa Anita B, Lobby Level (136)**

NEWS GATHERING

## Stalking the feature story, HONY style

This session details how students can use "Humans of New York" as an inspiration and model for generating feature stories. Learn why feature writing requires a unique approach and fearless attitude, and go from impersonal to personal in the span of a single question.

EVALUATION CODE: 4661

**Megan Fromm, CJE, Colorado Mesa University, Grand Junction, Colo.**

**11 a.m. Saturday, Santa Anita C, Lobby Level (163)**

WRITING 

## The art and craft of headline writing

Headline writing should be more than just a "title" or last-minute addition to your publication. Session includes hands-on practice on how to write accurate, tone-appropriate headlines. Lesson materials will be shared.

EVALUATION CODE: 4853

**Julie Kuo, CJE, Lexington (Mass.) High School**

**11 a.m. Saturday, Santa Barbara A, Lobby Level (120)**

GENERAL AUDIENCE

## Yearbook: Opening matters

This session will deal exclusively with the all-important opening section of your yearbook. First impressions are important, both visually and verbally. You will leave this session with several tangible tools that will help you write contemporary opening copy and produce an



# 11 A.M. SATURDAY

eye-opening — ahem! — opening section.

EVALUATION CODE: 4798

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

**11 a.m. Saturday, Santa Barbara B, Lobby Level (144)**

PHOTOJOURNALISM 

## f/8 and be there

This is a beginner's course in photography, explaining the three things photographers can control (f/stop, ISO and shutter speed) and the three major settings they use to control them (manual, aperture priority and shutter priority).

EVALUATION CODE: 4840

**Kyle Carter, Richland R-1 School, Essex, Mo.**

**11 a.m. Saturday, Santa Barbara C, Lobby Level (120)**

NEWS GATHERING

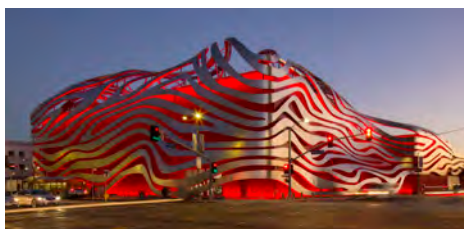
## How to interview and profile celebrities

Get tips on how to interview and profile the top actors, writers, directors and producers on television and how you can use those tips to interview those who are celebrities on your campus.

EVALUATION CODE: 4907

**Kathleen Neumeyer, Harvard-Westlake School, Studio City, Calif.**

**11 a.m. Saturday, Santa Monica A, 3rd Level (110)**



**Petersen Automotive Museum**

ENTREPRENEURSHIP

## Marketing an iconic car museum after a major redesign

Hear how this iconic 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 six months after reopening, learn how the Petersen Automotive Museum is measuring its marketing success.

EVALUATION CODE: 5013

**Moderator: Kim McCarthy, CJE, Mother of Divine Grace School, Ojai, Calif.**

**Panelists: AJ Gordon and Leslie Kendall, Petersen Automotive Museum, Los Angeles**

**11 a.m. Saturday, Santa Monica B, 3rd Level (110)**

WEB

## Beyond text and photos: Making dynamic digital stories

Ever wonder how the New York Times gets moving photos on their digital feature stories? This session will provide examples of the best digital journalism that goes beyond words and photos to tell stories through .gifs, podcasts and other multimedia elements. It also will give tips on creating .gifs, immersive images and setting up a podcasting studio.

EVALUATION CODE: 5088

**Jonathan Rogers, Iowa City (Iowa) High School**

**11 a.m. Saturday, Santa Monica D, 3rd Level (90)**

MEETING

## California adviser meet-up

Come and meet with your fellow California advisers and JEA members for an informal discussion of common issues, concerns and statewide initiatives.

**Beatrice Motamedi, CJE, Global Student Square, Oakland, Calif.**

**11 a.m. Saturday, Wilshire Suite A, 3rd Level (40)**

MEETING

## JEA Awards Committee meeting

Committee members will meet to discuss award procedures.

**Casey Nichols, CJE, Rocklin (Calif.) High School**

**11 a.m. Saturday, Wilshire Suite B, 3rd Level (20)**

LAW AND ETHICS

## Designating your publication as a public forum

Courts say the forum status of student publications makes all the difference in your press rights. Learn how to determine whether your publication qualifies — you may be surprised at the answer — and how to work toward a public forum policy that matters.

Evaluation code: 4675

**Mark Goodman, Kent (Ohio) State University**

**11 a.m. Saturday, Wilshire Suite C, 3rd Level (20)**

ADVISING/TEACHING

## Scripts, rules and rubrics

Student journalists have to learn so much so fast in order to produce quality, ethical content. Brain science tells us that scripts, rules and rubrics can prevent mistakes that get in the way. An adviser with 12 years of mistakes under her belt will help you not to repeat them.

EVALUATION CODE: 5072

**Kelly Wilkerson, Davis (Calif.) Senior High School**

**11 a.m. Saturday, Wilshire Suite D, 3rd Level (40)**

ADVISING/TEACHING

## Things I learned my first year teaching broadcast

Nothing makes you feel like a first-year teacher like taking on a prep like Broadcast Journalism 1 even after 16 years' advising. Here are 10 things I've learned about teaching broadcast and how I overcame the challenges.

EVALUATION CODE: 4996

**Sandra Coyer, MJE, Puyallup High School, Puyallup, Wash.**

**11 a.m. Saturday, Wilshire Suite E, 3rd Level (20)**

ADVISING/TEACHING

## Teaching journalism and civics

A year ago, more than 900 journalism students participated in a study about journalism and civics. In this session we'll go over the results of the study and concentrate on the standards-aligned lesson plans on opinion writing developed from the research.

EVALUATION CODE: 4605

**Jim McCrossen, Blue Valley Northwest High School, Overland Park, Kan.**

**11 a.m. Saturday, Wilshire Suite F, 3rd Level (20)**

ENTREPRENEURSHIP

## Yearbook sales: Corner the market

Think outside the box to drive your yearbook sales. Discover some creative strategies for marketing your book. We also encourage you to bring ideas of your own.

EVALUATION CODE: 4908

**Rebecca Pollard, MJE, Heritage High School, Frisco, Texas, and Brian Martinez, CJE, Jostens, Austin, Texas**

**11 a.m. Saturday, Wilshire Suite G, 3rd Level (60)**

# NOON

FEATURED SPEAKER, NEWS GATHERING

## True tales of TV news

Sometimes the best stuff of the story never makes it on the air. You'll get 38 years of TV news coverage ... in a LOT less time. Hear favorite stories and strange encounters, and a bit of why covering celebrities can be beyond dull or a disaster.

EVALUATION CODE: 4880

**Les Rose, CBS News, Los Angeles Bureau, Studio City, Calif.**

**Noon Saturday, Avalon, 3rd Level (400)**

GENERAL AUDIENCE

## God and the newsroom

Can you be a serious journalist and devout in your religion? At secular high schools or colleges, you wonder how to fit in without

*Continued on Page 63*

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giving in. At Christian, Catholic, Jewish or other faith-based schools, the challenges are different: You may get weird looks at conventions and questions about whether you're a "real" journalist. Join us for a conversation, not a presentation.

EVALUATION CODE: 5096

**Paul Glader, The King's College, New York**

**Noon Saturday, Beaudry A, Lobby Level (180)**

PHOTOJOURNALISM 

## Photography: Working with what you have

Not everyone can afford an expensive SLR and studio lighting. We will focus on understanding light and tricks to get the best photos with your phone, point-and-shoot camera or SLR. This is for beginner photographers.

EVALUATION CODE: 4972

**Elana Sacino, Walsworth Yearbooks, Escondido, Calif.**

**Noon Saturday, Beaudry B, Lobby Level (220)**

ADVISER EVENT

## Adviser award luncheon

JEA will present awards at this special event. New and renewing Certified Journalism Educators and Master Journalism Educators will be recognized. Speakers will include Renee Burke, Yearbook Adviser of the Year, and Michelle Turner, Broadcast Adviser of the Year. Preregistration was required. Please bring your ticket. Herff Jones has underwritten this event.

**Noon Saturday, Hollywood Ballroom, 3rd Level (400)**

WEB

## Online workflow

Join adviser and editors to discuss strategies on organizing a digital newspaper platform. Take the guesswork out of workflow. Includes tips to organize articles and integrate both online media and social media.

EVALUATION CODE: 5058

**Greg Stobbe, Rees Roggenstein, Chloe Mueller and Joshua Carter, Fresno (Calif.) Christian High School**

**Noon Saturday, Los Cerritos, Lobby Level (68)**

WRITING

## Thrill them with theme copy

Your readers deserve the details that make your school and year unique. Learn how to avoid the generic pitfalls of theme writing, and craft compelling opening copy that will hook readers from the first spread.

EVALUATION CODE: 4145

**Emily Pyeatt Arnold, CJE, Haltom High School, Haltom City, Texas**

**Noon Saturday, Los Feliz, Lobby Level (68)**

MULTIMEDIA BROADCAST

## Sports live streaming and play-by-play commentary

The presenters will provide information on how to easily produce live broadcasts for high school sporting events over the Internet. In addition, they will discuss the art of play-by-play announcing using personal methods and experiences. The presenters also will include tips and tricks from professional sportscasters during the presentation.

EVALUATION CODE: 5094

**Josh Schaefer, Matt Boerner and Brian Lamborn-Herzberg, El Camino Real High School, Woodland Hills, Calif.**

**Noon Saturday, Palos Verdes, Lobby Level (122)**

WRITING

## Humor writing for print and broadcast media

We want to talk about newspaper writing, comic strip and editorial cartoon writing and about our experiences writing in television and film.

EVALUATION CODE: 4891

**Lalo Alcaraz, La Cucaracha, Whittier, Calif., and Gustavo Arellano, OC Weekly, Santa Ana, Calif.**

**Noon Saturday, San Diego, 2nd Level (700)**

ENTREPRENEURSHIP

## Engage and connect with social media

Twitter, Instagram, YouTube, Snapchat, Facebook and more: Use social media to build momentum for the great content you're already producing for your school's journalistic enterprises. Presenters will share tips and techniques to help you tell powerful stories, drive traffic and manage meaningful conversations.

EVALUATION CODE: 5001

**Suzette Heiman, Missouri School of Journalism, Columbia, Mo.**

**Noon Saturday, San Fernando, Lobby Level (120)**

MULTIMEDIA BROADCAST

## Video techniques from start to finish

The session will discuss the different types of documentaries, how to prepare for production, production techniques, post-production editing, and interview tips and tricks. We will discuss interview techniques and how to target specific audiences.

EVALUATION CODE: 5010

**Annabel Thorpe, Argyle (Texas) High School**

**Noon Saturday, San Gabriel A, Lobby Level (128)**

DESIGN

## Take your theme beyond the basics

Sure, theme shows up on your cover and

theme pages, but can you take it further? Of course, you can. This session will show trends in theme development that hit more than just your opening, dividers and closing spreads. Examples will be shared.

EVALUATION CODE: 4982

**Jill Burns, MJE, Walsworth Yearbooks, Germantown, Md., and Tanner Huffman, Walsworth Yearbooks, Little Rock, Ark.**

**Noon Saturday, San Gabriel B, Lobby Level (159)**

LEADERSHIP AND TEAM BUILDING

## Plays well with others

Whether working with the surly veteran, know-it-all editor, protective reporter or overzealous publisher, knowing how to collaborate in the 21st century is vital to sustaining, maintaining and succeeding in the media marketplace. Join us in learning how to build a harmonious communications environment.

EVALUATION CODE: 4892

**Michael Malcom-Bjorklund, River City Science Academy Innovation, Jacksonville, Fla.**

**Noon Saturday, San Gabriel C, Lobby Level (128)**

PHOTOJOURNALISM

## Photojournalism nuts and bolts

An adviser and photo editor share workflow and essential tips of their photojournalism team. Learn to choose the right gear, schedule your time, process, edit and publish efficiently. Know how to maximize your time as photojournalists.

EVALUATION CODE: 5062

**Kori Friesen and Kylie Bell, Fresno (Calif.) Christian School**

**Noon Saturday, Santa Anita C, Lobby Level (163)**

PHOTOGRAPHY

## Picture speaks 1,000 words

Wonder how professional photographers take those amazing photos for magazines and newspapers? Wonder how you can do the same for your yearbook and school publication? Learn all the little things you can do that will make a big difference and how to prepare to take great pictures that will help tell your stories.

EVALUATION CODE: 2651

**Edmond Kwong, Homestead High School, Cupertino, Calif.**

**Noon Saturday, Santa Monica B, 3rd Level (110)**

NEWS GATHERING

## Stories that matter

Learn how student journalists research, report and write stories that "monitor power" and "give voice to the voiceless" – the two highest aims of journalism. You'll leave with concrete ideas for stories to pursue on your campus.

EVALUATION CODE: 5071

# NOON SATURDAY

**Grace Richey, Scripps College, Claremont, Calif., and Kellen Browning, Davis (Calif.) High School**  
**Noon Saturday, Santa Monica D, 3rd Level (90)**

WEB, LAW AND ETHICS

## Online and legal: What should we know?

True, much Web stuffs should know about law and ethics is the same as it is with any student media. But online publications have a few more pitfalls and a few different concerns than their print brothers and sisters. Learn what should concern you when you're on the Web.

EVALUATION CODE: 5083

**Candace Perkins Bowen, MJE, and John Bowen, MJE, Kent (Ohio) State University**  
**Noon Saturday, Wilshire Suite A, 3rd Level (40)**

LEADERSHIP AND TEAM BUILDING

## Assuring voices are heard

This session is a case study describing current efforts in how student-based leadership is promoting news literacy by developing student publications.

EVALUATION CODE: 5069

**Eliza Lafferty, The Bishop's School, La Jolla, Calif.**  
**Noon Saturday, Wilshire Suite D, 3rd Level (40)**

ADVISING/TEACHING

## Now what? After the final deadline

Unclear what to do with your yearbook staff after your final deadline? The plan is all here! Let us help you with project ideas, assessment strategies, leadership training and more.

EVALUATION CODE: 5000

**Brynda Everman, CJE, Balfour Yearbooks, Azusa, Calif., and Jen Bladen, MJE, Tulsa, Okla.**  
**Noon Saturday, Wilshire Suite E, 3rd Level (20)**

GENERAL AUDIENCE

## How to prevent World War II

How do you ensure your print and online newspaper publications function together smoothly? We'll cover how to involve your staff in aspects of both publications and how to make them work together as one.

EVALUATION CODE: 4991

**Tommy Sherk, Michael Kraske and Joe McLiney, Shawnee Mission East High School, Prairie Village, Kan.**  
**Noon Saturday, Wilshire Suite G, 3rd Level (60)**

## 1 P.M.

PHOTOJOURNALISM

## Phone photography

Learn about how to take better pictures with your phone and what apps can help make pictures dazzling.

EVALUATION CODE: 4915

**Cassandra Workman, CJE, Centennial High School, Las Vegas**  
**1 p.m. Saturday, Beaudry A, Lobby Level (180)**

GENERAL AUDIENCE

## Transgender 101

After a largely hidden history, transgender people are increasingly part of the national discussion. Myths still prevail, however, especially in the media – even among allies and those with good intentions. This session, featuring an open and anonymous Q&A, hopes to try and end that.

EVALUATION CODE: 5045

**Bethany Grace Howe, University of Oregon, Eugene, Ore.**  
**1 p.m. Saturday, Beaudry B, Lobby Level (220)**

EDITING 

## AP style from A to Z

Give your publication a professional feel by using AP style. Session includes hands-on practice on how to apply the bible of journalism to your publication and creating an internal stylebook. Materials will be shared.

EVALUATION CODE: 4852

**Julie Kuo, CJE, Lexington (Mass.) High School**  
**1 p.m. Saturday, Los Cerritos, Lobby Level (68)**

NEWS GATHERING

## Journalists, PR people help each other

The best way to get information from public relations people? Build a respectful relationship with them. This session shows you the steps in developing and maintaining open, effective channels.

EVALUATION CODE: 4876

**Barbara DeSanto, Kansas State University, Manhattan, Kan.**  
**1 p.m. Saturday, Los Feliz, Lobby Level (68)**

NEWS GATHERING 

## You mean I have to talk to people?

This session will emphasize the importance of the face-to-face interview to capture more than just quotes. There is no replacement for being there and observing the sights, sounds, feeling and tone of an event and/or an interview.

EVALUATION CODE: 4943

**Susan Gillam, CJE, Walsworth Yearbooks, Wynnewood, Pa., and Sarah Messmann, Walsworth Yearbooks, Bellevue, Ohio**  
**1 p.m. Saturday, Palos Verdes, Lobby Level (122)**

NEWS GATHERING

## Storytelling in and with social media

Explore how reported.ly and other social media reporting ventures use social media for more than tweeting stories, and instead are building community and finding the stories within social networks. Learn to start using social media for

reporting and verify what you find.

EVALUATION CODE: 4894

**Kim Bui, reported.ly, Los Angeles**  
**1 p.m. Saturday, San Bernardino, Lobby Level (108)**

MULTIMEDIA BROADCAST

## Producing a successful documentary

This workshop will cover the basics of this demanding and underpaid art form, from the personal to the practical. We'll go through all the stages of documentary planning, from pre-production to filming to promotion.

EVALUATION CODE: 4583

**Robert Adanto, Nova Southeastern University, Fort Lauderdale, Fla.**  
**1-2:20 p.m. Saturday, San Gabriel A, Lobby Level (128)**

GENERAL AUDIENCE

## Covering the hard stuff: Disability, illness and death

Student journalists frequently face issues that challenge even the wisest professionals. This interactive session helps staffs think through and prepare to cover these serious and sensitive issues.

EVALUATION CODE: 4656

**Janet Ewell, MJE, Huntington Beach, Calif.**  
**1 p.m. Saturday, San Fernando, Lobby Level (120)**

WEB

## Putting online first

Want to run a website but need help getting started or improving your publication? Learn how RHStoday.com went from updating monthly to Pacemaker in one year with 10 staffers. Get tips on how to organize, write for online and use interactives to enhance the site.

EVALUATION CODE: 4947

**Jill Burns, MJE, Walsworth Yearbooks, Germantown, Md., and Isabel Hanewicz, Robinson High School, Tampa, Fla.**  
**1 p.m. Saturday, San Gabriel B, Lobby Level (159)**

DESIGN

## Bare essentials of design

When your design seems more like "Old Mother Hubbard," it's time to get creative and start collaborating. We'll discuss ways on how to get from Point A to Point B with a limited pallet through tips, tricks and techniques that will fill your cupboard.

EVALUATION CODE: 4929

**Michael Malcom-Bjorklund, River City Science Academy Innovation, Jacksonville, Fla.**  
**1 p.m. Saturday, San Gabriel C, Lobby Level (128)**

# 1 P.M. SATURDAY

## GENERAL AUDIENCE

### One year: First publication to Pacemaker

This session, presented by editors and the adviser of the Quarterly, will offer insight on what we learned through our first year of publication, including the individual and team successes, mistakes, opportunities, challenges and “If-I-knew-nows” learned along our 12-month path to a Pacemaker.

EVALUATION CODE: 4890

**Daniel Hrdlicka, Jack Franke and Ciaran Molloy, Rockhurst High School, Kansas City, Mo.**

**1 p.m. Saturday, San Pedro, Lobby Level (108)**

## DESIGN

### How'd they do it? Yearbook InDesign tricks

We'll learn how to recreate eye-popping designs you see in magazine spreads and on popular Pinterest pins using InDesign. This session will include an open forum, so please bring samples and questions. (Only InDesign questions, please).

EVALUATION CODE: 4946

**Nicole Gravlin, Walsworth Yearbooks, San Jose, Calif.**

**1 p.m. Saturday, Santa Anita A, Lobby Level (128)**

## ENTREPRENEURSHIP

### Social media magic

From Starbucks to REI, strong social media campaigns have transformed brands to being memorable, innovative and catchy. In this session, we'll take a look at how to embrace social campaigns in yearbooks and newspapers, bringing together print and digital for a more powerful campaign.

EVALUATION CODE: 4953

**Jason Kaiser, CJE, Jostens Inc., Minneapolis**

**1 p.m. Saturday, Santa Anita B, Lobby Level (136)**

## PHOTOJOURNALISM

### The image as your hook

In a world where multiple visual platforms lead the social media industry, the photo plays a more critical role than ever before. A professional photographer/co-adviser teaches key elements to choose and capture images that will be your story hook.

EVALUATION CODE: 5061

**Kori Friesen, Fresno (Calif.) Christian School**

**1 p.m. Saturday, Santa Anita C, Lobby Level (163)**

## LEADERSHIP AND TEAM BUILDING

### Don't forget your cape

Get your pep talk here. You'll be reminded of why your role, no matter what it is on staff, is the most important job on campus.

## EVALUATION CODE: 5054

**Beth Lee, Hope International University, Fullerton, Calif.**

**1 p.m. Saturday, Santa Barbara A, Lobby Level (120)**

## LEADERSHIP AND TEAM BUILDING

### How to build staff morale

How do you get your staff to work as a team? How do you build staff morale? How do you create a welcoming environment? This will be a dynamic and engaging experience. Come prepared to learn new ideas and to share your own best ideas.

EVALUATION CODE: 4859

**Cindy Renaud, Harborside Academy, Kenosha, Wis.**

**1 p.m. Saturday, Santa Barbara C, Lobby Level (120)**

## WEB

### Taking your website to the next level

At the heart of successful journalism is strong storytelling, but online journalism requires more than just publishing your great stories online and hoping the masses will come running. Come and learn about some exciting tools to make your site great.

EVALUATION CODE: 4746

**Danielle Ryan, MJE, Carlsbad (Calif.) High School**

**1 p.m. Saturday, Santa Monica A, 3rd Level (90)**

## PHOTOJOURNALISM

### Photography: Basic to fantastic

Understanding the exposure triangle and working with lighting will help you capture the moment with great looking results. Learn how you can use photography basics to produce fantastic images for your publication with what you have in your camera bag.

EVALUATION CODE: 3533

**Edmond Kwong, Homestead High School, Cupertino, Calif.**

**1 p.m. Saturday, Santa Monica B, 3rd Level (110)**

## GENERAL AUDIENCE

### Incidental advantages for academic success

Research demonstrates higher academic achievement for scholastic media students – without explaining possible reasons for this finding. This session explores some specific transferable skills practiced in high school media that may be incidental advantages for academic success.

EVALUATION CODE: 5039

**David Thompson, Kennesaw (Ga.) State University**

**1 p.m. Saturday, Santa Monica D, 3rd Level (90)**

## LAW AND ETHICS

### Shopping the second-hand store: What you can 'borrow' online

It's never been easier — or more risky — to “help yourself” to photos, videos or songs from other people's websites. We'll show you some safe places to find copyright-free material you can republish, and warn you away from the most dangerous places where you should never borrow material without consent.

EVALUATION CODE: 5048

**Frank LoMonte, Student Press Law Center, Washington, D.C.**

**1 p.m. Saturday, Wilshire Suite D, 3rd Level (40)**

## ADVISING/TEACHING

### How the Beatles teach writing: Sgt. Pepper

This multimedia lecture shows advantages of using Beatles music to teach the craft of critical writing, using Sgt. Pepper as an example for an interpretive essay. Deconstructing the record using historical context, authorship issues, group dynamics, production elements, songwriting concerns, performance details and conceptual framework allows students to think more clearly.

EVALUATION CODE: 4873

**Tim Riley, Emerson College, Boston**

**1 p.m. Saturday, Wilshire Suite G, 3rd Level (60)**

# 2:30 P.M.

## PHOTOJOURNALISM

### Tips for creating award-winning images

This session explores the practical tips to taking contest-worthy photos. Hear how judges really decide the winners, their advice for contestants and the do's and don'ts of the craft.

EVALUATION CODE: 4875

**Leah Waters, CJE, Creekview High School, Carrollton, Texas**

**2:30 p.m. Saturday, Beaudry A, Lobby Level (180)**

## GENERAL AUDIENCE

### LGBTQ journalism: Getting beyond the letters

Whether in a liberal school or conservative one, learn how to cover LGBTQ topics with fairness. A transgender student, teacher, journalist and occasional activist shows what to do – and what not to – as someone who's been on every side of the interview.

EVALUATION CODE: 5046

**Bethany Grace Howe, University of Oregon, Eugene, Ore.**

**2:30 p.m. Saturday, Beaudry B, Lobby Level (220)**



## 2:30 P.M. SATURDAY

### WEB

#### Thriving, training in cyberspace

The Feather Online editors discuss how to effectively train a staff and future editors from summer workshop to day-by-day steps, producing and sustaining a fun and interactive online publication.

EVALUATION CODE: 5059

**Greg Stobbe, Rees Roggenstein, Chloe Mueller and Joshua Carter, Fresno (Calif.) Christian High School, Fresno, Calif.**

**2:30 p.m. Saturday, Los Cerritos, Lobby Level (68)**

### PHOTOJOURNALISM

#### iPhone pro tips

Newspapers are outfitting their journalists with smart phones with the expectation that they can transmit images/video from the scene to be published right away on the Web. Learn how to use mobile devices, apps and equipment with a minimal cost yet create professional quality work.

EVALUATION CODE: 4917

**Greg Cooper, Brooks Institute, Ventura, Calif.**

**2:30 p.m. Saturday, San Bernardino, Lobby Level (108)**

### LEADERSHIP AND TEAM BUILDING

#### Figuring out what is needed

Publications programs tend to change every year as new leadership takes over. Come find out how to build a lasting, positive environment amid the stresses of deadlines and assignments. Maybe building the right environment is the key to meeting those deadlines.

EVALUATION CODE: 4930

**Rebecca Chai, Walnut (Calif.) High School**

**2:30 p.m. Saturday, Los Feliz, Lobby Level (68)**

### NEWS GATHERING

#### Only human

Six years and millions of followers strong, "Humans of New York" epitomizes why we want to be journalists — a strong belief everyone has a story. We will discuss HONY's ability to build rapport with strangers and how this will adapt to your own storytelling.

EVALUATION CODE: 4164

**Margie Raper, MJE, Wakeland High School, Frisco, Texas**

**2:30 p.m. Saturday, Palos Verdes, Lobby Level (122)**

### NEWS GATHERING

#### Step into the Global Student Square

From ISIS to climate change and migration, today's news clearly is global. Come and hear student correspondents from Indonesia, Korea, France and California describe stories they've covered for GSS, including #ParisAttacks, endangered orangutans in Bali, Islamophobia in the U.S., and social media crackdowns in Asia.

EVALUATION CODE: 4988

**Beatrice Motamedi, CJE, Global Student Square, Oakland, Calif.**

**2:30 p.m. Saturday, San Fernando, Lobby Level (120)**

### MULTIMEDIA BROADCAST

#### Multimedia storytelling: There's an app for that

Whether it's for a journalism class or any class across the curriculum, multimedia apps are your best friend for interactive stories or projects. Go home with a Top 10 list of free apps and sites to boost your multimedia game.

EVALUATION CODE: 4872

**Rachel Rauch, CJE, Homestead High School, Mequon, Wis.**

**2:30 p.m. Saturday, San Gabriel A, Lobby Level (128)**



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## 2:30 P.M. SATURDAY

### PHOTOJOURNALISM

#### Photo 251: Lighting techniques

Modeled after a 200-level college studio class, this session explores light in photography using in-class examples and real-world applications. Techniques range from using natural light to DIY studio modifiers. You are required to understand basic camera functions beforehand (ISO, shutter speed, aperture, etc.)

EVALUATION CODE: 4962

**Evert Nelson, Kansas State University, Manhattan, Kan.**

**2:30 p.m. Saturday, San Gabriel B, Lobby Level (159)**

### NEWS GATHERING

#### Questions, anyone?

The quality of the answers you get from a source depends upon the quality of the questions you ask. Learn how to ask different types of questions based on the information you seek.

EVALUATION CODE: 4902

**Susan Massy, Shawnee Mission Northwest High School, Shawnee, Kan.**

**2:30 p.m. Saturday, San Gabriel C, Lobby Level (128)**

### ENTREPRENEURSHIP

#### It's not about money (yes, it is)

This workshop discusses all the basics of planning and executing successful fundraisers, such as how to keep your fundraiser organized, relevant and a joyous occasion for all. Fundraising topics include business relations, event creation/organization (specifically creative writing/performances), and advertising.

EVALUATION CODE: 5022

**Mary Van and students, Century High School, Bismarck, N.D.**

**2:30 p.m. Saturday, San Pedro, Lobby Level (108)**

### DESIGN

#### Using InDesign to streamline your yearbook

Learn about libraries, styles and master pages and how to use them to keep your yearbook design consistent and save time. Please have InDesign installed on your laptop for this session. Best for advanced staff members.

EVALUATION CODE: 4945

**Nicole Gravlin, Walsworth Yearbooks, San Jose, Calif.**

**2:30 p.m. Saturday, Santa Anita A, Lobby Level (128)**

### WRITING

#### Write like a moviemaker

Zoom in, zoom out – learn how to apply the storytelling techniques of your favorite blockbusters to your writing, whether you're

just starting your first student council roundup or polishing off a long investigative piece.

EVALUATION CODE: 4927

**Brian Baron, CJE, Newton South High School, Newton Centre, Mass.**

**2:30 p.m. Saturday, Santa Anita B, Lobby Level (136)**

### LEADERSHIP AND TEAM BUILDING

#### When pens fly

We're journalists — passionate, headstrong, outspoken, among other things. Sharing a newsroom, working together and creating an environment and teams that can work together, well under pressure can be difficult. Let's talk about creating winning teams and a winning environment.

EVALUATION CODE: 5060

**Beth Lee, Hope International University, Fullerton, Calif.**

**2:30 p.m. Saturday, Santa Barbara A, Lobby Level (120)**

### NEWS GATHERING

#### What is a data desk?

A brief tutorial on how a team of nerds at the Los Angeles Times turn databases into news — and vice versa.

EVALUATION CODE: 5095

**Ben Welsh, Los Angeles Times**

**2:30 p.m. Saturday, Santa Monica D, 3rd Level (90)**

### LAW AND ETHICS

#### How NOT to libel someone

Libel is a danger to any journalism or media professional. You can get hit with big-time damages! So learning what libel is, how it works, and how you can avoid it – these are all critical to your career, even as a student journalist.

EVALUATION CODE: 4341

**Jonathan Peters, University of Kansas, Lawrence, Kan.**

**2:30 p.m. Saturday, Wilshire Suite A, 3rd Level (40)**

### MEETING

#### JEA board followup

The JEA board will meet to discuss items that need resolution before the convention ends.

**Mark Newton, MJE, Mountain Vista High School, Highlands Ranch, Colo.**

**2:30 p.m. Saturday, Wilshire Suite B, 3rd Level (20)**

### LAW AND ETHICS

#### Unleashing New Voices

There's a movement sweeping America to pass state laws protecting student press freedom, and it all started around a lunchroom table in Jamestown, North Dakota. Hear the latest on the New Voices campaign and how students

and teachers can join, or start, a campaign to protect campus journalism against censorship.

EVALUATION CODE: 5047

**Frank LoMonte, Student Press Law Center, Washington, D.C.**

**2:30 p.m. Saturday, Wilshire Suite D, 3rd Level (40)**

### ADVISING/TEACHING

#### All together now

Hear how a veteran adviser united separate print and broadcast journalism classes to form a more diverse, energetic and responsive convergence media crew. And it's Career Tech. And IB. Successful? Come be the judge.

EVALUATION CODE: 4966

**Jon Reese, CJE, Decatur (Ga.) High School**

**2:30 p.m. Saturday, Wilshire Suite E, 3rd Level (20)**

### ADVISING/TEACHING

#### No repeat staff? No problem

Discover how two award-winning yearbook advisers handle the challenges and benefits of 100 percent turnover in their staff every year. Advice covers what to teach first, carrying on traditions, staff organization and more. Both middle and high school advisers are welcome.

EVALUATION CODE: 4316

**Allie Staub, Westfield Middle School, Westfield, Ind., and Laura Zhu, CJE, Toby Johnson Middle School, Elk Grove, Calif.**

**2:30 p.m. Saturday, Wilshire Suite F, 3rd Level (20)**

## 3:30 P.M.

### EVENT

#### NSPA award ceremony

Winners of the NSPA Best of Show, NSPA Pacemakers and national individual awards will be honored at this ceremony. JEA and NSPA encourage everyone to celebrate all winners.

**3:30 p.m. Saturday, Sacramento/San Francisco/San Jose rooms, 2nd Level (2,227)**

## SUNDAY

### EVENT

#### JEA awards ceremony

Winners of JEA Write-off contests and the National High School Journalist of the Year scholarship recipients will be recognized during the closing ceremony. You also will see a slideshow of convention highlights. You may pick up Write-off entries after the ceremony.

Entries not picked up will be mailed. If you receive entries from other schools in your envelope, contact JEA at [staff@jea.org](mailto:staff@jea.org).

**8:30 a.m. Sunday, Sacramento/San Francisco/San Jose rooms, 2nd Level (2,227)**



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Revered on campuses from coast to coast for their creativity and innovation, their great story telling, design and photography, these 47 yearbooks were selected as 2015 NSPA Pacemaker Finalists because of their excellence in yearbook journalism. We're delighted that so many knowing, caring advisers and staffs choose to work with Herff Jones and we're honored to be here to celebrate their work. Stop by our booth to see these great books and others, and to have some serious yerdly fun.

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# SPEAKER BIOS

**ROBERT ADANTO'S** "The Rising Tide," explored the explosive Chinese contemporary art scene. "Pearls on the Ocean Floor" examines the lives and works of Iranian female artists working in and outside the Islamic Republic. His latest film, "City of Memory," explores Hurricane Katrina's impact on the lives of visual artists from New Orleans. Adanto earned his M.F.A. from New York University's Tisch School of the Arts.

**1 p.m. Saturday, San Gabriel A**

**SHARI ADWERS**, MJE, teaches at Grosse Pointe North H.S. in Michigan. She advises the North Pointe newspaper and Valhalla yearbook. Her students have won top state and national awards. Adwers is first vice president of the Michigan Interscholastic Press Association and the JEA curriculum leader for editing. With a focus on mentoring young journalists, she embraces challenges, emphasizes student leadership and maximizes talent.

**10 a.m. Friday, Santa Anita C; 1 p.m. Friday, Beaudry B; 9 a.m. Saturday, Beaudry A**

**AMARA AGUILAR** (Keynote speaker — see Page 5)

**2 p.m. Friday, Sacramento, San Francisco, San Jose rooms**

**ANN AKERS**, MJE, is Herff Jones Yearbooks' educational products manager. Formerly NSPA's associate director, Akers has done stints as a journalism teacher/publications adviser and a yearbook representative. She was the 2005 recipient of the Carl Towley Award, JEA's highest honor, and has been awarded CSPA's Gold Key and NSPA's Pioneer Award.

**8, 9 and 10 a.m. Saturday, Avalon**

**MARTHA AKERS**, 2005 JEA Yearbook Adviser of the Year, advises yearbook at Loudoun Valley H.S. Her students' yearbooks have earned NSPA's Pacemaker, CSPA's Gold Crown and VHSL's Trophy. Akers has received CSPA's Gold Key, NSPA's Pioneer Award, VHSL's Lifetime Achievement Award, VHSL's Torch Award and SIPA's Distinguished Service Award. She is in VHSL's Hall of Fame and OIPA's National Scholastic Journalism Hall of Fame.

**1 p.m. Friday, San Pedro**

**LALO ALCARAZ** is a satirist, editorial cartoonist and creator of the syndicated daily comic strip, La Cucaracha, seen locally in the Los Angeles Times and other papers nationwide. Alcaraz is a consulting producer and writer at Fox Television's animated show, Bordertown, which debuted in January. He also is a consultant for Pixar, for the 2017 film "COCO."

**Noon Saturday, San Diego**

**ABBY ALLARD** is the senior business manager

of the Tesserae yearbook at Corning-Painted Post H.S. in Corning, New York. A starter on the varsity lacrosse team, she has signed to play with Ursuline College in Ohio, where she will study marketing and public relations.

**9 a.m. Saturday, San Fernando**

**ERIN AMREIN** is the journalism adviser at Newton (Kansas) H.S. She attended Kansas State University, majoring in secondary education with an emphasis in journalism while working at the The Collegian and Manhattan Minutes. Amrein is a wine connoisseur and a passionate Wildcat fan. She enjoys helping her students produce quality publications for newspaper, yearbook and broadcast while adding her own style to journalism curriculum.

**10 a.m. Saturday, Wilshire Suite F**

**NICOLE ARDUINI**, CJE, has a degree in journalism and more than 13 years of experience in yearbook publishing with Herff Jones. After working as a graphic designer for four years, Arduini was excited to return to her passion — yearbook publishing. Several of her schools have received awards ranging from Best in State to national awards such as CSPA Gold Crowns and NSPA Pacemakers.

**9 a.m. Friday, Santa Anita C**

**GUSTAVO ARELLANO** is the editor of OC Weekly, an alternative newspaper in Orange County, California, author of Orange County: A Personal History and Taco USA: How Mexican Food Conquered America, and lecturer with the Chicana and Chicano Studies Department at California State University, Fullerton. He writes the nationally syndicated column "Ask a Mexican!" in which he answers questions about America's spiciest and largest minority.

**Noon Saturday, San Diego**

**EMILY PYEATT ARNOLD**, CJE, teaches journalism, photojournalism, yearbook and professional communications and advises student media at Haltom H.S. in Haltom City, Texas. In her seventh year advising, she loves seeing her students develop a passion for storytelling and enjoys teaching at workshops and conventions.

**11 a.m. and noon Saturday, Los Feliz**

**DAN AUSTIN** advises the Rampages and the Casa Chronicle for Casa Roble H.S. in Orangevale, California. His students have garnered many national awards, including several Gold Crowns and Pacemakers. JEAN C named him Adviser of the Year in 1992, and JEA named him a Distinguished Yearbook Adviser in 2000. He is the 2006 National Yearbook Adviser of the Year.

**8:30 a.m. Thursday, Santa Anita B-C; 9, 10 and 11 a.m. Saturday, Santa Barbara B**

**KRISTIN BAKER**, CJE, advises yearbook, newsmagazine and a website at Derby (Kansas) H.S. She is proud of her students' publication

successes. She serves on the Kansas Scholastic Press Association board and is a proud founding member of Wichita Area Journalism Educators. In her free time, she writes for Splurge! magazine in Wichita, Kansas.

**8:30 a.m. Thursday, San Bernardino; 9 a.m. Friday, Palos Verdes; 1 p.m. Friday, Wilshire Suite D**

**KIMETRIS BALTRIP** is in her 11th year in the A.Q. Miller School of Journalism and Mass Communications at Kansas State University. She has worked as a copy editor at the Houston Chronicle and The New York Times. She has nearly 15 years of experience in coaching and teaching collegiate journalists. Her background includes working in public relations and producing content for print and digital media.

**8 a.m. Saturday, San Fernando**

**BRIAN BARON**, CJE, chairs the English Department and coordinates student publications at Newton (Massachusetts) South H.S. He is also the executive director of the Massachusetts Scholastic Press Association.

**2:30 p.m. Saturday, Santa Anita B**

**LINDA BARRINGTON**, MJE, is the graphics adviser for the student magazine at Mount Mary University. Her professional focus is on mentoring new teachers. She is the executive director of the Kettle Moraine Press Association, vice president of the Wisconsin College Media Association, a JEA mentor and the Mentor Program chair. Barrington has been a DJNFP special recognition adviser and has been awarded CSPA's Gold Key, NSPA's Pioneer Award and JEA's Towley Award.

**10 a.m. Friday, Wilshire Suite b; 11 a.m. Friday, Los Cerritos; 1 p.m. Friday, Beaudry A; 10 a.m. Saturday, Wilshire Suite F**

**KANE BELEW**, CJE, is a representative of Walsworth Yearbooks. His career in sales started as a student at The University of Alabama working at The Crimson White newspaper. In addition to helping students create awesome yearbooks, Belew shares yearbook sales tips with students to attain revenue goals with confidence.

**9 a.m. Friday, San Bernardino**

**KYLIE BELL**, senior photo editor for The Feather Online, manages the daily nuts and bolts for the photojournalism team. Bell has been developing her photography skills since 2011 and has recently launched her professional career. As photo editor she plays a crucial role in connecting the two publication teams.

**Noon Saturday, Santa Anita C**

**GENELLE BELMAS** teaches media law and ethics at the William Allen White School of Journalism and Mass Communication. Her research interests include scholastic journalism, the law of flags, and the intersection between



law and ethics.

**10 a.m. Friday, San Gabriel C**

**KERRY BENSON** teaches the entry-level writing course and a presentation skills course at the University of Kansas journalism school. Before teaching at KU, Benson worked in advertising, public relations, print and broadcast journalism. Outside the classroom, Benson coaches writing and consults on brand strategy and presentation skills for regional and national clients.

**9 a.m. Friday, San Fernando**

**SAMANTHA BERRY** advises newspaper and yearbook at Cypress Creek H.S. in Houston. She was the 2015 Spotlight Teacher for her campus and received the 2015 Pathfinder Award from the Texas Association of Journalism Educators. She is one of this year's JEA Rising Star Award winners. She loves to chat about the following things: Google, Texas, coffee, fonts, books and breakfast foods.

**1 p.m. Friday, Wilshire Suite G**

**DANIEL H. BIRMAN** is an award-winning documentary producer based in Los Angeles. He recently produced "Perfecting Flight: Bob Hoover," an independent documentary about a legendary aviator from World War II. Birman was a contributing producer on The Big Bang Machine for NOVA on PBS. The special was about the Higgs Boson particle, which explains how the universe was formed. Birman is the faculty adviser and executive producer for IMPACT, USC Annenberg's award-winning television newsmagazine show.

**9 a.m. Saturday, San Francisco**

**JEN BLADEN**, MJE, began advising at a public high school in San Diego in 1998. She spent the next six years at Balfour. Bladen taught at Harvard-Westlake School in Los Angeles for nearly a decade. She advised the Pacemaker Finalist and Silver Crown-winning Vox Populi yearbook. Today, she lives in Tulsa, Oklahoma, and lectures on topics of journalism and leadership across the country.

**9 and 11 a.m. Friday, Santa Anita A; Noon Saturday, Wilshire Suite E**

**SUSAN BLOOM** (Featured speaker — see Page 6)

**11 a.m. and 1 p.m. Friday, Palos Verdes**

**MATT BOERNER** is "ECR Live" lead color commentator at El Camino Real H.S. He has called games at Dodger Stadium and Los Angeles Memorial Coliseum. Although he has not been broadcasting for long, he has built a substantial reputation and is "ECR Live's" lead broadcaster for basketball and softball.

**Noon Saturday, Palos Verdes**

**RON BONADONNA**, CJE, is a JEA mentor in New Jersey. He advised a school newspaper for 25 years. He is a past JEA board member

and remains on the board of the Garden State Scholastic Press Association. Bonadonna has judged numerous scholastic newspapers for both state and national press associations.

**Noon Friday, Wilshire Suite E; 10 a.m. Saturday, Santa Monica B**

**CANDACE PERKINS BOWEN**, MJE, is associate professor at Kent (Ohio) State University and directs its Center for Scholastic Journalism. Previously, she was a high school journalism teacher/media adviser in Illinois and Virginia. She is a former DJNF High School Journalism Teacher of the Year. Bowen started JEAHELP while JEA president, is now board past president and serves on Certification and Scholastic Press Rights committees.

**9 a.m. Friday, Wilshire Suite D; 11 a.m. Friday, Wilshire Suite C; 9 a.m. Saturday, Wilshire Suite B**

**JOHN BOWEN**, MJE, is director of JEA's Scholastic Press Rights Committee. He is assistant director of the Center for Scholastic Journalism and teaches law and ethics at Kent (Ohio) State University. His personal honors include DJNF Journalism Teacher of the Year, JEA Carl Towley Award, NSPA Pioneer and CSPSA Gold Key.

**9 a.m. Friday, Wilshire Suite D; 1 p.m. Friday, Los Cerritos; 7:30 a.m. Saturday, Wilshire Suite D**

**KELLEN BROWNING** won the JEA Impact Award with fellow reporter Grace Richey in 2015 for their story detailing how the lack of a multipurpose room affected disabled students at the Davis H.S. campus in northern California.

**Noon Saturday, Santa Monica D**

**P. KIM BUI** is the deputy managing editor for reported.ly. She's also an adjunct at the University of Southern California and co-founder of #wjchat, a weekly Twitter chat for Web journalists. Her experience includes organizations such as Digital First Media's Thunderdome, KPCC, the Kansas City Star, APM's Marketplace and San Luis Obispo Tribune. She is on the board of directors of the Online News Association.

**1 p.m. Saturday, San Bernardino**

**RENEE BURKE**, NBCT, MJE, is a yearbook and newspaper adviser at Boone H.S. Renee is the 2015 JEA National Yearbook Adviser of the Year, 2014 Distinguished Yearbook Adviser, the 2012 OCPS Teacher of the Year, 2011 FSPA Journalism Teacher of the Year, and a 2011 Gold Key recipient from CSPSA. Both publications have earned CSPSA Crown and NSPA Pacemaker awards.

**11 a.m. Friday, San Diego; noon and 1 p.m. Friday, Santa Barbara A; 10 a.m. Saturday, San Pedro; noon Saturday, Hollywood Ballroom**

**JILL BURNS**, MJE, is a yearbook representative

## SPEAKER BIOS

for Walsworth Yearbooks in the Montgomery County, Baltimore and D.C. area. She was a media adviser for 11 years. She advised broadcast, print and online newspaper and yearbook. Her staffs have earned numerous awards, including the first Online Pacemaker for Florida and an All American with four marks of distinction for their most recent yearbook.

**11 a.m. Saturday, Santa Anita A; noon and 1 p.m. Saturday, San Gabriel B**

**AVA BUTZU** teaches yearbook and English at Grand Blanc (Michigan) H.S. Her yearbook staff has earned awards at multiple levels, including earning a Crown from CSPSA and continual top honors at the state level. Her interest in approaching yearbook as a complete journalism and entrepreneurship team-building experience has encouraged her students pursue design, writing, journalism, photography and marketing degrees in college.

**Noon and 1 p.m. Friday, Beaudry B**

**YVETTE CABRERA** covers criminal justice issues for the investigative news nonprofit, Voice of OC. She has followed Orange County's homeless from the streets to shelters, traveled to Haiti's tent cities to interview earthquake survivors, reported as police rescued human trafficking victims during brothel raids, and spent a summer in Mexico to report an award-winning series on the border killings of women in Ciudad Juárez.

**8 a.m. Saturday, Santa Anita B**

**JOSHUA CARTER** is an editor for The Feather Online, the award-winning daily digital publication, at Fresno (California) Christian H.S.

**Noon and 2:30 p.m. Saturday, Los Cerritos**

**KYLE CARTER** advises The Rebel, Richland R-1 School's student yearbook. Carter is a former freelance photographer covering events in the South. He has been published in Sports Illustrated, on the cover of USA Today, the cover of the Los Angeles Times and various other publications. Carter was also the 2015 Rising Star Award winner for the Missouri Journalism Education Association.

**1 p.m. Friday, Santa Anita C; 11 a.m. Saturday, Santa Barbara C**

**REBECCA CHAI** is the adviser of The Hoofprint online and print hybrid newspaper and Cayuse yearbook staff at Walnut (California) H.S. This is her ninth year as an adviser.

**11 a.m. Saturday, Palos Verdes; 2:30 p.m. Saturday, Los Feliz**

**ADRIANA CHAVIRA**, MJE, is a former newspaper reporter who advises the yearbook, newspaper and website at Daniel Pearl Magnet H.S. in Los Angeles. She was named Journalism



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## POP QUIZ

Read each statement completely and determine if the statement is true or false. Fill out your name, high school and email address, and bring it to the Medill School of Journalism, Media, Integrated Marketing Communications booth here at the convention. **Enter to win our grand prize, ESPN's Mike Wilbon on your voicemail!**

Northwestern is the only Top 15 U.S. university with an undergraduate journalism school — the Medill School of Journalism, Media, Integrated Marketing Communications.

☐ TRUE ☐ FALSE

Northwestern awarded \$139 million in need-based scholarships in the 2015-16 school year.

☐ TRUE ☐ FALSE

Medill has programs in Evanston, Chicago, Washington D.C., and San Francisco. Students in these programs cover politics in the Beltway and immerse themselves in Silicon Valley's tech sector.

☐ TRUE ☐ FALSE

Medill's global programs have taken students on faculty-led trips to Germany, France and Israel. Medill provides financial aid to make sure all students have access to these opportunities as well as residency programs in Qatar, South Africa and Argentina.

☐ TRUE ☐ FALSE

Evidence uncovered by students in the Medill Justice Project, led former Washington Post reporter Alec Klein, led to the release of a woman who was found to have been unjustly imprisoned for nearly 10 years.

☐ TRUE ☐ FALSE

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NAME

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EMAIL

Educator of the Year in 2012 by the California Journalism Education Coalition. She is also the board secretary for the Southern California JEA. **7:30 p.m. Thursday, California Ballroom; 2 p.m. Friday, Sacramento**

**LESLIE CHERET** teaches junior English and journalism at Rigby (Idaho) H.S. She is a Harry Potter and Star Wars fangirl and loves to geek out with her students. Cheret grew up in the Los Angeles area and had her junior prom at the Westin Bonaventure back in 1990.

**10 a.m. Saturday, Wilshire Suite F**

**JILL CHITTUM**, MJE, works with schools in northeast Oklahoma and northwest Arkansas as a representative for Walsworth Yearbooks. For eight years, Chittum advised publications at Derby H.S. and Blue Valley H.S. in Kansas. After graduating from Kansas State University, Chittum worked as a staff photographer at the Wichita (Kansas) Eagle.

**10 a.m. Saturday, Santa Anita B**

**JOSEPH CLINE** is the online photo editor for the Harbinger at Shawnee Mission East H.S. in Prairie Village, Kansas.

**Noon Saturday, Wilshire Suite G**

**DEVAN COLLINS** is a junior from Kansas City, Missouri, studying journalism with an emphasis in strategic communication at the Missouri School of Journalism. Collins is a journalism ambassador and this semester is working on social media content for the journalism school.

**Noon Saturday, San Fernando**

**BETH CONCEPCIÓN** is the dean of the School of Liberal Arts at Savannah College of Art and Design. She has 25 years of experience in journalism and media relations, and still fills in at WJCL in Savannah, Georgia. Concepción earned a B.A. from Oglethorpe University, a B.S. from Mississippi State University, an M.A. and M.F.A. from SCAD, and a Ph.D. from University of South Carolina.

**9 a.m. Friday, Santa Barbara A**

**WENDY CONNELLY** is the Amador Valley H.S. journalism adviser. She advises a class that produces a newspaper, online news Web page and biweekly newscast, in addition to filming the school's TEDx and running a live-stream sports network.

**11 a.m. Friday, Wilshire Suite G; 8 a.m. Saturday, Wilshire Suite B**

**GREG A. COOPER** teaches at Brooks Institute in Ventura, California. He graduated in May 1996 from Western Kentucky University with a double major in photojournalism and anthropology. After three years working as a picture editor in Ohio, Cooper returned to his native Ventura County, this time to pursue his master's degree in photography at Brooks, where he graduated in December of 2004.

**1 p.m. Friday, Los Feliz; 8 a.m. Saturday,**

**Sacramento; 2:30 p.m. Saturday, San Bernardino**

**SANDRA COYER**, MJE, is the current Washington Journalism Education Association president and serves as JEA's state director for Washington. She has been a newspaper adviser for 16 years and is in her first year as a broadcast adviser with Viking Student Media at Puyallup H.S. She was recognized by Dow Jones in 2015 as a Distinguished Adviser.

**11 a.m. Saturday, Wilshire Suite E**

**KAREN CRANE**, CJE, has been a teacher for 21 years. She advises her high school newspaper, producing both a print paper and an online paper. She is a journalism major, a reading specialist, and a gifted-endorsed teacher. Her publication, The McClintock Guidon, has won several awards in state competitions and many of her journalists place nationally at the annual JEA/NSPA conventions.

**8 a.m. Saturday, San Bernardino**

**JOHN CUTSINGER**, CJE, begins his 42nd year as an ultimate publications nerd. With teaching, advising and training experience, he shares ideas as a part of the Jostens creative management team. It is humbling to be on the JEA/NSPA program with so many incredibly talented and passionate educators and advisers. What's even better is that most of them are friends – there's no place like scholastic journalism.

**1 p.m. Friday, Avalon; 9 and 11 a.m. Saturday, Beaudry A**

**JUSTIN DAIGLE**, CJE, advises the Reflections yearbook at Brighton H.S. in Colorado. His students' publications have earned state and national awards including a CSPA Silver Crown and a Pacemaker nomination from NSPA. Daigle has been honored with the 2009 Colorado Student Media Association Teacher of the Year as well as the JEA Rising Star award in 2010 and the Special Recognition Yearbook Adviser in 2015.

**9 a.m. Friday, San Gabriel C**

**KATHY DALY** is a professional photographer specializing in lifestyle family portraits and teaching photo lessons. While an adviser, her yearbooks at Overland H.S. won CSPA Gold and Silver Crowns and NSPA Pacemakers. In 1998 she was named JEA's Yearbook Adviser of the Year, and has received CSPA's Gold Key and NSPA's Pioneer Award, JEA's Medal of Merit and its Lifetime Achievement award.

**11 a.m. Friday, San Jose; 11 a.m. Saturday, San Gabriel C**

**KAREN DAVIS** is an Emmy-winning producer-writer and faculty member at Miami Country Day School. Her middle and upper school classes in broadcasting and journalism focus on teaching digital natives the art of storytelling through digital means,

## SPEAKER BIOS

with an emphasis on independent work. She is developing a curriculum that incorporates visual literacy in classes, regardless of subject matter.

**10 a.m. Saturday, Wilshire Suite A**

**JENN DE LA FUENTE** has taught code at various levels, including as an instructor at General Assembly Los Angeles and at informal workshops throughout her 10-year journalism career. She is now an assistant professor of professional practice at the USC Annenberg School of Journalism, teaching HTML, CSS and JavaScript and other digital journalism courses. She is also the Web developer for the Annenberg Media Center. de la Fuente also has run her own Web design and development company since 2009.

**10 a.m. Friday, Santa Anita A**

**ANNETTE DEMING**, CJE, is a former Los Angeles media and public relations professional with more than 50 clients published in a variety of trade and consumer publications. She is now a 12th grade curriculum writer, English and mass communication studies teacher, and adviser of the Quest News online publication at Don Antonio Lugo H.S. in Chino, California.

**8 a.m. Saturday, Santa Monica B; 10 a.m. Saturday, Wilshire Suite E**

**BARBARA DESANTO**, Ed.D., is an associate professor and associate director for graduate studies at Kansas State University. She began her professional career as a Minnesota reporter and editor followed by a Florida public relations career in travel and tourism development. Developing international study abroad seminars is her signature educational contribution.

**10 a.m. Friday, San Fernando; 1 p.m. Saturday, Los Feliz**

**LINDA DEUTSCH** (Featured speaker — see Page 6)

**Noon Friday, Avalon**

**KRISTOFER P. DORAN** is an interactive multimedia instructor for the Trumbull Career and Technical Center in Warren, Ohio, and is part-time faculty at Youngstown State University. Previously, he worked as a promotion producer and assistant creative services director as well as a producer for the Cleveland Indians. His students have won several BPA national competitions in broadcast news, digital media production and multimedia promotion.

**8:15 a.m. Friday, Santa Monica D; 8:45 a.m. Friday, Wilshire Suite F**

**MARY KAY DOWNES**, MJE, advises Odyssey yearbook. The book has won a boatload of awards as has Downes who was named JEA

## SPEAKER BIOS

Yearbook Adviser of the Year in 2007 and inducted to the Virginia High School Hall of Fame in 2014. Downes teaches and judges for NSPA, CSPA, regional and state press organizations. She is past-president of CSPAA. She displays a yerd's passion for yearbook – YB4L!

**9 and 10 a.m. Friday, Sacramento**

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

**10 a.m. Friday, Santa Monica A**

**MICHELE DUNAWAY**, MJE, advises the award-winning publications at Francis Howell H.S. in St. Charles, Missouri. Dunaway has received a JEA Medal of Merit, a CSPA Gold Key, Missouri Journalism Teacher of the Year honors, and she is a 2012 Distinguished Yearbook Adviser and a 2013 DJNF Special Recognition Adviser. She is also a multi-published, best-selling author.

**10 a.m. Friday, Santa Anita B; 11 a.m. Saturday, San Jose**

**SCOTT DUNCAN**, CJE, teaches and advises The Oracle newspaper at Columbus (Indiana) East H.S. Prior to teaching at East, Duncan was a sports reporter at The Birmingham (Alabama) News, the Lexington (Kentucky) Herald-Leader and The Muncie (Indiana) Star Press. Duncan, a Northwestern University graduate, received national top 10 honors in 2007 from the Associated Press Sports Editors in the under 40,000 explanatory category.

**9 a.m. Saturday, Los Cerritos**

**HELENE ELLIOTT**, an LA Times reporter, is regarded as one of the top sportswriters in the nation. In 2005 she became the first female sportswriter to be honored by the hall of fame of a major sport when she received the Elmer Ferguson Award for distinguished contributions to hockey writing from the Hockey Hall of Fame.

**10 a.m. Saturday, Beaudry B**

**PAUL ENDER** was adviser to the award-winning American yearbook at Independence H.S. in San Jose, California, for more than 25 years. A longtime special consultant for Herff Jones, Ender's honors include JEA Yearbook Adviser of the Year, Northern California Yearbook Adviser of the Year, CSPA Gold Key, JEA Lifetime Achievement Award, NSPA Pioneer

Award and OIPA National Scholastic Journalism Hall of Fame.

**9, 10 and 11 a.m. Saturday, Avalon**

**VALENTINE ESTABROOK** began work at WDAF/TV-NEWS/KC and next joined PBS/Chicago. There, she worked in studio, news and documentary. Estabrook's documentary "Tutankhamun" won Emmy awards and a National Emmy nomination. She started a film company in New York City with "Can Anybody Hear Me?" — a documentary accepted by the American Film Festival. Today, Estabrook works as an artist and consults in teaching documentary production to high school students.

**10 a.m. Friday, Palos Verdes**

**BRYNDA EVERMAN**, CJE, is an Adobe Education Trainer and a publishing representative for Balfour Yearbooks in Los Angeles. After more than 30 years of commercial printing and yearbook publishing experience, you'll still find her at home in the classroom. As technology evolves, she helps her students maximize their production time with innovative ways of using commercial software and advanced project management skills.

**9 and 11 a.m. Friday, Santa Anita A**

**JANET EWELL**, MJE, helped pass the California Adviser Protection Law and advised a prize-

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winning newspaper at an urban Title I school in Southern California. She is an author of "Journalism: Publishing Across Media." She is a Fellow of the South Basin Writing Project, was a National Board Certified Teacher, and received the JEA Medal of Merit and the CSPA Gold Key.

**1 p.m. Friday, Los Cerritos; 1 p.m. Saturday, San Fernando**

**JIM EWERT** is general counsel for the California Newspaper Publishers Association in Sacramento, California. JEA named him a Friend of Scholastic Journalism in 2008 for his work shepherding California's Journalism Teacher Protection Act through the legislative process. Ewert is a former teacher, coach and adviser to The Moor at Alhambra H.S.

**1 p.m. Friday, Los Cerritos**

**CARRIE FAUST**, MJE, advises the Summit yearbook and Express newspaper at Smoky Hill H.S. in Aurora, Colorado. Her staffs have earned three CSPA Silver Crowns, an NSPA Pacemaker, Gold Medalist and All-American critiques, and many state and local awards. She was a JEA Rising Star in 2008, a JEA Distinguished Yearbook Adviser in 2009 and the CHSPA Teacher of the Year in 2011.

**6:45 p.m. Thursday, San Gabriel C; 11 a.m. Friday, Wilshire Suite E; Noon and 1 p.m. Friday, Santa Anita B**

**BRENDA FIELD**, MJE, advises the yearbook at Glenbrook South H.S. in Glenview, Illinois. Her students' publications have been honored with both state and national awards, including NSPA Pacemakers and CSPA Crowns. A JEA Distinguished Yearbook Adviser in 2014, Field serves as a JEA state director. From her classroom to summer workshops, she loves that yearbook has allowed her to explore journalism with creative and intelligent young people.

**1 p.m. Friday, Avalon; 10 a.m. Saturday, Wilshire Suite D**

**JAIMA LYNN FINN** is an account manager for Picaboo Yearbooks in Northern California. She loves to help students create the best possible publication within any budget. She spends her free time exploring California and beyond.

**1 p.m. Friday, San Fernando**

**BILL FLECHTNER**, MJE, advised publications in Oregon for 25 years. His is a DJNF Distinguished Adviser and a JEA Medal of Merit recipient. He serves on the JEA Mentor Program Committee and has mentored new advisers since the program began.

**8:30 a.m. Thursday, San Gabriel B; 9 a.m. Friday, Wilshire Suite C; 11 a.m. Friday, Wilshire Suite B; 10 a.m. Saturday, Wilshire Suite F**

**CARRIBEAN FRAGOZA** is a writer and artist from South El Monte, California. She has published fiction and poetry in publications such as BOMB magazine, Huizache and Palabra

literary magazine. Her arts/culture essays have been published in magazines such as the L.A. Review of Books, Culture Strike and Tropics of Meta. She is co-director of multidisciplinary arts collective SEMAP, and is editor of KCET Departures.

**11 a.m. Saturday, Beaudry B**

**JACK FRANKE** is a senior at Rockburst H.S., and the co-executive editor of the Prep News media family, including the Pacemaker-winning Quarterly.

**1 p.m. Saturday, San Pedro**

**KATIE FRAZIER** is the yearbook and newspaper adviser at Seven Lakes Junior H.S. in Katy, Texas. After starting a yearbook program in 2012, she started a newspaper staff this school year. In just three years, The Specifics yearbook has won honors and awards from Jostens, JEA, NSPA and CSPA.

**9 a.m. Friday, San Gabriel A; 8 a.m. Saturday, Los Cerritos**

**KORI FRIESEN**, an established Central Valley photographer and designer, joined the Fresno H.S. Feather team in 2014. Teaching photojournalism and partnering with adviser Greg Stobbe, Friesen has led The Feather Online in a website redesign and a visual overhaul. She brings more than 12 years of industry knowledge to the publications team. Friesen has owned and operated Captured Moments Photography since 2005.

**Noon and 1 p.m. Saturday, Santa Anita C**

**MEGAN FROMM**, CJE, Ph.D., is an assistant professor at Colorado Mesa University and JEA's Educational Initiatives director. Fromm has worked as a high school journalism teacher and as a professional journalist.

**9 a.m. Saturday, Santa Monica D; 11 a.m. Saturday, Santa Anita C**

**PRISCILLA FROST** teaches and advises at Lindbergh High School in St. Louis. She serves on the JEA national Write-off committee.

**1 p.m. Thursday, Pasadena Room; 6 p.m. Friday, Hollywood Ballroom**

**KELLY FURNAS**, CJE, is executive director of the Journalism Education Association and an assistant professor at Kansas State University. Previously, he was the student media adviser at Virginia Tech. He also has worked at newspapers in Las Vegas and Tallahassee, Florida.

**7:30 p.m. Thursday, California Ballroom; 2 p.m. Friday, Sacramento/San Francisco/San Jose; noon Saturday, Hollywood Ballroom; 8:30 a.m. Sunday, Sacramento/San Francisco/San Jose**

**GIL GARCIA** advises KAHS News at Austin (Texas) High School. He is a filmmaker, speaker, trainer and consultant. A leader in the field of media arts education, Garcia is finishing work on the third edition of the textbook, "Television

## SPEAKER BIOS

Production & Broadcast Journalism," alongside co-author Phil Harris, slated to be published this spring. He is a 2016 JEA Distinguished Broadcast Adviser.

**Noon Friday, Palos Verdes, and 10 a.m. Saturday, Santa Monica A**

**TOM GAYDA**, MJE, directs student media at North Central H.S. in Indianapolis. In addition to his daily school duties, he teaches a course for Ball State University and works at various workshops. He has earned several awards from organizations like JEA, NSPA, Ithaca College, Ball State, IHSPA and the Dow Jones News Fund.

**10 a.m. Friday, Santa Barbara C; 9 and 10 a.m. Saturday, Santa Barbara A**

**SUSAN GILLAM**, CJE, manages the Northeast area for Walsworth Yearbooks. A former teacher and yearbook representative, Gillam's passion lies in reigniting journalism in yearbooks in the Northeast area.

**1 p.m. Saturday, Palos Verdes**

**PAUL GLADER** is associate professor at The King's College in New York City, where he directs the McCandlish Phillips Journalism Institute. He was a staff reporter for The Wall Street Journal for a decade and still writes for publications such as Bloomberg Businessweek, The Washington Post, Forbes.com and ChristianityToday. He also directs the NYC Semester in Journalism program.

**1 p.m. Saturday, Santa Monica A; noon Saturday, Beaudry A**

**DON GOBLE** is an award-winning broadcast technology, film and multimedia Instructor at Ladue Horton Watkins H.S. in St. Louis. JEA named Goble as its 2015 National Broadcast Adviser of the Year. He is an Apple Distinguished Educator, who speaks nationally at conferences and conventions, offering educators innovative ways to incorporate video into the classroom. Contact him on Twitter @dgoble2001.

**8:30 a.m. Thursday, San Pedro; 9 and 10 a.m. Friday, Los Feliz; 1 p.m. Friday, San Gabriel C; 9 a.m. Saturday, San Gabriel A**

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

**10 and 11 a.m. Saturday, Wilshire Suite C**

**AJ GORDON** is content manager for the Petersen Automotive Museum.

**11 a.m. Saturday, Santa Monica B**

## SPEAKER BIOS

**NICOLE GRAVLIN** serves as the Walsworth Yearbooks sales representative in San Jose, California. She earned a bachelor of arts in English from Penn State and a master of arts in publishing from Rosemont College, where she focused on publication design and graphic design for magazines. She focuses on finding ways to transform eye-catching magazine layouts into award-winning yearbook spreads.

**1 and 2:30 p.m. Saturday, Santa Anita A**

**KIM GREEN**, MJE, is the outreach coordinator and a graphics sequence instructor for Ball State University's Department of Journalism. She is JEA's Certification Committee chair. Her honors include JEA Yearbook Adviser of the Year and Medal of Merit, NSPA Pioneer Award, Indiana Journalism Teacher of the Year, Folger Outstanding Teacher of the Year, DJNF Distinguished Adviser and Ball State University Journalism Hall of Fame.

**9 a.m. Friday, Wilshire Suite E; 1 p.m. Friday, Wilshire Suite C; 3:30 p.m. Friday, Santa Monica D; 7:30 a.m. Saturday, Wilshire Suite E; noon Saturday, Hollywood Ballroom**

**PEGGY GREGORY**, CJE, advised the award-winning Greenway H.S. Demon Dispatch for 35

years. She is a language arts specialist for Dysart Unified School District and serves on the JEA Mentoring committee. Gregory was local co-chair for two JEA/NSPA Phoenix conventions. Honors include NSPA Pioneer Award, JEA Medal of Merit, CSPA Gold Key and James F. Paschal Award and DJNF Special Recognition Adviser and Distinguished Adviser awards.

**8:30 a.m. Thursday, San Gabriel B**

**KATHY HABIGER**, MJE, advises the JAG yearbook, JagWire newspaper and Mill Valley News Online at Mill Valley H.S. in Shawnee, Kansas. Her students' publications are consistent local, state and national award winners. She is president of the Kansas Scholastic Press Association. This is her 35th national convention.

**10 a.m. Friday, Santa Barbara C; 11 a.m. Friday, Santa Barbara B; 9 a.m. Saturday, Santa Monica B**

**ISABEL HANEWICZ** is a junior and in her second year as editor-in-chief of RHSToday.com. Her online staff was awarded the first Online Pacemaker in Florida. Hanewicz was named Emerging Journalist of the Year as a freshman by FSPA. Hanewicz is the FSPA District 4 student representative and the cross country and track captain.

**11 a.m. Saturday, Santa Anita A; 1 p.m. Saturday, San Gabriel B**

**MICHELLE HARMON**, MJE, advises The Borah Senator, a newspaper with a 55-year print run. In her 14 years of advising a traditional newspaper, Harmon has incorporated digital journalism with a staff of 21 and a staff of eight.

**9 a.m. Saturday, Wilshire Suite C**

**ERINN HARRIS**, MJE and yerd for the past 20 years, advises Techniques yearbook, tJTODAY newsmagazine, tJTODAY Online and TJTV at Thomas Jefferson H.S. for Science and Technology in Virginia. Her staff has earned a CSPA Silver Crown, an NSPA Pacemaker, Gold Medalist and All American critiques and many state and local awards. JEA names Harris a 2010 Rising Star and a 2014 Special Recognition Adviser.

**Noon and 1 p.m. Friday, Santa Anita B; 10 a.m. Saturday, San Pedro**

**KENDRA HARVEY** is managing editor of The Broadview at Convent of the Sacred Heart H.S. and serves on the American Society of News Editor's Youth Advisory Board, connecting with journalists across the country through social media. She has served on Student Council as junior class president and Student Body secretary, is captain of the badminton team and is head of Sign Language and Math clubs.

**11 a.m. Friday, Santa Barbara C**

**NANCY HASTINGS**, MJE, advised the

# JEA/NSPA Spring National High School Journalism Convention

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yearbook and newspaper at Munster H.S. in Indiana for 38 years. Both publications earned Pacemakers, Crowns, Hoosier Stars and Best of Shows. Personal honors include NSPA's Pioneer, CSPAs Gold Key, JEA's Yearbook Adviser of the Year and JEA's Lifetime Achievement Award. She serves as JEA's Indiana state director.

**9 a.m. Saturday, Santa Barbara C**

**LACEY HATFIELD** has been teaching yearbook and newspaper in south central Los Angeles for 11 years. She is in her second term as president of SCJEA. Hatfield started and has run journalism programs at two schools in Los Angeles and is working on setting up a program at a third.

**8 and 9 a.m. Saturday, Wilshire Suite F**

**ANNE HAYMAN**, MJE, advises the news website and yearbook at Arlington (Washington) H.S. She has been a publications adviser for 16 years.

**10 a.m. Saturday, Wilshire Suite D**

**SUZETTE HEIMAN** is a professor in strategic communication and director of planning and communications for the Missouri School of Journalism. She is an author of a public relations textbook and editor of "The J-School, The First Hundred Years of the World's First School of Journalism."

**Noon Saturday, San Fernando**

**WILLIAM HEMBREE** has been producing videos and new stories ever since he was in the fourth grade. Once high school came around, doors started opening in the video industry. In March 2015, Hembree was offered an internship on the Sporting Kansas City Broadcast Crew. Now the live broadcast editor for the Harbinger at Shawnee Mission East H.S., he enjoys producing live content for the masses.

**8 a.m. Saturday, Wilshire Suite G**

**CARRIE HENDRIX**, CJE, has been advising the Westwind yearbook for the past 13 years and the Ranger Review News website for five years at Lewis-Palmer H.S. in Monument, Colorado. Her student's publications have earned top state and national awards including a CSPAs Silver Crown and an NSPA Pacemaker. Hendrix is the current Colorado Student Media Association Teacher of the Year.

**9 a.m. Friday, San Gabriel C**

**MICHAEL HERNANDEZ** has taught broadcast journalism for 16 years at Mira Costa H.S. in Manhattan Beach, California, where he advises the Pacemaker-winning Mustang Morning News. He is an Apple Distinguished Educator, Google For Education Certified Innovator and PBS Lead Digital Innovator. Hernandez is the inaugural JEA National Broadcast Adviser of the Year.

**8:30 a.m. Thursday, San Fernando; 11 a.m. and noon Friday, San Gabriel C; 11 a.m. Saturday, San Gabriel A**

**ROBERT HERNANDEZ** (Featured speaker — see Page 6)

**11 a.m. Friday, Santa Anita B**

**SARA HIGGINBOTHAM** is a senior from Dallas studying journalism with an emphasis in strategic communication. She manages the social platforms of several organizations and also serves as an ambassador for the Missouri School of Journalism.

**Noon Saturday, San Fernando**

**DAVID HORSEY** (Featured speaker — see Page 6)

**10 a.m. Saturday, San Jose**

**BETHANY GRACE HOWE** is an award-winning journalist, journalism teacher and current student at the University of Oregon, now working on her doctorate studying how journalism and secondary education combine. A transgender student, she is the founding member of the school's chapter of the National Lesbian and Gay Journalists Association as well as the graduate representative to the school's diversity committee.

**1 and 2:30 p.m. Saturday, Beaudry B**

**DANIEL HRDLICKA** was advising a monthly newspaper and annual yearbook at Rockburst H.S., Kansas City's Jesuit preparatory school, when a group of junior staff writers approached him about launching a new publication the following year. Through those conversations, the Quarterly was born. Four issues later, the staff accepted a Pacemaker for its inaugural year of publication.

**1 p.m. Saturday, San Pedro**

**TANNER HUFFMAN** is a Walsworth Yearbook representative in the Little Rock, Arkansas, area with more than 10 years of experience in yearbook, journalism, print production and graphic design.

**Noon Saturday, San Gabriel B**

**JOE HUMPHREY**, MJE, advises newspaper, yearbook and online media at Hillsborough H.S. in Tampa, Florida. He is evaluations coordinator for the Florida Scholastic Press Association and a member of the JEA Certification Committee. He served as local team chair for the Orlando JEA/NSPA convention. @jhump96

**11 a.m. Friday, Wilshire Suite D**

**JOYCE ISLETA** is a Walsworth Yearbooks representative in Los Angeles. Originally from San Antonio, Texas, she led her Stevens H.S. staff to create an NSPA All-American yearbook. After graduating from The University of Texas at Austin, her high school yearbook adviser recommended her to Walsworth to continue sharing her passion for design and yearbooks.

**10 a.m. Friday, Avalon**

**PETER JOHNSON** is a freshman at Occidental College. He has been involved in student

## SPEAKER BIOS

journalism for four years. He joined his high school newspaper, the St. Louis Park Echo, as a writer before becoming news editor and eventually print editor-in-chief. Johnson now works as a staff writer for the Occidental Weekly, continuing his passion for journalism.

**10 a.m. Saturday, Wilshire Suite G**

**SHEILA JONES**, CJE, taught English for 23 years at Englewood (Colorado) H.S. and advised the Pirateer newspaper program that became Colorado's first state-approved CTE Convergent Media program in 2011. A former president of the Colorado High School Press Association, Jones in retirement is a JEA mentor. She received the JEA Lifetime Achievement Award, CHSPA Medal of Merit, CHSPA Adviser of the Year award, Ridgway Freedom of Speech Award and the National Federation of Press Women Fellowship.

**9 a.m. Friday, Wilshire Suite B**

**JIM JORDAN** has advised the Decamhian at Del Campo H.S. in Fair Oaks, California for 34 years. His students' yearbooks have won CSPAs Gold Crown Awards (13) and NSPA Pacemaker Awards (17). He was the 1996 JEA National Yearbook Adviser of the Year. He was also awarded the CSPAs Gold Key, the NSPA Pioneer Award and the JEA Medal of Merit.

**10 a.m. Friday, Santa Barbara B; 11 a.m. Friday, Avalon**

**JASON KAISER**, CJE, is a marketing project coordinator for Jostens. Prior to Jostens, Kaiser served many pivotal roles in The Record, the student newspaper of the College of St. Benedict/St. John's University, and received awards from both the Minnesota Newspaper Association and the Associated Collegiate Press for his designs. He used these skills as a yearbook adviser while also teaching several high school English courses.

**10 a.m. Saturday, Santa Anita A; 1 p.m. Saturday, Santa Anita B**

**JESSE KATZ** (Featured speaker — see Page 6)

**10 a.m. Saturday, San Gabriel C**

**CRYSTAL KAZMIERSKI** teaches graphic design, yearbook and drama at Arrowhead Christian Academy in Redlands, California. Her students have earned CSPAs Crowns and NSPA Pacemakers for Wings. She was the 2000 JEA National Yearbook Adviser of the Year. She received CSPAs Gold Key award in 2002 and NSPA's Pioneer award in 2007.

**10 a.m. Friday, Santa Barbara B; 11 a.m. Friday, San Gabriel B**

**LORI KEEKLEY**, MJE, advises at St. Louis Park (Minnesota) H.S. Previously she worked as the director of contests and critiques at NSPA. The



## SPEAKER BIOS

Echo has been a Gold Crown and Pacemaker recipient, and her students have won state and national awards. Keekley is a DJNF Distinguished Adviser and a member JEA's Scholastic Press Rights Committee.

**8:30 a.m. Thursday, Beaudry A; 9 a.m. Friday, Wilshire Suite D; 9 and 10 a.m. Saturday, Wilshire Suite G**

**JOELLE KEENE**, CJE, is founding director of the Jewish Scholastic Press Association and advises the national award-winning Boiling Point and shalhevetboilingpoint.com at Shalhevet H.S. in Los Angeles. Earlier she worked for the Los Angeles Herald-Examiner, Seattle Times and Tacoma News Tribune, winning national, state and local awards for education coverage and investigative reporting. Her work has appeared in many religious and secular publications.

**11 a.m. and noon Friday, Santa Anita C**

**LESLIE KENDALL** is chief curator for the Petersen Automotive Museum.

**11 a.m. Saturday, Santa Monica B**

**DEBRA KIDD** is coordinator of Career and Technical Education for USD 383 in Manhattan, Kansas. She has been a business teacher

at Manhattan H.S. for 18 years and worked previously in business and industry. She also serves as an instructional facilitator for the school.

**1 p.m. Friday, Wilshire Suite E**

**REBECCA KIMITCH** is an investigative reporter for the Los Angeles News Group and has worked in various capacities for the organization's newspapers since 2008, including as city editor, political editor and political reporter. Together with two colleagues, she recently won the Pulitzer Prize for Local Reporting for an investigation into corruption in the Centinela Valley Union High School District. She has worked as a reporter in Washington, D.C., San José, Costa Rica and San Diego.

**9 a.m. Friday, Avalon**

**MICHAEL KRASKE** is online editor-in-chief of the Harbinger. He focuses mostly on broadcast and multimedia, and this is his fourth and final year on staff.

**Noon Saturday, Wilshire Suite G**

**JULIE KUO**, CJE, has advised The Musket, Lexington H.S.'s student newspaper, for six years and is in her first year as the Massachusetts state director for JEA. She teaches U.S. history, journalism and East Asian studies. She holds a bachelor's degree in print journalism from the University of Southern California and a master's

in secondary education from Boston College.

**11 a.m. Saturday, Santa Barbara A; 1 p.m. Saturday Los Cerritos**

**ROB KUZNIA** is a Pulitzer Prize-winning education reporter for his work at the Daily Breeze. He now works at USC's Shoah Foundation and freelances stories about the West Coast for the Washington Post.

**9 a.m. Friday, Avalon**

**EDMOND KWONG**, after many years in high-tech marketing, has decided to pursue opportunities to work with young artists and future business leaders. His first Pegasus yearbook staff at Homestead H.S. in Cupertino, California, earned a National Pacemaker and a Silver Crown. His passion for photography and design resulted in many published pieces in newspapers, magazines, brochures and websites.

**Noon and 1 p.m. Saturday, Santa Monica B**

**ELIZA LAFFERTY** is a high school junior and an editor at The Bishop's School's The Tower, a monthly newsmagazine. She has coupled her interests in journalism, leadership and service to proliferate journalism at local schools.

**Noon Saturday, Wilshire Suite D**

**BRIAN LAMBORN-HERZBERG** has been a key member of the "ECR Live" staff at El Camino

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Real H.S. He works as a cameraman and a technician for the crew. He has helped produce and air key broadcasts including the 2015 Los Angeles City Section Championship football games.

*Noon Saturday, Palos Verdes*

**MATTHEW LAPORTE**, CJE, advises the Southwest Shadow online news site and The Howl yearbook at Southwest Career and Technical Academy in Las Vegas. His staffs have earned a 2014 Online Pacemaker and a 2015 CSPA Digital Gold Crown for their website. He is the JEA Nevada state director and co-president of the Southern Nevada Society of Journalists.

*10 a.m. Friday, Wilshire Suite C; 11 a.m. Friday, Beaudry A*

**JESSICA LATONI** is yearbook adviser and Quill and Scroll sponsor at Braddock Senior H.S. She has over 15 years' experience as a journalism/language arts teacher. Latoni was part of the team that created district pacing guides, and she has a special talent for raising sales figures. She has seven years as a Los Angeles department chairperson, and she also has worked as an activities director.

*Noon Friday, San Pedro*

**EVELYN LAUER**, CJE, advises the online-only publication Niles West News. She is the Publications/Public Relations chair for JEA and a 2014 DJNF Special Recognition Adviser. She writes for the Huffington Post and other publications.

*11 a.m. Friday, San Pedro; 9 a.m. Saturday, Emerald Bay*

**PETE LEBLANC** is in his 23rd year of teaching and eighth year advising three programs at Antelope (California) H.S., which opened in 2008. Students on Antelope's Titanium yearbook, Titan Times newspaper and Channel 5 Titan TV News staffs have won CSPA Gold and Silver Crowns, NSPA Pacemakers and NSPA Best of Show awards.

*8:30 a.m. Thursday, Santa Barbara A-B; 9, 10 and 11 a.m. Saturday, Santa Barbara B*

**BETH LEE** is celebrating 10 years advising with The Hope International Tribune. She is passionate about connecting with and supporting fellow advisers, as well as encouraging students and student journalism programs to tackle their work with vigor and conviction.

*8 a.m. Saturday, Wilshire Suite C; 1 and 2:30 p.m. Saturday, Santa Barbara A*

**JOY LESSARD** enjoyed advising award-winning yearbooks and newspapers for 37 years in the Ellensburg (Washington) School District. She was honored with Washington (WJEA) Adviser of the Year; Ellensburg School District Teacher of the Year; 2008 JEA Teacher Inspiration Award; and 2012 JEA Lifetime Achievement Award. Lessard is a JEA mentor

and teaches a summer workshop for advisers at the WJEA journalism camp.

*11 a.m. Friday, Wilshire Suite B; 10 a.m. Saturday, Los Cerritos*

**BRAD LEWIS**, MJE, is in his ninth year of teaching journalism and advising publications at the high school level. He is the adviser for The Dart, DartNewsOnline.com and Teresian at St. Teresa's Academy in Kansas City, Missouri.

*11 a.m. Friday, Los Feliz*

**LISA LLEWELLYN**, CJE, has lived and breathed scholastic journalism for 20 years. She graduated from Lecanto H.S. in Florida, where she was an award-winning broadcast student and yearbook editor. She served FSPA as district representative and student chairperson. She furthered her journalism education at the University of Florida. Llewellyn is a Dallas-Fort Worth representative for Walsworth Yearbooks.

*11 a.m. Friday, San Bernardino; 1 p.m. Friday, Santa Anita A*

**KAY LOCEY**, CJE, advised the Commoner newsmagazine at Gov. John R. Rogers H.S. in Puyallup, Washington. For more than 25 years she has been active in WJEA, serving on its board and teaching at its summer workshop. She was the 2008 WJEA Adviser of the Year and a 2015 JEA Lifetime Achievement Award winner. Locey is a JEA mentor, supporting new advisers in Washington state.

*10 a.m. Friday, Wilshire Suite B*

**FRANK LOMONTE** is the executive director of the Student Press Law Center. He joined SPLC in January 2008 after practicing law with Atlanta-based Sutherland LLP and clerking for federal judges on the Northern District of Georgia and the 11th Circuit U.S. Court of Appeals. Before law school, LoMonte was an award-winning investigative journalist and political columnist for daily newspapers in Florida and Georgia.

*9 a.m. Thursday, San Gabriel C; noon Friday, Santa Monica C; 11 a.m. Saturday, San Pedro; 1 and 2:30 p.m. Saturday, Wilshire Suite D*

**JILL PAINTER LOPEZ** is a reporter for Fox Sports West/Prime Ticket in Los Angeles. She also is a contributor to the New York Times and UFC.com. Lopez is an award-winning sports columnist, twice being named to the APSE top-10 sports columnist award list in 2011 and 2014.

*10 a.m. Saturday, Beaudry B*

**ROBERT J. LOPEZ** (Featured speaker — see Page 6)

*10 a.m. Saturday, San Gabriel C*

**LIANA LUM** is editor-in-chief of The Broadview at Convent of the Sacred Heart H.S., which will receive the NSPA Hall of Fame award at this convention. The senior began writing for The Broadview her freshman year and has attended multiple JEA/NSPA conventions. Lum holds several local and national journalism awards.

## SPEAKER BIOS

She is on the NSPA Journalism Honor Roll and serves as Student Body president.

*11 a.m. Friday, Santa Barbara C*

**GARY LUNDGREN** served as director of student publications for nine years at the University of Arkansas where his staffs received Gold Crown and Pacemaker Awards and he received the Gold Key, Pioneer Award and Medal of Merit. During 18 years at Jostens, he launched the Look Book and Jostens Adviser University. He edited three editions of the 1,2,3 Yearbook Curriculum and edits Adviser & Staff magazine.

*11 a.m. Saturday, Beaudry A*

**MICHAEL MALCOM-BJORKLUND** advises the Ascent yearbook and RCSA Broadcast News while teaching middle school language arts at River City Science Academy Innovation in Jacksonville, Florida, after a successful 14-year professional career in the media industry. With a degree in journalism and a dozen design awards under his belt, Malcom-Bjorklund plans on completing the trifecta with a digital school newspaper in 2016.

*Noon and 1 p.m. Saturday, San Gabriel C*

**ARASH MARKAZI** is a senior writer at ESPN and an adjunct professor at the Annenberg School for Communication and Journalism at USC. He also is a board member for the Jim Murray Memorial Foundation. He was previously a staff writer at Sports Illustrated after graduating from USC in 2004 and freelanced for publications ranging from Playboy to the Los Angeles Times while in school.

*9 a.m. Friday, San Gabriel B*

**BRIAN MARTINEZ**, CJE, is the Monarch specialist for Jostens. After a stint at the Houston Chronicle, he began advising newspapers and yearbooks 20 years ago. His students used cutting-edge software to create Pacemaker-winning publications. Martinez now helps develop new tools for yearbook creation using Adobe InDesign. He works with staffs nationwide to help them get the most out of technology to produce books they love.

*10 a.m. Saturday, Santa Anita A; 11 a.m. Saturday, Wilshire Suite G*

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

*10 a.m. Friday, Santa Barbara B; 10 a.m. Saturday, Beaudry A; 2:30 p.m. Saturday, San Gabriel C*

# SPEAKER BIOS

**KIM MCCARTHY**, CJE and M.Ed., teaches journalism and advises VOX, the online news site for the virtual K-12 Mother of Divine Grace School. McCarthy has more than 15 years experience in local and network news. She wrote and produced for NBC News. Now McCarthy brings her experience to students in a virtual classroom.

*Noon Friday, San Bernardino; 9 and Saturday, San Bernardino; 11 a.m. Saturday, Santa Monica B*

**TAMRA MCCARTHY**, CJE, has been teaching English for 13 years and advising the Wingspan yearbook for nine years at James Enochs H.S. in Modesto, California. Her publication has been recognized with CSPA Crown and NSPA Pacemaker awards every year for the last seven years. McCarthy was named the 2011 JEA Rising Star and 2013 JEA Distinguished Adviser.

*10 a.m. Saturday, San Gabriel A; 11 a.m. Saturday, Avalon*

**MARY ANNE MCCLLOUD**, retired teacher, participates in the JEA mentoring program in Kansas after advising newspapers, yearbooks and literary magazines for 30 years.

*8:30 a.m. Thursday, San Gabriel B*

**JIM MCCROSSEN** is the journalism teacher and newspaper, yearbook and online adviser at Blue Valley Northwest H.S. in Overland Park, Kansas, and has been there for 23 years. He is a former professional photojournalist in Southern California. He is also the serving past president of the Kansas Scholastic Press Association.

*10 a.m. Friday, Beaudry B; 11 a.m. Saturday, Wilshire Suite F*

**JOE MCLINEY** is on multimedia staff at Shawnee Mission East H.S. He shoots, edits, and publishes videos.

*Noon Saturday, Wilshire Suite G*

**MARY MCNAMARA** (Featured speaker — see Page 6)

*9 a.m. Saturday, San Diego*

**SARAH MESSMAN** is a Walsworth Yearbooks representative in north central Ohio. She uses her experience as a graphic designer and former high school basketball coach to help her staffs design great books meet their goals. She teaches marketing, theme, design and coverage during the school year and at summer workshops. For the past three years she has taught at the Ohio Scholastic Press Association convention.

*1 p.m. Saturday, Palos Verdes*

**GARY METZKER** has been a lecturer at California State University, Long Beach since 2008. He is design adviser for the Pinnacle

award-winning Daily 49er and the content and design adviser for the Pacemaker award-winning Dig Magazine. For almost 25 years, he worked at the Los Angeles Times in various editor positions. Metzker was a part of four Pulitzer Prize-winning staffs for breaking and spot news. He has won two Los Angeles Press Club awards and two Medals of Excellence from the Society for News Design.

*10 a.m. Saturday, Beaudry B*

**CHRIS MIHAL** is a creative director, art director, designer and illustrator. Currently the creative director of Variety overseeing art, photography and design across all brands, he grew up in northwest Indiana and studied journalism graphics at Ball State University. Working at various newspapers in Phoenix, Fort Lauderdale, Atlanta and the Northeast, he has yet to pick up a Southern, New Jersey or California accent.

*10 a.m. Saturday, Sacramento*

**BILL MILES** has been an entrepreneur for more than 15 years. His initial startup brought imaging to the Internet in the mid-1990s. He later launched nonprofit group, Grassroot Soccer, into a global brand. Miles joined Picaboo in 2012 and has led the yearbook team to multimillion dollar growth each year. He is a graduate of the University of Pennsylvania and Boston University Law School.

*9 a.m. Friday, Beaudry A*

**CALEB MILES** is the managing editor for The Talon News. He has a state title in documentary film and won numerous state and national awards. He has traveled 3,270 miles covering sporting events and worked as a student correspondent for Dave Campbell's Texas High School Football.

*10 a.m. Saturday, San Fernando*

**KATHLEEN MILLS**, a former newspaper reporter whose work has published in The New York Times, Indianapolis Star and other publications, advises The Optimist at Bloomington (Indiana) H.S. South.

*Noon Friday, Wilshire Suite E; noon Friday, Wilshire Suite C; 10 a.m. Saturday, Wilshire Suite D*

**JOE MIRANDO**, MJE and Ph.D., is the Elizabeth Weeks Jones Endowed Professor of Humanities at Southeastern Louisiana University in Hammond, Louisiana. He was a daily newspaper reporter/copy editor for five years and a high school journalism teacher/publications adviser for five years. He now teaches college courses in media law and ethics as well as communication research and theory, and frequently writes articles for scholarly journals.

*10 a.m. Friday, Wilshire Suite E; noon Friday, Wilshire Suite C; 10 a.m. Saturday, Wilshire Suite D*

**JEFF MOFFITT**, MJE, is creative accounts manager for Jostens. Previously, Moffitt advised

the award-winning Oracle newspaper and the Torch yearbook at Olympia H.S. in Orlando, Florida. He is a National Board Certified Teacher in career and technical education. Moffitt was OHS's 2007 Teacher of the Year. JEA named him a Special Recognition Yearbook Adviser in 2010 and a Rising Star in 2006.

*11 a.m. Saturday, Beaudry A*

**CIARAN MOLLOY** is a senior at Rockburst H.S., and the co-executive editor of the Prep News media family, including the Pacemaker-winning Quarterly.

*1 p.m. Saturday, San Pedro*

**AMY MORGAN**, MJE, advises yearbook, newspaper and online at Shawnee Mission West H.S. The newspaper and yearbook have earned Pacemaker finalist and Best of Show honors. Morgan was local co-chair of the 2010 JEA/NSPA Kansas City convention. She is secretary of the Kansas Scholastic Press Association and has been on the board of the Journalism Educators of Metropolitan Kansas City.

*11 a.m. Friday, Santa Barbara B; 9 a.m. Saturday, Santa Monica B*

**KATE MORGAN** is a 20-year language arts teacher who recently designed her own seventh and eighth grade creative writing class. As well, she is a third-year yearbook adviser in Highlands Ranch, Colorado. Never before was she challenged in the quite the ways that teaching journalism to middle schoolers demands. Working with JEA mentor Sheila Jones, Morgan was able to develop workable organization systems.

*10 a.m. Saturday, Wilshire Suite F*

**R.J. MORGAN**, CJE, is the director of the Mississippi Scholastic Press Association. Prior to taking this position in 2013, he was an award-winning journalism adviser and a finalist for Mississippi Teacher of the Year. Morgan also freelances as a sports and travel writer for multiple publications.

*10 a.m. Friday, Beaudry A*

**NICOLE MOROTE** is the editor-in-chief of Amador Valley H.S.'s newspaper, The Amadon. She is the first person to hold this role as a junior. She has been a writer and editor for three years. She's also involved in her school's Mock Trial team, as a courtroom reporter.

*11 a.m. Friday, Wilshire Suite G*

**PATT MORRISON** (Featured speaker — see Page 6)

*8 a.m. Saturday, Beaudry B*

**BEATRICE MOTAMEDI**, CJE, is director of Global Student Square. A 2015 John S. Knight Fellow in journalism at Stanford University, she co-directs Newsroom by the Bay, a summer camp for student journalists. Motamedi is a DJNF Distinguished Adviser and former staff



writer for the San Francisco Chronicle. She has helped students launch journalism programs in East Oakland, Paris, Seoul and Ha Noi, Vietnam.  
**11 a.m. Saturday, Wilshire Suite A; 2:30 p.m. Saturday, San Fernando**

**CHLOE MUELLER** is an editor for The Feather Online, the award-winning daily digital publication, at Fresno (California) Christian H.S.  
**Noon and 2:30 p.m. Saturday, Los Cerritos**

**JEREMY MURPHY** advises newspaper, yearbook and broadcast at West Fargo (North Dakota) H.S. He began his career as a sports reporter for the Gillette News-Record in Gillette, Wyoming, in 2003. Murphy is also the coordinator for the Northern Interscholastic Press Association. He has worked at WFHS for 11 years.  
**Noon Friday, Los Cerritos**

**MARK MURRAY** is the director of technical services and systems integration for Arlington ISD. He also serves as the executive director of the Association of Texas Photography Instructors. He is the recipient of the Carl Towley Award and Medal of Merit from JEA and the Joseph Murphy Award from CSPA. He also is an Adobe Education Leader.  
**8:30 a.m. Thursday, Santa Anita A; noon and 1 p.m. Friday, San Gabriel B; 8 a.m. Saturday, Santa Anita A**

**HEATHER NAGEL**, CJE, advises the Lion's Roar yearbook at Christ Presbyterian Academy in Nashville, Tennessee, and is the Tennessee state director for JEA. Her staff has received a Pacemaker, NSPA Best of Show, CSPA Silver Crown, CSPA Gold Medal and THSPA Best Overall Yearbook. In 2012, Nagel was named a JEA's Special Recognition Yearbook Adviser and Tennessee High School Press Association's Bonnie Hufford Outstanding Media Adviser.  
**8 a.m. Saturday, Santa Barbara B; 10 a.m. Saturday, Santa Barbara C**

**AMBER NARRO** is the editor of Backspin golf magazine and is an associate professor of communication at Southeastern Louisiana University. She has a doctorate from the University of Southern Mississippi. Narro has extensive professional experience in public relations and journalism and runs her own consulting business, specializing in social media, marketing, publication design and online production.  
**10 a.m. Friday, Wilshire Suite E**

**EVERT NELSON** captures life through a lens while studying journalism at Kansas State University in Manhattan, Kansas. He works as photographer for KSU Communications and Marketing, is a photojournalist at Collegian Media Group, and freelances. Previously, he worked as official photographer for Denver University Athletics, staff photographer for the Colorado Rockies and Summit Workshop

faculty while with Clarkson Creative in Denver, Colorado, for two years.  
**2:30 p.m. Saturday, San Gabriel B**

**ELLIS NEPSTAD** is a junior at Shawnee Mission East H.S. He is a live-broadcast editor on the student-run publication, The Harbinger. Nepstad has been putting on broadcasts with his school publication for two years. He has made many videos and has experience with all aspects of a basic broadcast.  
**8 a.m. Saturday, Wilshire Suite G**

**KATHLEEN NEUMEYER** retired last June after 24 years advising the Harvard-Westlake Chronicle, Chronicle online and Big Red sports magazine, which have won Pacemakers, Gold and Silver Crowns and been honored as the first or second best high school publications in California by the California News Publishers Association. She has been a reporter for United Press International and has freelanced for numerous national magazines.  
**9 a.m. Saturday, Santa Anita B; 11 a.m. Saturday, Santa Monica A**

**MARK NEWTON**, MJE, teaches journalism at Mountain Vista H.S. in Highlands Ranch, Colorado, and advises VISTAj. The comprehensive media program includes the Eagle Eye newsmagazine, VistaNow.org, Eagle Vision TV and Aerie yearbook. He is JEA's president.  
**8 a.m. Thursday, Hollywood Ballroom; 9 p.m. Thursday, Plaza Pool Deck; 8 a.m. Friday, Santa Barbara B; noon Friday, JEA Suite; 4 p.m. Friday, Wilshire Suite F; noon Saturday, Hollywood Ballroom; and 2:30 p.m. Wilshire Suite B**

**CASEY NICHOLS**, CJE, advises student media at Rocklin (California) H.S. In his 32nd year of teaching, he has a profound passion for journalism education. He is an NSPA Pioneer, JEA Medal of Merit and JEA Yearbook Adviser of the Year recipient. Nichols serves as JEA Awards Committee chair.  
**11 a.m. Friday, San Fernando; 11 a.m. Saturday, Wilshire Suite B; noon Saturday, Hollywood Ballroom**

**SARAH NICHOLS**, MJE, advises student media at Whitney H.S. in Rocklin, California, where her students have been recognized with top national and state honors. Nichols serves as JEA's vice president and is a member of the Scholastic Press Rights and Digital Media committees. The 2010 National Yearbook Adviser of the Year, she has been honored with JEA's Medal of Merit and NSPA's Pioneer Award.  
**9 a.m. Friday, Santa Barbara B; 11 a.m. Saturday, San Gabriel B**

**KRISTY NYP**, CJE, has advised student publications for more than a decade. She is in her fifth year of working with yearbook, newspaper and multimedia at Manhattan

## SPEAKER BIOS

(Kansas) H.S. Her students continue the school's long tradition of publishing one of the only weekly broadsheet newspapers in the state.  
**1 p.m. Friday, Wilshire Suite E**

**MIMI ORTH**, CJE, represents Herff Jones in Southern California and is the director of Yearbooks@theBeach summer workshops. A former award-winning yearbook adviser, Orth can identify random fonts on the fly, pull off some quick keyboard tricks in InDesign, whip up a cool headline design or coverage idea, all in a single yearbook class period. Her students, though, love her most for her homemade food.  
**8 and 9 a.m. Saturday, San Pedro**

**FRANK ORTIZ** has been a yearbook representative in both Southern California and Nevada for Balfour Yearbooks for more than six years. He attended high school in Redlands, where he was an active member of the school's newspaper staff, and he began his adventures in yearbook while in college as editor-in-chief for the La Letra yearbook at the University of Redlands.  
**11 a.m. Friday, Beaudry B**

**JED PALMER**, CJE, advises the Eagle Eye View Yearbook, Summit Newspaper, Summit online and Sierra Television at Sierra Middle School in Parker, Colorado. His staff has earned CSPA Gold Crowns, NSPA Pacemakers, Gold Medalist and All-American critiques, NSPA Picture of the Year and many other awards. He was a JEA Distinguished Yearbook Adviser in 2013 and the CHSPA Teacher of the Year in 2013.  
**8 a.m. and 1 p.m. Thursday, Palos Verdes; 9 a.m. Friday, Santa Anita C; 10 a.m. Saturday, Santa Anita C; 11 a.m. Saturday, San Francisco**

**MEGAN PALMER**, CJE, is in her eighth year of advising the newspaper, yearbook and website at Park Hill South H.S. in Riverside, Missouri. She was the 2013 Missouri State High School Journalism Teacher of the Year and is now president of Journalism Educators of Metro KC.  
**9 a.m. Friday, Santa Barbara C**

**MATT PEARCE** is a national reporter for the Los Angeles Times and frequently writes about violence, disasters, social movements and civil liberties. A University of Missouri graduate, he has covered news in the Midwest for a number of publications and previously wrote about technology, culture and the Middle East as a featured writer for the New Inquiry. He hails from Kansas City, Missouri.  
**9 a.m. Saturday, San Francisco**

**MEGHAN PERCIVAL**, CJE, teaches photojournalism and AP Psychology and advises The Clan yearbook staff at McLean H.S.

## SPEAKER BIOS

in Virginia. The Clan has been recognized with the NSPA Pacemaker and CSPA Gold Crown and is in the NSPA Hall of Fame. Percival earned a Gold Key from CSPA in 2013 and was a 2014 JEA Distinguished Adviser.

**Noon and 1 p.m. Friday, Santa Anita B**

**JONATHAN PETERS** is a journalism professor at the University of Kansas, where he teaches media law. He is an SPLC attorney and the press freedom correspondent for the Columbia Journalism Review. Previously he blogged about free expression for the Harvard Law & Policy Review. Peters has written about legal issues for Esquire, The Atlantic, Sports Illustrated, Slate, Wired, The Nation and PBS.

**9 a.m. Friday, San Pedro; 10 a.m. Saturday, Santa Monica D; 2:30 p.m. Saturday, Wilshire Suite A**

**DOREEN PICOZZI**, MJE, is an English teacher at Lincoln (Rhode Island) H.S., where she also serves as program director of LHS's Journalism & Broadcasting Academy, an accredited CTE program. Doreen joined the ranks of LHS after working for more than 20 years in the private sector as a print journalist, and from 1990 to 2002, as press secretary to the mayor of Providence, Rhode Island.

**10 a.m. Saturday, Wilshire Suite D**

**BILL PLASCHKE** (Featured speaker — see Page 7)

**11 a.m. Friday, Sacramento**

**JULIA POE** is a freshman at the University of Southern California and an alumna of Shawnee Mission East H.S. in Prairie Village, Kansas. She was named the 2015 National High School Journalist of the year while serving as the editor-in-chief of the Harbinger Online.

**Noon Friday, San Gabriel A; 9 a.m. Saturday, Wilshire Suite A**

**REBECCA POLLARD**, MJE, advises high school student media at Heritage H.S. in Frisco, Texas. Over her career of 16 years in scholastic journalism, she has advised yearbook, broadcast, newspaper, Web and literary magazine. Her programs have won state awards and have been recognized nationally. She is the Journalist of the Year Committee chair for JEA and teaches at publication workshops around the country.

**9 a.m. Saturday, Wilshire Suite A; 10 a.m. Saturday, Wilshire Suite D; 11 a.m. Saturday, Wilshire Suite G; 8:30 a.m. Sunday, Sacramento/San Jose/San Francisco**

**LINDA PUNTNEY**, MJE, is a publications consultant and retired JEA executive director, director of Student Publications Inc. and adviser

to the Royal Purple yearbook at Kansas State University. She received JEA's Carl Towley, Teacher Inspiration, Lifetime Achievement and Medal of Merit awards, CSPA's Gold Key and Charles O'Malley awards and NSPA's Pioneer Award. Named Distinguished Yearbook adviser, she is in the CMA Hall of Fame.

**8 and 9 a.m. Saturday, San Jose**

**ERIKA QUICK**, a Cody (Wyoming) H.S. graduate, received her B.A. in media production and worked as a Web designer before managing Intrepid Outdoors, a television program that airs on NBC Sports Network and the Sportsman Channel. In 2011, she won Best New Program from Versus Network, among other awards, and now she owns Quick Draw Productions in Cody, Wyo.

**10 a.m. Saturday, Wilshire Suite F**

**SARA QUINN**, a design and journalism consultant and researcher, holds the R.M. Seaton Endowed Chair at Kansas State University. President of the Society for News Design, she is also an affiliate faculty member for The Poynter Institute where she taught full time for more than a decade. Her large-scale eyetracking research for Poynter and other organizations on newspaper, tablet and online reading habits helps journalists determine the best forms for storytelling. Her most recent study is Eyetracking Photojournalism, for NPPA.

**8:30 a.m. Thursday, Beaudry B**

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**COURTNEY RADSCH** (Featured speaker — see Page 7)

*9 a.m. Friday, Santa Anita B*

**JUSTIN RAISNER** advises The Highlander newspaper, ScotCenter videos, and Scot Scoop News, which won a National Online Pacemaker in 2014. He has been advising media at Carlmont H.S. since 2009.

*Noon Friday, Los Feliz*

**MARGIE RAPER**, MJE, advises student publications and teaches journalism and photojournalism at Wakeland H.S. in Frisco, Texas. She is proud to share her passion for scholastic journalism with her students, see them grow as storytellers and celebrate their achievements. She also serves as the president-elect for the Texas Association of Journalism Educators.

*Noon Friday, Beaudry A; 10 a.m. Saturday, Wilshire Suite D; 2:30 p.m. Saturday, Palos Verdes*

**KRISTI RATHBUN**, CJE, advises the Black & Gold yearbook and The Rock student newspaper at Rock Canyon H.S. in Highlands Ranch, Colorado. Her students have earned top state and national awards including NSPA Pacemaker, CSPA Crown and CSMA All-Colorado awards. Rathbun was named a JEA Distinguished Adviser in 2014. She is the JEA state director for Colorado and the advocacy coordinator for CSMA.

*9 a.m. Saturday, Palos Verdes*

**RACHEL RAUCH**, CJE, advises the award-winning Highlander newsmagazine, The Highlander online website and the Tartan Yearbook at Homestead H.S. in Mequon, Wisconsin. She is a 2015 DJNF Distinguished Adviser and KEMPA Newspaper Adviser of the Year. She serves on the JEA One Book and Digital Media committees, the Walsworth Idea File board and is secretary of KEMPA.

*9 a.m. Saturday, Emerald Bay; 2:30 p.m. Saturday, San Gabriel A*

**BILL RAWSON** is a teacher of journalism and English and advises the school newspaper, The Smoke Signal, at Pascack Valley H.S. in Hillsdale, New Jersey. Prior to his teaching career, Rawson was a sports writer at a daily newspaper in New Jersey.

*10 a.m. Saturday, Palos Verdes*

**JON REESE**, CJE, has advised student media at Decatur (Georgia) H.S. for 24 years. He is the Georgia state director for JEA and presents yearly at state and national conventions. His school's newsmagazine, Carpe Diem, has won Pacemakers, Gold Crowns and Gallup Awards. Reese coordinates his school's Senior Project and IB Diploma Programme's Creativity, Action and Service component.

*10 and 11 a.m. Friday, San Gabriel A; 2:30 p.m. Saturday, Wilshire Suite E*

**MICHAEL REEVES** is about to complete his third year at James Bowie H.S. in Austin, Texas. The 12-year publication veteran's courses include newspaper, photo-news/graphic design and illustration, and Journalism 1. He grew up in a newspaper family that owned and operated newspapers across the country. His scholastic newspaper staffs have won multiple state and national awards. He is the JEA Texas state director.

*9 a.m. Friday, San Jose; 9 a.m. Saturday, Wilshire Suite E*

**CINDY RENAUD** advises the yearbook and teaches freshman English and digital media at Harborside Academy in Wisconsin. She started the yearbook program at the school in 2007, and the publication has earned All-KEMPA honors for the past four years. Renaud was the 2015 KEMPA Jan Kohls Yearbook Adviser of the Year.

*1 p.m. Saturday, Santa Barbara C*

**GRACE RICHEY** won the 2015 JEA Impact Award with fellow reporter Kellen Browning for their article about how the lack of a multipurpose room affected disabled students on the Davis H.S. campus in California. Richey now is a student at Scripps College.

*Noon Saturday, Santa Monica D*

**MIKE RILEY**, CJE, recently retired from teaching broadcast journalism at Cody (Wyoming) H.S. He spent 40 years as an educator, and he has taught in prison, the Marshall Islands, Blackfeet Community College, the University of Montana and the Texas School for the Deaf. His students have won numerous awards, and many have become outstanding professionals in their fields. Riley now serves as a JEA mentor.

*1 p.m. Friday, Wilshire Suite B*

**TIM RILEY** teaches multimedia journalism at Emerson College in Boston, and is author of "Tell Me Why: A Beatles Commentary and Lennon: Man, Myth Music."

*1 p.m. Saturday, Wilshire Suite G*

**COLBY RIPSAM** is a four-year video production student at Fossil Ridge H.S. He founded the school news broadcast in 2013. Additionally, Ripsam built a live event production crew that streams school assemblies, sporting events and theater shows. He has produced videos for several professional companies including Coca Cola and Rachel's Challenge. Ripsam has managed video crews consisting of more than 100 members.

*8 a.m. Saturday, San Gabriel A*

**DANIELLE ROBINSON** is a junior and editor-in-chief of Buffalo yearbook at Haltom H.S. in Haltom City, Texas.

*11 a.m. Saturday, Los Feliz*

## SPEAKER BIOS

**JONATHAN ROGERS**, MJE, advises The Little Hawk newspaper, LH Magazine, The Red and White yearbook and littlehawk.com website at Iowa City (Iowa) H.S. Before teaching, he worked as a sports reporter and environmental journalist. Rogers is a DJNF Distinguished Adviser, JEA Professional Outreach chair, NCTE liaison, IHSPA president, and JEA Digital Media blogger.

*10 a.m. Friday, San Gabriel B; 11 a.m. Friday, San Pedro*

**REES ROGGENSTEIN** is an editor for The Feather Online, the award-winning daily digital publication, at Fresno (California) Christian H.S.

*Noon and 2:30 p.m. Saturday, Los Cerritos*

**LES ROSE** (Featured speaker — see Page 7)

*Noon Saturday, Avalon*

**ANDREW ROSS** is a yearbook editor-in-chief turned yearbook representative. This passionate yearbook nerd prides himself on the fact that he has been doing yearbook longer than he has been driving. Ross happily represents Walsworth Yearbooks in Colorado.

*Noon Friday, San Fernando; 8 a.m. Saturday, Palos Verdes*

**DANIELLE RYAN**, MJE, has been teaching journalism at Carlsbad (California) H.S. for 10 years and advises the news website, newspaper, yearbook and literary magazine. Ryan was the co-chair of the 2014 San Diego JEA/NSPA convention and is vice president of San Diego's JEA chapter. Her students have been named Online Pacemaker finalists, won Best of Show for their website and earned All-American ratings.

*1 p.m. Saturday, Santa Monica A*

**ELANA SACINO** is a Walsworth Yearbook representative in the San Diego area. She fell in love with photography while working on more than 400 yearbooks and has been a professional photographer since 2005. She is the photographer for Dark Horse Comics at San Diego Comic Con and photographed for "Big Brother," the TV show as well as countless weddings.

*Noon Saturday, Beaudry B*

**SARA SAUSKER**, CJE, is responsible for the Jostens educational materials and offerings. She uses her experience as a teacher and yearbook representative to inform her passionate philosophy of student journalism. She believes that a student journalism class can be one of the most valuable learning opportunities offered in a high school and loves helping to provide resources that will help build a thriving program.

*1 p.m. Friday, San Gabriel A*





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**LISA NEHUS SAXON** is a pioneer among women in sports journalism. She helped women gain access to locker rooms in Major League Baseball. Saxon teaches media at Santa Monica College and Palisades Charter H.S. in California.

*10 a.m. Saturday, Beaudry B*

**JOSH SCHAEFER** is the "ECR Live" play-by-play commentator at El Camino Real H.S. He has announced games at Dodger Stadium and Los Angeles Memorial Coliseum. He has many contacts in the sports broadcasting field such as Pete Arbogast, the voice of the USC Trojans, and Tim Kurkjian from ESPN's "Baseball Tonight."

*Noon Saturday, Palos Verdes*

**LAURA SCHAUB**, CJE, is Lifetouch's national key accounts manager. Previously, she directed the Oklahoma Interscholastic Press Association and served as a professor of journalism at the University of Oklahoma. She is past CSPAA president and has received the Gold Key, O'Malley, Paschal and Murphy awards from CSPA.

*9 a.m. Friday, Beaudry B; noon and 1 p.m. Friday, San Diego*

**SARAH SCHISLA** is the editor-in-chief of Scot Scoop News. She is in her third year with Carlmont H.S.'s student media, and she was part of the staff that won a 2014 Pacemaker.

*Noon Friday, Los Feliz*

**SABRINA SCHMITZ**, CJE, is a representative of Walsworth Yearbooks and is the former adviser at J.W. Mitchell H.S. Under her leadership, The Stampede yearbook earned multiple CSPA Crowns and an NSPA Pacemaker, and it was a 2012 Design of the Year Finalist. She was 2013 Teacher of the Year and a District Teacher of the Year runner-up. Schmitz teaches at workshops and conventions around the country.

*11 a.m. Saturday, Los Cerritos*

**MATTHEW SCHOTT**, CJE, advises the newspaper, website, yearbook and broadcast at Francis Howell Central H.S. in St. Charles, Missouri. His publications have won numerous awards from NSPA, CSPA, Quill and Scroll and state and local organizations. Schott formerly worked as a graphic designer for papers in Illinois, Missouri and Florida. He was recognized as a DJNF Distinguished Adviser in 2013.

*10 a.m. Friday, San Gabriel B*

**KATHY SCHRIER**, MJE, is a former newspaper/yearbook adviser now serving as executive director of the Washington Journalism Education Association. She is a member of JEA's Scholastic Press Rights and the Awards committees. She holds a JEA Medal of Merit and was honored with the NSPA Pioneer Award. She hopes to see scholastic press rights legislation passed in Washington state during her lifetime.

*1 p.m. Friday, Los Cerritos; 9 a.m. Saturday, Wilshire Suite G*

**TONI SCIAQUA** is managing editor of the Los Angeles News Group and senior editor of the Daily Breeze. She helped lead coverage and plan digital presentation for the Pulitzer Prize-winning series on the corruption at an area school district.

*9 a.m. Friday, Avalon*

**LUCAS SHAW** writes about the intersection of Hollywood and Silicon Valley for Bloomberg News, and often contributes to Bloomberg Businessweek and Bloomberg Television. He covers companies such as Netflix, CBS and Pandora, reporting in the ways in which technological innovations and shifts in consumer behavior are transforming the entertainment business.

*9 a.m. Friday, Avalon*

**TOMMY SHERK** is editor-in-chief of the award-winning newspaper, The Harbinger, at Shawnee Mission East H.S. He is passionate for design, writing and editorial leadership.

*Noon Saturday, Wilshire Suite G*

**STACY SHORT** is the adviser of The Talon News. She has directed and mentored the Talon for five years and has been teaching journalism for 22 years. Prior to teaching, Short worked for a major marketing and advertising firm developing markets, creating sales packages and designing advertisements. Short grew up on the sidelines with her editor-in-chief uncle, which is where she acquired her passion.

*10 a.m. Saturday, San Fernando*

**BARRY SIEGEL** (Featured speaker — see Page 7)

*11 a.m. Saturday, Sacramento*

**MIKE SIMONS**, MJE, is the award-winning adviser of the 55-student Tesserae yearbook at Corning-Painted Post H.S. in upstate New York. Vice president of the Columbia Scholastic Press Advisers' Association, Simons is a frequent instructor and featured speaker at regional and national workshops. He is a 2015 Distinguished Yearbook Adviser.

*8 a.m. and 1 p.m. Thursday, Santa Barbara C; noon and 1 p.m. Friday, Hollywood Ballroom; 9 a.m. Saturday, San Fernando; 10 a.m. Saturday, San Pedro; 11 a.m. Saturday, San Francisco*

**CAROLE SIMPSON** (Featured speaker — see Page 7)

*9 a.m. Friday, Hollywood Ballroom*

**LUIS SINCO** (Featured speaker — see Page 7)

**SUE SKALICKY**, MJE, advises journalism at Legacy H.S. in Bismarck, North Dakota. She teaches journalism, advises newspaper, the news website LHStoday.com and The Legend yearbook. Over the past 28 years, Skalicky has worked as a medical photographer, a journalist,

## SPEAKER BIOS

a leadership speaker and a freelance writer. She is the JEA state director for North Dakota.

*Noon Friday, Wilshire Suite D; 1 p.m. Friday, Los Cerritos*

**NANCY Y. SMITH**, MJE, advises the newspaper, yearbook, online and digital media at Lafayette H.S. in Wildwood, Missouri. She has been teaching journalism and advising publications for 29 years, and she frequently speaks at workshops and conferences. Smith is the JEA national Write-off chair. Honors include DJNF Special Recognition Adviser and JEA Distinguished Yearbook Adviser.

*Wednesday through Sunday, International Room; 1 p.m. Thursday and 8 a.m. Friday, Pasadena Room; 6 p.m. Friday, Hollywood Ballroom*

**MARIO SOLIS** is NBC4's award-winning sports anchor and sports reporter. Solis has more than two decades of sports broadcasting experience during which he has covered nearly every major sporting event, including the Olympic Games and the World Cup. Solis has also held on-air roles with HBO Sports, HBO Latino, Fox Sports, Time Warner Cable Deportes, Telemundo and Univision.

*11 a.m. Saturday, San Fernando*

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

*8 and 9 a.m. Saturday, San Gabriel C; 10 a.m. Saturday, San Pedro; 11 a.m. Saturday, Beaudry A*

**MELODY SOTO** is a multimedia journalist based in the San Fernando Valley. She is the site editor and associate producer of KCET's Emmy Award-winning arts TV program and online site Artbound and project associate of KCET's global music video show Border Blaster. In 2014, she was the recipient of the Best Use of Social Media prize at the National Arts & Entertainment Journalism Awards.

*11 a.m. Saturday, Beaudry B*

**ALLIE STAUB** advises The Scrapbook yearbook at Westfield (Indiana) Middle School. She was named a 2015 JEA Rising Star and is the JEA Junior High/Middle School Media Contest co-chair. Her students have earned many state and national honors including three CSPA Crowns, NSPA Pacemaker Finalist and multiple NSPA Best of Show and Picture of the Year awards.

*2:30 p.m. Saturday, Wilshire Suite F*

# SPEAKER BIOS

**GREG STOBBE** advises The Feather Online ([www.thefeather.com](http://www.thefeather.com)), Fresno (California) Christian H.S.'s daily digital publication. The online paper has earned numerous NSPA Pacemakers during his tenure as adviser. Stobbe is a former board member of JEANNC. He has often spoken at NSPA and CSPA conventions, advocating online high school journalism since 1998.

*Noon and 2:30 p.m. Saturday, Los Cerritos*

**SYD STONE** is a senior at The Archer School for Girls in Los Angeles. She is the co-editor-in-chief of Archer's award-winning digital news site, The Oracle. She became the Voices editor and the social media manager during the 2013-2014 school year. She attended the summer journalism institute at Northwestern University and will attend the Medill School of Journalism there next year.

*10 a.m. Saturday, Los Feliz*

**MARK STORER** is adviser for Camarillo H.S.'s student news website, the Stinger, and teaches English at the school. As a working freelance journalist, Storer writes for a number of publications including the Ventura County Star, the San Jose Mercury News, the New York Times and many others. He has presented to a number of journalism groups.

*10 a.m. Saturday, San Bernardino*

**JIM STRAUB** has been a Walsworth Yearbooks sales representative for 16 years. His passion is to help staffs create their best work while having fun and being motivated. His career has included working as a cover artist, computer support tech, new rep trainer and sales rep.

*10 a.m. Saturday, Santa Anita B*

**LYNN STRAUSS**, CJE, advised 30 yearbooks before retiring, the last 13 at East Lansing (Michigan) H.S. Strauss speaks and judges for national, regional and state organizations. She was named Michigan's Adviser of the Year, JEA National Yearbook Adviser of the Year, and she has received a CSPA Gold Key, NSPA Pioneer Award and JEA Lifetime Achievement Award. She works as a yearbook consultant.

*8 and 9 a.m. Saturday, Santa Anita C*

**CAROL STRAUSS** is a JEA mentor from Newport Beach, California. She taught photography and advised newspaper and yearbook for 40 years at Los Amigos H.S. in Fountain Valley, California.

*Noon Friday, Wilshire Suite B*

**TARAN SUN** is the managing editor of Scot Scoop News. He is in his third year with Carlmont H.S.'s student media, and he was part of the staff that won a 2014 Online Pacemaker.

*Noon Friday, Los Feliz*

**FRANK SURACI** is the Pulitzer-Prize winning city editor of the Daily Breeze, where he has worked for more than 40 years. Suraci has covered or overseen the paper's coverage of several huge national stories — among them the years-long McMartin Preschool molestation case, passage of the groundbreaking Proposition 13, the O.J. Simpson murder case and a deadly plane crash at Los Angeles International Airport.

*9 a.m. Friday, Avalon*

**RIC TAPIA** is a freelance sports and portrait photographer based in Los Angeles. His clients include Nike, Gatorade, Under Armour, Skechers, K-Swiss, Sports Illustrated and the National Football League. Tapia started his career as a yearbook staff photographer and received a Bachelor of Arts degree in professional photography from Brooks Institute of Photography.

*10 a.m. Friday, San Francisco*

**BECKY TATE**, CJE, has advised newspaper and yearbook at Shawnee Mission North H.S. for the past 26 years. Tate received a Gold Key from CSPA in 2010 and Medal of Merit from JEA in 2008. She was a DJNF Special Recognition Adviser for newspaper in 1997 and a JEA Special Recognition Adviser for yearbook in 1999.

*10 a.m. Friday, Santa Barbara A; 10 a.m. Saturday, Beadury A*

**DOW TATE** is a newspaper, online and yearbook adviser at Shawnee Mission East in Prairie Village, Kansas. Tate was named a CSPA Gold Key recipient in 2013. He also has been named a JEA Distinguished Adviser and, in 1997, the DJNF National High School Journalism Teacher of the Year.

*8 a.m. Saturday, Wilshire Suite G; 10 a.m. Saturday, Beadury A*

**KRISTIN TAYLOR** advises the Archer School for Girls' student-run digital news site, The Oracle, which started in 2012 and was named an Online Pacemaker in 2015. She has been teaching 19 years but came to journalism education only recently. She has spent the past three years developing a workable system for a digital-only news platform. Taylor is pursuing a master's degree in journalism through Kent State University.

*10 a.m. Saturday, Los Feliz*

**MIKE TAYLOR** is a journalism specialist/key accounts with Walsworth Yearbooks. He taught yearbook, newspaper and television production at Lecanto (Florida) H.S. for 13 years. He has served as president of the Florida Scholastic Press Association and has received the FSPA Gold Medallion and JEA Medal of Merit.

*11 a.m. Friday, San Diego; 1 p.m. Friday, San Pedro*

**ERIC THOMAS**, MJE, instructs at the University of Kansas school of journalism where he

teaches visual journalism and media writing. He also directs the Kansas Scholastic Press Association for 150 member schools. During the summer, he organizes the Kansas Journalism Institute, a five-day summer workshop on the KU campus in Lawrence. He is a former high school adviser from St. Teresa's Academy in Kansas City.

*9 a.m. Friday, San Diego; 1 p.m. Friday, Santa Barbara B*

**DAVID THOMPSON** is a professor in the Department of First-Year and Transition Studies at Kennesaw State University, near Atlanta. His media background includes owner and president of SENSS Publications and Seminars Inc., and director of Online Services and Content Development at the Columbia Daily Tribune in Missouri.

*1 p.m. Saturday, Santa Monica D*

**JENNIFER FREEMAN THOMPSON**, CJE, has never met a play on words or an ultra thin sans serif she didn't like. A magazine design and marketing veteran, Thompson is the marketing director for Picaboo Yearbooks. She is a former award-winning college yearbook editor and stays actively involved in scholastic journalism organizations as a speaker and judge in her home state of Arkansas and beyond.

*1 p.m. Friday, San Fernando*

**ANNABEL THORPE** is editor-in-chief of The Talon News. She directed the first place UIL state documentary Rubber Band Reminders. Thorpe competes in writing and photography competitions, winning awards like Best of Show portfolio and superior portfolio. She interned at the Dallas Morning News and freelances for Woman's eNews, FD magazine, and Cross Timbers Gazette. She's also a student correspondent for Fox Sports Southwest.

*10 a.m. Saturday, San Fernando; noon Saturday, San Gabriel A*

**MICHELLE TURNER** is a Missouri journalism adviser with 20 years of experience. Over the years, on top of broadcast journalism, she has taught English, photography, art, drama and yearbook. Missouri Interscholastic Press Association honored her as the Missouri High School Journalism Teacher of the Year in 2015. Several of her Blue Jay Journal TV alumni are in the industry. She is the 2016 National Broadcast Adviser of the Year.

*Noon Saturday, Hollywood Ballroom*

**MARY VAN** is a high school teacher and publications adviser. She oversees the yearbook, newspaper, literary magazine and teaches sophomore English at Century H.S. in Bismarck, North Dakota. In addition to her career, Van is leading a student tour to Europe and is finishing her master's degree.

*9 and 10 a.m. Friday, Wilshire Suite G; 9 a.m. Saturday, Los Feliz; 2:30 p.m. Saturday, San Pedro*



**APRIL VAN BUREN**, MJE, is a media specialist at La Follette H.S. in Madison, Wisconsin. She is president of the Kettle Moraine Press Association and a member of the JEA Write-off committee. The 2013 New Mexico adviser of the year has taught journalism for 10+ years, including as an adjunct for the University of New Mexico, faculty at George Mason University's WJMC and at KEMPA Kamp.  
**8 a.m. Friday, Beaudry B; 8 a.m. Saturday San Gabriel B**

**JOSE ANTONIO VARGAS** (Keynote speaker, see Page 5)  
**7:30 p.m. Thursday, California Ballroom**

**SARAH WAGNER** is a senior at The Archer School for Girls in Los Angeles. She is the co-editor-in-chief of Archer's award-winning digital news site, The Oracle. She has been involved with The Oracle since her sophomore year. In her sophomore and junior years, she served as the news and features editor. Two summers ago, she interned at the local paper, The Brentwood News.  
**10 a.m. Saturday, Los Feliz**

**LIZABETH WALSH**, MJE is the Re-Wa-Ne yearbook adviser at Reno (Nev.) H.S. She has advised publications for 25 years. Her staffs have earned CSPA Gold Medals, NSPA All-Americans, and have placed in NSPA's Best of

Show. She teaches at camps and conventions and evaluates/judges publications. She holds CSPA's Gold Key and was a 2011 Distinguished Yearbook Adviser. Request electronic sharing of materials at editorlaw@gmail.com.  
**10 a.m. Friday, Los Cerritos; 11 a.m. Friday, Beaudry B**

**LEAH WATERS**, CJE, advises the Trail Dust yearbook and Mane Event newspaper staffs at Creekview H.S. in Carrollton, Texas. Waters also serves as a vice president of the Association of Texas Photography Instructors. She is currently pursuing a master's in journalism from the University of North Texas, focusing on the critical study of mediated culture.  
**2:30 p.m. Saturday, Beaudry A**

**BEN WELSH** leads the Los Angeles Times data desk, a team of reporters and programmers that partners with other journalists to collect, analyze and present large amounts of information. He is a co-founder of the California Civic Data Coalition, a network of developers dedicated to opening public data, and the creator of PastPages.org, an open-source effort dedicated to archiving digital news.  
**2:30 p.m. Saturday, Santa Monica D**

**ANTHONY WHITTEN**, CJE, began his scholastic journalism career as a high school yearbook editor. He then served as business

## SPEAKER BIOS

manager of Corks & Curls at the University of Virginia for three years. Whitten advises the Guardian yearbook and the Watchdog newspaper at Westfield H.S. in Chantilly, Virginia. He advises the Stone Observer, a middle school newspaper. He was a 2013 JEA Rising Star.  
**8:30 a.m. Thursday, San Gabriel A**

**KELLY WILKERSON** advises The HUB newspaper, BlueDevilHUB.com website, "Take It to the HUB" radio show, and The Spoke literary magazine. She teaches at Davis Senior H.S. in northern California.  
**11 a.m. Saturday, Wilshire Suite D**

**BRADLEY WILSON**, Ph.D. and MJE, is the director of student media at Midwestern State University in Texas. He is the editor of JEA's national magazine, Communication: Journalism Education Today, and co-managing editor of College Media Review for the College Media Association. He has received CSPA's Gold Key, NSPA's Pioneer Award and JEA's Carl Towley Award. @bradleywilson09  
**1 p.m. Thursday, Santa Anita A; 8 a.m. Friday, Santa Monica C; noon and 1 p.m. Friday, Santa Barbara C; 4 p.m. Friday, Sacramento/San Jose/San Francisco**

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# NSPA

## SPEAKER BIOS

**LEO WOLINSKY** is a veteran journalist and media consultant who spent more than 30 years at the Los Angeles Times. He moved through the ranks from reporter to some of the newsroom's highest positions, including executive editor and managing editor. He served as Page 1 editor for more than a decade. He is a member of the News Literacy Project's Los Angeles advisory committee.

**10 a.m. Friday, San Pedro**

**CASANDRA WORKMAN**, CJE, is the co-president and co-founder of the Southern Nevada Society of Journalists. She has advised yearbook for 13 years, 11 at Centennial H.S. in Las Vegas. She teaches graphic design and previously taught English. She has written curriculum in English and journalism for her school district and helped write the design curriculum for JEA.

**Noon Friday, Santa Anita A; 1 p.m. Saturday, Beaudry A**

**JENNIFER YOUNG** advises yearbook and newspaper at President Theodore Roosevelt H.S. in Honolulu, Hawaii. She is the JEA Hawaii state director.

**10 a.m. Saturday, Wilshire Suite F**

**JESS YOUNG**, MJE, advises the Torch yearbook, Musket newspaper and photography programs at Orange Glen H.S. in Escondido, California. She is the San Diego JEA president, Quill and Scroll board member and a frequent presenter at scholastic journalism workshops.

**11 a.m. Friday, Santa Barbara A; 11 a.m. Saturday, Santa Anita B**

**LAURA ZHU**, CJE, advises the Jamboree yearbook at Toby Johnson Middle School in California. She was Elk Grove USD's 2013 Teacher of the Year and California League of Middle Schools Educator of the Year. Zhu's yearbook students have earned several state and national awards including three consecutive CSPA Gold Crowns and a 2011 NSPA Pacemaker. Zhu is the JEA Junior High/Middle School Media Contest co-chair.

**11 a.m. Saturday, Palos Verdes**

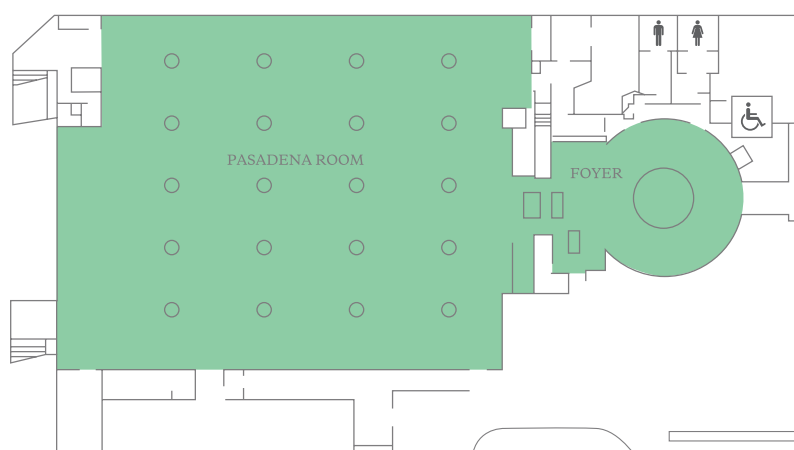
**MAXWELL ZHU** is a second-year editor-in-chief for the Cayuse yearbook staff at Walnut (California) H.S. After managing the copy for a year, he decided to step into the position of staff and production manager.

**11 a.m. Saturday, Palos Verdes**

**STAN ZOLLER**, MJE, is lecturer of journalism at Lake Forest (Illinois) College and Chicago project coordinator for the Center for News Literacy. He is an at-large director of the JEA board. Zoller has been honored by Dow Jones News Fund and is an NSPA Pioneer. He is vice president/membership and president-elect of the Chicago chapter of the Society of Professional Journalists.

**6:45 p.m. Thursday, San Gabriel C; 10 a.m. Friday, San Bernardino; 1 p.m. Friday, Los Cerritos; 8 a.m. Saturday, Los Feliz; 9 a.m. Saturday, Wilshire Suite D; 11 a.m. Saturday, San Bernardino**

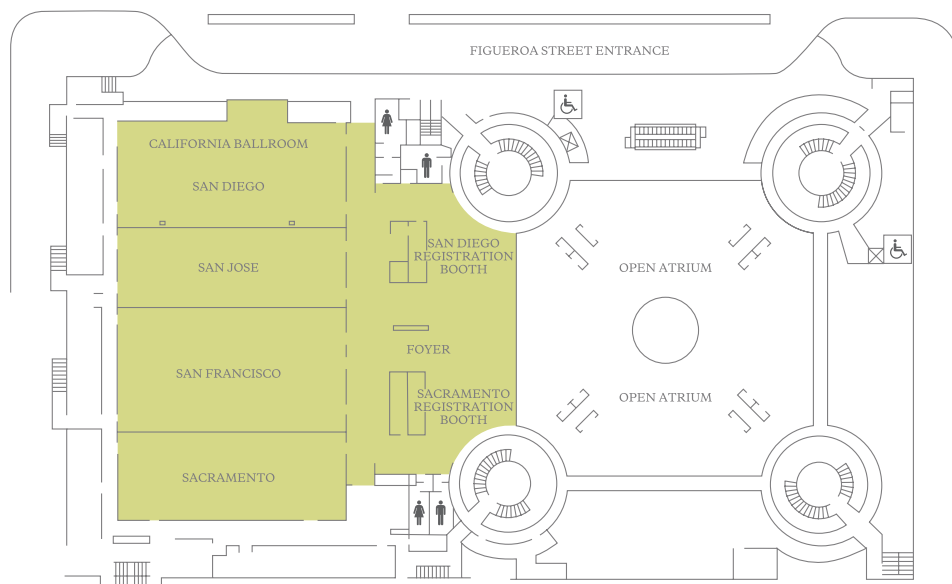
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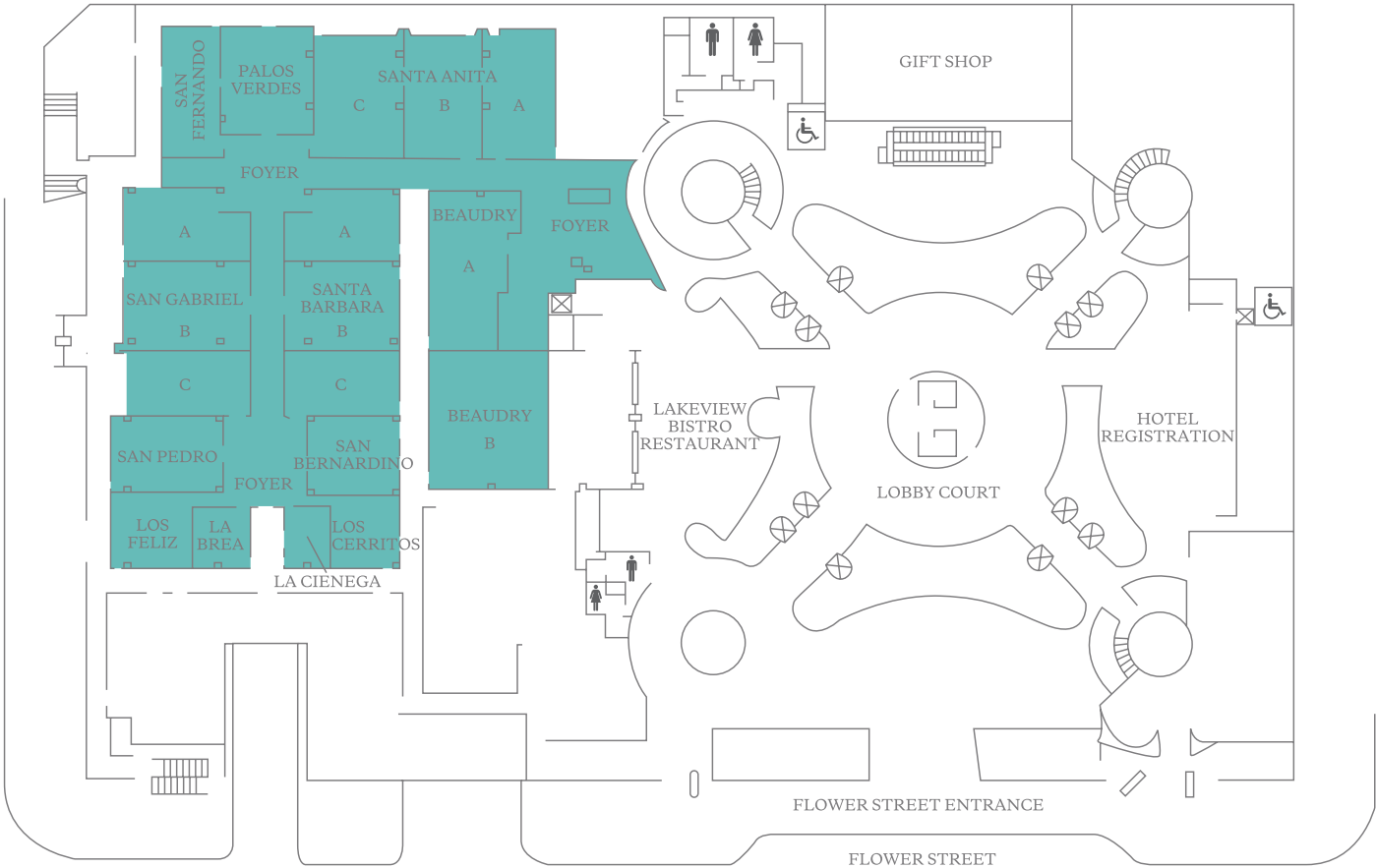
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### EXHIBITION LEVEL

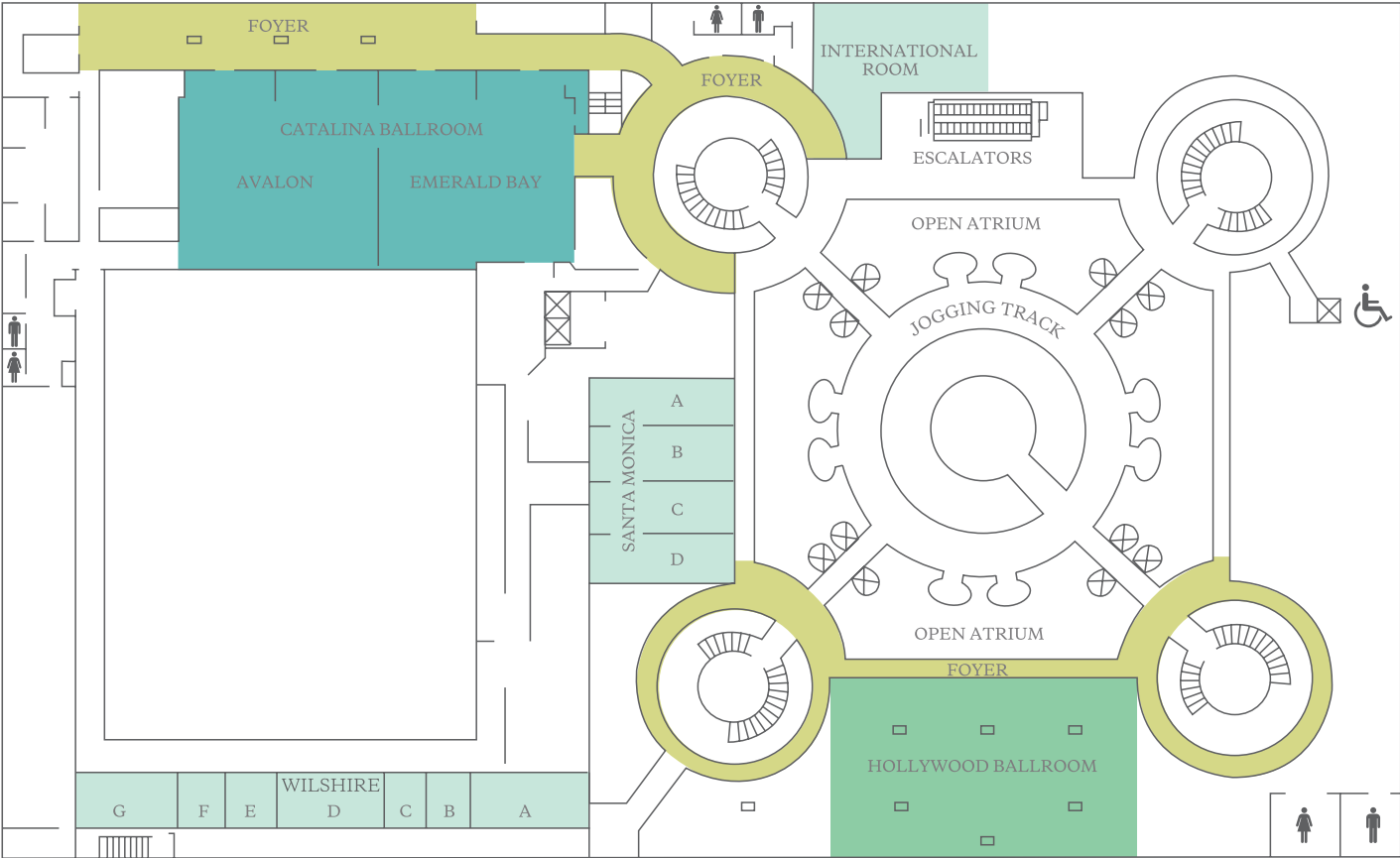
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