JEA/NSPA Spring National High School Journalism Convention
April 25–28, 2013
San Francisco Marriott Marquis

200+ sessions
Issue seminars
Media swap shops
Best of Show and Write-off contests

Exhibits and trade show
Sightseeing and media tours
Break with a Pro
Keynote speakers

New this year!
National Journalism Quiz Bowl p. 9
In-depth Legal Training workshop p. 4
Broadcast & Video Bootcamp p. 5

Want to attend this convention for free? See page 12 to find out how.

Convention website: sanfrancisco.journalismconvention.org • Twitter hashtag: #hsjSF
We’re going to The City. To those within a 100-mile radius, The City can mean only one place: San Francisco. The City is a place of fog-enshrouded mystery and limitless possibility. Majestic bridges lead to the world-famous skyline, serpentine streets and rich diversity of faces, languages and food.

Every neighborhood attacks the senses. North Beach offers the smell of pizza and taste of gelato. Haight-Ashbury still features the sights and sounds of the Summer of Love. Along the well-traveled paths of Pier 39 is the persistent sea breeze.

San Francisco is often called “Everybody’s Favorite City,” thanks to its scenic beauty, cultural attractions, diverse communities and world-class cuisine. And yes, there is the Golden Gate Bridge, cable cars, Alcatraz and the largest Chinatown in the United States.

Come learn, make friends, explore. Come to The City.

### Deadline Calendar

Use this summary of due dates to help meet the deadlines for registration, hotel reservation and contest form submission for the convention.

- **March 1**
  - CJE/MJE applications
- **March 21**
  - Need-based scholarship applications
- **March 25**
  - On-site critique registration
- **April 2**
  - Hotel reservation deadline (Book early. There is no guarantee rooms will still be available by this date.)
- **April 4**
  - Earlybird registration
  - Write-off registration
  - Break with a Pro/Swap shop/
  - Media tour/Adviser luncheon
  - T-shirt pre-orders
  - Sightseeing tour deadline
  - Pre-convention workshop registration
- **April 15**
  - Convention registration mail-in deadline

### Where to Send What?

Pay careful attention to which address each form must be sent and to whom the check should be made payable:

- **Convention Registration form, NSPA Membership, Off-site Permission Forms:**
  - 2221 University Ave. SE, Suite 121, Minneapolis, MN 55414. Checks payable to NSPA.

- **JEA Membership, Write-off Registrations and CJE/MJE Certification applications:**
  - Kansas State University, 103 Kedzie Hall, Manhattan, KS 66506. Checks payable to JEA.

- **Hotel Reservations:**
  - San Francisco Marriott Marquis, 55 Fourth St., San Francisco, CA 94103. See page 23 for more information.

- **On-site Critiques:**
  - Mail form and payment to Sarah Nichols, 2215 Solitude Way, Rocklin, CA 95765, email hsjSFcritiques@gmail.com. Checks payable to JEANC. See page 14 for more information.
Key facts at a glance

Registration rates
JEA and NSPA members:
$90 per delegate on or before April 4
$100 per delegate postmarked April 5 and later
Nonmember students and advisers:
$110 per delegate on or before April 4
$120 per delegate postmarked April 5 and later
Nonmember professionals (non advisers):
$150 per delegate

Register Online
Registering for the convention online is the easiest, fastest and best way to ensure a smooth on-site check-in. Go to register.studentpress.org/sanfrancisco2013 to submit your convention registration online.

Hotel Rates
The San Francisco Marriott Marquis is the convention hotel. The rooms are $209 per night for single or double occupancy, $229 per night for triple or quad occupancy. All rates are subject to 15.5 percent tax per room per night. See full hotel reservation information on page 23.

Convention Planning Tips
Carefully read all of the information contained in this booklet prior to submitting any forms. Note that all forms in this booklet are not sent to the same place, nor are all fees paid with a single check. There’s a list at left of all the forms you’ll be submitting, with correct addresses. Because of the labor involved in processing and preparing materials, not all deadlines are the same. Photocopy or print completed forms and bring them with you to the convention. In some cases, you may need a separate form for each student registering for a program or contest. Make hotel reservations far in advance of published deadlines to ensure room availability. Online reservation links will be posted online at the convention website: sanfrancisco.journalismconvention.org.

Important points:
• If you do not receive a registration confirmation at the email address provided during registration within two weeks after you send materials to NSPA, or to correct any misinformation, call 612-625-1857 or email register@studentpress.org. Convention materials (lists, tickets, name badges, etc.) are produced from the information detailed on the confirmation.
• Do not mail registration materials to NSPA after April 15, 2013. Online registrations (see above) are accepted through Monday, April 22. After these dates, you may register on-site at the convention registration desk.
• Registrations fees do not include meals, transportation or other incidentals.
• Registrations must be accompanied by credit card, check or school purchase order for full amount. Plan carefully. Absolutely no refunds of prepaid fees will be issued. No direct billing will be done unless a purchase order is submitted along with your registration form. In order to register at the member rate, staffs and advisers must be members of either JEA or NSPA.
• Advisers/chaperones should read and discuss all convention rules with students. All students attending the convention must have permission from parents or legal guardians. Students attending the convention are the responsibility of the adviser/chaperone, and not JEA, NSPA or the hotel.

Richard Ross
Thursday, April 25
7:30 p.m.

Richard Ross is a photographer, researcher and professor of art based in Santa Barbara, Calif. Ross was awarded the Guggenheim Fellowship in 2007 to complete work on “Architecture of Authority,” a body of work of thought-provoking and unsettling photographs of architectural spaces worldwide that exert power over the individuals confined within them. Aperture Press published the work in 2007; it was also named one of the best exhibitions of the year by ArtForum. Ross’s Guggenheim support also helped launch an investigation of the world of juvenile corrections and the architecture encompassing it. This led to Ross’s most recent work, “Juvenile In Justice,” which turns a lens on the placement and treatment of American juveniles housed by law in facilities that treat, confine, punish, assist and, occasionally, harm them.

Lowell Bergman
Friday, April 26
2 p.m.

Lowell Bergman is the Reva and David Logan Distinguished Professor of Investigative Reporting at the Graduate School of Journalism at UC Berkeley, and director of the Investigative Reporting Program. He is also a producer/correspondent for the PBS documentary series Frontline. Bergman’s career spans nearly four decades, most notably as a producer, a reporter and then the director of investigative reporting at ABC News, and at CBS News as a producer for 60 Minutes. The story of his investigation into the tobacco industry was chronicled in the Academy Award–nominated film The Insider. From 1999 to 2008, Bergman was an investigative correspondent for The New York Times. Creating collaborative investigative projects using broadcast, print and the Web became his specialty. Bergman has received honors for both print and broadcasting, including the Pulitzer Prize for Public Service, awarded to The New York Times in 2004 for “A Dangerous Business” which detailed a record of worker safety violations coupled with the systematic violation of environmental laws in the cast-iron sewer and water pipe industry. That story is the only winner of the Pulitzer Prize to also be acknowledged with every major award in broadcasting.

Keynote speakers
Learning seminars & scheduling

Tentative Schedule
Thursday, April 25
8 am-3:30 pm JEA Board Meeting
8:30 am-5 pm Pre-convention workshops
1-7 pm Convention Check-in
2:30-5:30 pm On-site Registration
7 pm Exhibit Hall Open
4:30-6 pm Write-off Desk Open
5:30-6 pm Write-off Broadcast Meeting
6:30 pm Middle Madness
6:45 pm First-Time Attendee Orientation
7:30-9 pm Keynote Speaker
9-10:30 pm Adviser Kickoff Reception
Midnight Convention Curfew

Friday, April 26
7:30 am-5 pm JEA Bookstore Open
8 am JEA General Info Meeting
2-3:20 pm Keynote Speaker
8 am-3 pm Write-off Desk Open
8 am-4 pm On-site Registration
9 am Breakout Sessions Begin
9 am-2:30 pm On-site Critiques
9-11 am Break with a Pro
11 am-12:30 pm Adviser Luncheon
12:30-2:15 pm Keynote Speaker
2:45 pm Write-off Moderators’ Meeting
3:30-6 pm CJE/MJE Testing
4-6 pm Write-off Contests
4 pm NSPA Best of Show Deadline
6 pm Write-off Judging and Dinner
8-10 pm Student Swap Shops
8:30-11 pm Adviser Reception and Auction
9-11:30 pm Student Dance
Midnight Convention Curfew

Saturday, April 27
7:30 am-2:30 pm JEA Bookstore Open
7:30 am-noon Adviser Hospitality Open
8 am 4 pm Departure Times Begin
8 am-1 pm Registration/Check-in
8 am-3 pm On-site Critiques
Noon-2:20 pm Adviser Awards Luncheon
3:30-6:30 pm JEA/NSPA Awards Ceremony
(Includes Best of Show, Pacemakers, Write-off and Journalist of the Year)
Midnight Convention Curfew

Sunday, April 28
9 am JEA Board Follow-up
Meeting/Convention Evaluation Session

Pre-convention Workshops
Thursday, April 25
Preregistration is required for these workshops and delegates are placed on a first-come, first-served basis, with a limited number of students per school, per workshop. Day-long workshops will break for lunch. Workshop fee does not include lunch. To ensure all workshops are filled on a first-come, first-served basis, only those who register online will be able to sign up for pre-convention workshops. Workshops will be marked as full on the online registration form once the workshop limits are reached. See page 28 for more information on registering online. Look in the online program booklet in early April for room assignments for these workshops.

Photoshop for Beginners • $15
Taught by Mark Murray, Arlington (Texas) Independent School District, participants will learn to use Adobe Photoshop in this half-day session from 8:30 a.m. to noon Thursday. This workshop will emphasize a basic workflow for preparing photographs for publication. Limit of two registrants per school. This session is open to both students and advisers. Cost is $15. Limit 36.

Advanced Photoshop • $15
For participants who are already familiar with Photoshop, Mark Murray of Arlington (Texas) Independent School District will teach more advanced skills and tricks to take full advantage of this powerful software, including cut-outs, layers, paths and other special effects. This half-day session lasts from 1 p.m. to 4:30 p.m. Thursday. Limit of two registrants per school. This session is open to both students and advisers. Cost is $15. Limit 36.

Team Storytelling • $30
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 runs 8:30 a.m.-5 p.m. and begins with instruction on planning packages with readers in mind, and then the students will go off-site to gather stories. Students will come back to the convention site to finish their packages. Schools should register students in teams of three, preferably a writer, a designer and a photographer, though certainly the students can each practice all these skills. At least one student needs InDesign skills, as the students will design their packages. Students will need to bring any equipment they might need (cameras, laptops, card readers, etc.). Students can create content for print, broadcast or Web, and the workshop is recommended for experienced student journalists. An Off-site Permission Form (page 24 of the registration booklet) is required for each student attending this workshop. Cost is $30. Limit 18 teams (54).

In-Depth Legal Training • $8 NEW
Join the nation’s foremost expert on scholastic media law — Frank LoMonte, executive director of the Student Press Law Center — for this entertaining, engaging and hands-on workshop on the rights and regulations regarding your publication. The workshop runs from 8:30 a.m. -4 p.m. and is geared for experienced student staffers as well as advisers. You will receive an in-depth review of the types of records that are available about schools, where to find them, and how to use them to do impactful stories, as well as be exposed to the pitfalls of liability you need to look out for. Principals and other administrators can attend this workshop for free by emailing register@studentpress.org after submitting their convention registration. Cost is $8. Limit 40.

Redesign Seminar • $25
Students in this intensive design seminar will work from 8:30 a.m.-5 p.m. studying advanced packaging techniques including modular design, typography, marriage of elements, negative space and photo packaging, led by Pete LeBlanc of Antelope (Calif.) High School. Laptop computers with InDesign are encouraged but not mandatory. Students should also bring some of their favorite magazines as well as supplies such as scissors, pencils, glue sticks, etc. Students are also encouraged to bring their own publications for sharing and critique. Cost is $25. Limit 40.

Leadership Seminar • $25
Designed for publication editors, this 8:30 a.m.-4:30 p.m. seminar will show participants more ways to effectively lead the way with their publication staffs. Editors will work with Lori Keekley, MJE, St. Louis Park (Minn.) High School, to better understand their team and how to help individual members work together to solve problems and manage time. They also will discuss self-assessment, people interaction, project planning, project management, goal setting, teamwork and motivation. Advisers are welcome to attend but will be expected to participate. Limit two per school. Those attending should be current editors. Cost is $25. Limit 50.

Online Boot Camp • $30
Whether launching your website or just looking for ideas to revive your existing site, this 8:30 a.m.-5 p.m. seminar will provide a look at best practices and provide you with easy tools to make your online publication shine. This workshop is taught by Chris Waugaman of Prince George (Va.) High School and will cover everything from design and structure to multimedia and interactivity. Elements of WordPress will be covered and participants may want to have login and password data available to use from their own site. All participants must bring a laptop. Cost is $30. Limit 40.
Writers’ Workshop ● $25
If you’re looking for ways to sharpen and brighten your writing so others will clamor to read it, this 8:30 a.m.-4 p.m., interactive seminar is for you. Taught by Dan Austin of Casa Roble High School, Orangevale, Calif., this pre-convention seminar will entertain and inspire as well as give you a chance to analyze excellent writing and apply what you learn to your own work. You’ll discuss leads, voice, narrative style and the use of literary devices to tighten and strengthen your writing. Cost is $25. Limit 30.

Digital Photography Workshop ● $30
Designed for photographers who have at least one year’s experience shooting for their publications, this 8:30 a.m.-5 p.m. intensive workshop will cover composition, lighting, cropping and camera technique. Participants will receive instruction and go out on assignment with writer and photographer Bryan Farley. Following the photo shoot Farley will critique students’ work and offer editing tips and techniques. Participants must bring a digital camera, and they are encouraged to bring a laptop computer with the photo-editing program (Photoshop, Lightroom) they will use. An Off-site Permission Form (page 24 of the registration booklet) is required for each student attending this workshop. Limit of two registrants per school. Cost is $30. Capacity of 40.

Broadcast and Video Boot Camp ● $30 NEW
In this 8:30 a.m.-5 p.m., hands-on workshop, beginning and intermediate students will learn the fundamentals of creating an effective news package from the ground up. This includes videography, sound recording, editing and story structure. Working in small teams, participants will spend the morning developing their videography skills and planning a story, and the afternoon shooting and editing that story. The instructor will be Michael Hernandez from Mira Costa High School, Manhattan Beach, Calif. Participants must provide their own video cameras, tripods, microphones and laptops with editing software. Please test and become familiar with your own equipment before attending the session as the presenters may not be familiar with your specific hardware/software. Cost is $30. Capacity of 30.

National Journalism PLC Workshop ● $25
Professional Learning Communities (PLCs) are a great way for teachers to improve their instruction by collaborating with other teachers and measuring the effectiveness of their methods with real data. However, it’s difficult for journalism teachers and advisers to find a fit in building-level Professional Learning Communities if they are the only journalism teacher in the school. This day-long workshop, running from 8:30 a.m. to 4 p.m., will provide a first-time productive PLC experience for participants. Advisers can join with other journalism professionals to create working PLCs using a national journalism PLC (NJPLC) model. Advisers who participate can come as a group, join with other participants to create a PLC on site or simply learn about the NJPLC model and take that knowledge home to create their own group. Taught by Jim Streisel, MJE, of Carmel (Ind.) High School, participants are certain to walk away knowing there are others who share the same challenges and opportunities. Cost is $25. Capacity of 40.

JEAs Outreach Academy Update ● Free
Open to advisers who participated in summer Outreach Academies in San Antonio and San Francisco, the 9 a.m.-1 p.m. program will give participants a chance to discuss progress and plans for the current school year. Curriculum review, classroom practices and any roadblocks will be addressed.

Issue Seminars
Issue Seminars are designed to gather the resources that help you succeed as reporters. With two hours to explore, students will meet the experts and those with first-hand experience and then spend time developing strategies to use this information and localize further for their own school media.

Covering Mental Illness
Journalists have a powerful influence on attitudes about mental health, but careless reporting can lead to misperceptions and even discrimination. In this presentation, students will learn about a new style guide for reporting on mental health which can be used when covering mental health issues. Presenter John Hinrichs of Tools for Entertainment and Media is an award-winning reporter and editor who has extensive experience doing media for political campaigns, labor unions, and other community groups. The staff of Davis Senior High School will also describe its own approach to reporting on public health issues, including mental health.

Telling the Truth in a Digital World
In an age of fast-growing digital media, simple things — like making sure journalism is based on facts and that journalists value truth over scoops — can be a challenge. Social media can get both information and misinformation out quickly, and that makes balancing speed versus accuracy increasingly difficult. This panel of leading journalists with experience in a variety of platforms will discuss ethics, truth and timeliness, including examples from Campaign 2012. Panelists include Karen Wickre of Twitter and Burt Herman of Storify along with Carla Marinucci of the San Francisco Chronicle and Robert Rosenthal of the Center for Investigative Journalism.

Pre-disaster Investigative Reporting
It’s not a question of if, but when there will be another major earthquake in California. Is your school ready for this or other disasters? Investigative reporter Corey Johnson of California Watch, a part of the Center for Investigative Reporting, set out to write a routine story about earthquake safety in schools when he unearthed a problem of epic proportions: nearly 20,000 schools in the state not in compliance with earthquake safe construction and inspection state law. Journalists behind the “On Shaky Ground” project — a Pulitzer finalist — will describe how it developed and how such pre-disaster investigative reporting can help student journalists help their schools.

How Hazelwood (Almost) Stopped Student Reporting on HIV/AIDS
In 1988, the Epitaph at Homestead High School in Cupertino, Calif., was about to publish a profile on a junior boy who had tested positive for HIV when the Supreme Court handed down its Hazelwood decision. Within hours, Homestead’s principal put the story on hold. That sparked a standoff. Journalistically, the AIDS story needed to be told; at the time, the virus was unchecked and the press routinely called AIDS a certain death sentence. But Hazelwood seemed insurmountable. In a last-minute twist, however, a local reporter and a little-known California statute helped the Epitaph face down a censorship threat. Come hear how the student, editor and adviser made history.

Covering Marriage Equality
It’s a story that the Huffington Post has called “a social sea change” — the push to legalize same-sex marriage. Nationwide, nine states now allow gay couples to wed; more than 30 restrict it. Ironically, same-sex marriage is not allowed in San Francisco, which legalized it in 2004; four years later, California voters approved Proposition 8, which defined marriage as between a man and a woman. The Supreme Court is expected in March to take up a lower court ruling that struck down Prop 8. This presentation by award-winning student and mainstream journalists will focus on what student journalists need to know to cover this important issue.
**Coming to the convention? Get involved!**

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

Most Write-off contests take place on Friday afternoon, and the judging occurs on Friday evening. To sign up to judge Write-offs, contact Nancy Smith at nsmithjea@gmail.com. Those interested in judging Best of Show should contact Grace Christiansen, NSPA, at 612-625-4337 or grace@studentpress.org. Best of Show judges may not have students in attendance at the convention.

If you are an experienced adviser, you can help with **On-site critiques.** You’ll receive copies of a newspaper, yearbook, magazine or video in advance of the convention. At the convention you will meet with the staff of the publication and provide constructive criticism of its work. To help with critiques, contact Sarah Nichols at hsJSCritiques@gmail.com.

There may be times still available for **session speakers.** If you are interested in presenting a session, fill out the form on the JEA website at surveygizmo.com/s3/540084/Speaker-Reply-Form, or email Connie Fulkerson at cfulker@ksu.edu.

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**Featured Speakers**

**Alan Abrahamson** has covered the Olympics full time since 1998. He is an award-winning sportswriter, best-selling author and in-demand television analyst. In 2010 he launched his own website, 3 Wire Sports (www.3wiresports.com), described in James Patterson and Mark Sullivan’s 2012 best-selling novel “Private Games” as “the world’s best source of information about the [Olympic] Games and the culture that surrounds them.”

**Session:** The Olympics: more than four years

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**Matthew S. Bajko** is an assistant editor at the Bay Area Reporter, the country’s oldest continuously publishing LGBT newspaper. He also writes the paper’s political column, started by gay political pioneer Harvey Milk, covering the Bay Area and California’s LGBT political scene. He can also be heard on Sirius Satellite Radio as a correspondent for “Out QNews.”

**Session:** All the news: telling the LGBT story

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**Joe Bergantino** is the director and senior investigative reporter of the New England Center for Investigative Reporting. Bergantino has been a national and local investigative reporter for almost 30 years. He spent most of his career as the I-Team reporter for WBZ-TV in Boston. He also did investigative reporting for WPLG-TV in Miami and spent five years as a correspondent for ABC News.

**Session:** Investigative reporting for high school newspapers

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**Eric Burse** is a senior at the Annenberg School for Communication and Journalism at the University of Southern California. Burse is double majoring in broadcast and digital journalism and political science. He is a reporter on campus for Annenberg TV News (ATVN), a contributor at the Daily Trojan newspaper, and an intern at “NBC Nightly News with Brian Williams.” The National Association of Black Journalists recently recognized him as its 2012 Student Journalist of the Year.

**Session:** Building your personal brand in journalism

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**Kevin Fagan** is a veteran reporter at the San Francisco Chronicle, specializing in enterprise news-feature writing and breaking news. From 2003 to 2006, he was the only beat reporter in the United States covering homelessness full time. Fagan produced more than 200 high-impact dailies and packages that helped drive city and national policy, comparing housing and counseling programs in the Bay Area and throughout the nation. He has been nominated nine times for the Pulitzer Prize for stories ranging from homelessness to disaster coverage.

**Session:** Telling the city’s untold stories

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**David Greene** is a First Amendment and media lawyer with Bryan Cave LLP, which he joined after serving for more than a decade as executive director and counsel for the National Association of Black Journalists. Greene is an adjunct professor at University of San Francisco School of Law and an instructor in the journalism department at San Francisco State University.

**Session:** The Hazelwood decision 25 years later

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**Félix Gutiérrez** is a professor of journalism and of American Studies & Ethnicity at the University of Southern California. In 2011, he received the Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education. His work concerns racial diversity and media, including working on the upcoming documentary, “Voices for Justice: More Than 200 Years of Latino Newspapers in the U.S.”

**Session:** “Voices of Justice”: 200 years of Latino newspapers

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**Burt Herman** is an entrepreneurial journalist who is working to combine the worlds of journalism and technology to build the future of media. He is co-founder of Storyful, which builds tools for journalists, bloggers and anyone to make stories that drives engagement and impact. He is co-founder of Storify, which builds tools for journalists, technologists to collaborate on projects. As a bureau chief and correspondent for The Associated Press, he covered politics, conflict, culture and business across the United States, Europe, the former Soviet Union, the Middle East and Asia.

**Session:** Everybody’s a reporter, but not a journalist

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**John Diaz** has been The San Francisco Chronicle’s editorial page editor since 1996. He has won numerous state and national awards during his tenure and served as a juror for the Pulitzer Prizes in 2001 and 2002. Diaz started at The Chronicle in 1989 as an assistant city editor and later directed the paper’s East Bay news coverage. Before that he worked for The Denver Post, The Associated Press in Philadelphia and Donrey Media Group’s Washington, D.C. bureau.

**Session:** The future of newspapers
Richard Koci-Hernandez is an Emmy Award-winning visual journalist who worked as a photographer at the San Jose Mercury News. His work has appeared in Time, Newsweek, USA Today, The New York Times and international magazines. His work for the Mercury News has earned him two Pulitzer Prize nominations. 

**Session:** Mobile reporting

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Kim Komenich is an assistant professor for new media studies at San Jose State University. Previously, he worked as a staff photographer and editor for the San Francisco Chronicle and the San Francisco Examiner. Komenich was awarded the 1987 Pulitzer Prize in Spot News Photography for photographs of the Philippine Revolution. He has earned other awards for his work: the Military Reporters and Editors’ Association’s Photography Award; the Distinguished Service Award from the Society of Professional Journalists; the World Press Photo Picture Story Award; three National Headliner Awards; and the Clifton C. Edom Education Award.

**Session:** A multimedia journey: Revisiting a revolution

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Carla Marinucci is the award-winning senior political writer for the San Francisco Chronicle, where she has covered national and state politics for the paper since 1996. Marinucci has covered four presidential elections and three California gubernatorial elections and has appeared on CNN and MSNBC.

**Session:** Covering the politics beat

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Dori J. Maynard is the president of the Robert C. Maynard Institute for Journalism Education, the oldest organization dedicated to helping the nation’s news media accurately, fairly and credibly portray all segments of our society. The Institute has trained thousands of journalists of color, including the national editor of the Washington Post and the only Latina to edit a major metropolitan newspaper.

**Session:** Adding diversity to your newsroom

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Thomas Peele is an investigative reporter for the Bay Area News Group and author of “Killing the Messenger, A Story of Radical Faith, Racism’s Backlash and the Assassination of a Journalist,” a critically-acclaimed nonfiction book about race, the Black Muslim movement and the 2007 murder of journalist Chauncey Bailey. Bailey was the first American reporter killed in-country to stop publication of a story since 1976.

**Session:** Killing the messenger, a reporter gunned down

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Mia Quagliarello is the head curator at Flipboard, the world’s first social magazine. Before joining Flipboard, she was YouTube’s first editorial/community manager. Quagliarello also has worked at Apple as iTunes’ editorial manager for video and Rhapsody as managing editor. She started her career as a copywriter at MTV Networks. She holds degrees from NYU and the University of Pennsylvania.

**Session:** Flipboard for student journalists

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Michelle Quinn is a technology reporter for POLITICO, covering the intersection of technology, policy and politics. She has worked at the Los Angeles Times, the San Jose Mercury News and the San Francisco Chronicle.

**Session:** POLITICO and the opportunity in online media

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Martin Reynolds is senior editor for community engagement for the Bay Area News Group. He began his career at the Oakland Tribune as a Chips Quinn Scholar intern in 1995 and worked his way through the ranks, serving as editor-in-chief from 2007 to 2011. He was a lead editor on the award-winning Chauncey Bailey Project investigating a Tribune reporter’s assassination and for the award-winning “Not Just a Number” project examining youth violence in Oakland. He is co-founder of the Tribune’s Oakland Voices project, a community journalism program.

**Session:** Why journalism needs you

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Robert Rosenthal is the executive director of the Center for Investigative Reporting. He is an award-winning journalist. He has been a foreign correspondent in Africa and the Middle East, and he was the managing editor of The San Francisco Chronicle and the editor of The Philadelphia Inquirer.

**Session:** The future and value of investigative reporting in a democracy

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Brant Ward has been a San Francisco Chronicle staff photographer for more than two decades. Ward joined the paper after working two years at the Petaluma Argus Courier and a stint as a reporter for the Point Reyes Light. He has covered stories in Haiti, the Dominican Republic and Somalia, but stories closer to home are a favorite of the Bay Area native. In 2003 Ward and reporter Kevin Fagan began a three-year project on the plight of the homeless. More recently Ward documented a family in Chinatown struggling with the tough economic times.

**Session:** Telling the city’s untold stories

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Karen Wickre is editorial director at Twitter, developing the company’s voice and content strategy. She has worked the editorial side of publishing for more than 20 years as an editor, author, columnist and content strategist. Previously, Wickre worked at Google, for which she developed the company’s long-term corporate content strategy.

**Session:** A (student) journalist’s guide to Twitter

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Sen. Leland Yee has served in the California State Senate since 2006. During his tenure in the Legislature, Sen. Yee has fought for children, mental health services, working families, seniors, education, open government, consumer protection, civil rights and the environment. He has been honored with dozens of awards for his work, including JEA’s Friend of Scholastic Journalism Award in 2009 for sponsoring Senate Bill 1370, which was passed into law and protects high school and college teachers and other employees from retaliation by administrators as a result of student speech.

**Session:** Protecting and expanding student press rights
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 9-11 a.m. Friday. This career exploration event is an excellent opportunity to meet people working in the field.

To ensure this activity is filled on a first-come, first-served basis, only those who register online will be able to sign up for Break with a Pro. This activity will be marked as “FULL” on the online registration form once the limit for participants is reached. See page 28 for more information on registering online.

Break with a Pro sessions are available for the following career areas: News Writing, Feature Writing, Sports Writing, Opinion Writing, Photojournalism, Magazine Writing, Magazine Art Direction, Infographics, Online Multimedia Production, Broadcast Producing, Broadcast Reporting, Public Relations, Journalism Education, Social Media Director, Advertising, Media Law, Cartooning, Yearbook Representative and Copy Editing.

Participants must preregister using the online registration form and pay an additional fee of $5 per student. The deadline to register for Break with a Pro is April 4. Tickets will be included in the adviser registration packets.

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

Computer Sessions
Hands-on computer sessions both Friday and Saturday will give participants helpful tips on making publication production easier, including use of InDesign and Photoshop. Advisers-only sessions also will be offered.

Sign-up sheets and tickets will be at the convention registration desk, beginning Thursday at 1 p.m. Limited to two individuals per school per session.

Space is limited to 36 attendees per session, so sign up at the convention registration desk as soon as possible. Two attendees (ticket holders) will share each computer.

Media Swap Shops
Take advantage of the opportunity to meet with students from other publication staffs to share with one another and to gather new ideas.

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

Swap Shops for high school students will be held at 8 p.m. and 9 p.m. Friday, April 26. The Swap Shop for advisers is scheduled for 9 a.m. Saturday, April 27.

To ensure that this activity is filled on a first-come, first-served basis, only those who register online will be able to sign up for Swap Shops. This activity will be marked as “FULL” on the online registration form once the limit for participants is reached. See page 28 for more information on registering online.

There is no charge to participate, but participants must preregister using the online registration form. The deadline to register for Swap Shops is April 4. Space is limited. Tickets will be included in the adviser registration packets.

Meet and Greet
JEA invites teachers and advisers to introduce themselves to one of JEA’s seven regional directors during the 9 p.m. Thursday kickoff reception. Look for your region’s table. It’s a great way to network with others in your region and offer suggestions on how JEA can better meet your needs as a journalism teacher. Attendees also will have a chance to meet convention officials and board meetings in a casual setting to connect names and faces so feel free to stop by briefly even if you are unable to attend for the full length of the reception. Those attending a JEA/NSPA convention for the first time are especially encouraged to stop by, as tips for getting the most from a national convention will be shared if you ask.

Adviser Luncheons
To ensure that luncheons are filled on a first-come, first-served basis, only those who register online will be able to sign up for adviser luncheons. Luncheons will be marked as “FULL” on the online registration form once the limit for attendees is reached. See page 28 for more information on registering online.

Tickets for the luncheons are $35 and should be paid with your registration. The deadline to register for adviser luncheons is April 4. Tickets will be in the adviser registration packets and are required for admission.

Friday’s Luncheon
Often the best adviser information and advice happens during informal conversations around a luncheon table. For this opportunity, join the convention planning committee at the Friday Adviser Luncheon. Here is the opportunity to make new friends, ask questions and share experiences.

The luncheon speaker will be Esther Wojcicki, founder of Palo Alto High Journalism, as well as vice chair of the Creative Commons board of directors and chair of Learning Matters board of directors.

The Friday luncheon will be from 11 a.m.-12:30 p.m. Entrées include meat and vegetarian options. Mark your entrée preference on the online convention registration form.

Saturday’s Luncheon
The Saturday Adviser Awards Luncheon will be from noon-2:20 p.m. JEA and NSPA will present their annual awards. New and renewing Certified Journalism Educators and Master Journalism Educators also will be recognized. Speakers will be Cindy Todd, 2012 National H.L. Hall Yearbook Adviser of the Year, and Candace Perkins Bowen, MJE, the Linda S. Puntney Teacher Inspiration Award winner.

Entrée choices include meat and vegetarian options. Mark your entrée preference on the online convention registration form. Make reservations early, especially if you are to be recognized. Saturday’s luncheon is being sponsored by Herff Jones.

Awards Ceremonies
Winners of both NSPA (Best of Show, Pacemaker) and JEA (Write-off, High School Journalist of the Year and Impact Award) awards will be announced at a single award ceremony 3:30-6:10 p.m. Saturday. JEA and NSPA encourage everyone to celebrate all winners.

The awards ceremonies offer an opportunity to share with others and celebrate as a staff. They are convention highlights your staff won’t want to miss.
ONE
FOR THE RECORDS.

ONE YEAR. ONE SCHOOL. ONE AWESOME YEARBOOK.
DO YOU KNOW WHAT RESPONSIVE DESIGN IS?

And in case you’re wondering, responsive design enables content to be automatically adapted for mobile devices and tablets.

You don’t have to. We handle the technology so you can focus on journalism.

Using a flexible WordPress format that incorporates responsive design, SNO makes the transition to online journalism simple. Inexpensive, easy-to-use, and totally customizable, the SNO solution was created by a journalism adviser to give your students the online experience they want.

www.schoolnewspaperonline.com
contact@schoolnewspaperonline.com | 888.649.7784
Official Convention T-shirt
Pre-order with online registration by April 4
To remember your visit and show your friends where you went, wear a #hsjSF T-shirt, featuring the design pictured. Shirts are black and available in sizes small, medium, large, extra-large and 2X-large. The shirts are $12 each and can be ordered in advance as part of online convention registration. T-shirts will be distributed at the convention from a table near the convention check-in desk. Where possible, groups of shirts will be given to the group’s journalism adviser in one bundle.

Continuing Education Units
Kansas State University has approved the JEA/NSPA National High School Journalism Convention for 13 contact hours of continuing education (1.3 CEUs). Participants who wish to receive a certificate of CE from K-State should indicate their interest at the time of registration and include an additional $25 with their registration fee. Certificates will be mailed to you at the end of the convention. A record of your K-State CE hours will remain on record at Kansas State University. You may call 785-532-5569 for a record of your K-State CE activity.

Awarding credit for continuing education activities varies from profession to profession and state to state. Attending this convention will allow you to receive Kansas State University continuing education hours. It remains your responsibility to verify with your governing agency if these CE hours will be accepted.

Certification Testing
Testing for JEA certification is scheduled for 3:30-6 p.m. Friday, April 26. Tests will be given in a computer lab so test takers will have the option of handwriting or using a computer to generate their answers.

The application is at the Certification section of the JEA website (under Resources for Educators) at www.jea.org. For more information contact JEA Headquarters, Kansas State University, 103 Kedzie Hall, Manhattan, KS 66506; 785-532-5532, or jea@spub.ksu.edu.

Applications must be postmarked by March 1, 2013, to be tested or recognized in San Francisco.

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

Option A: Copies of transcripts showing a college major or minor in journalism or mass communications, or 16 semester (27 quarter) credits of journalism including course work in newswriting and reporting, communications law and publications advising. Credit may be from undergraduate or graduate courses, workshops, independent study (correspondence) or technology classes.

Option B: Provide evidence of three years, minimum, journalism teaching or advising and pass a written examination administered by JEA at a convention.

Test results will be sent six to eight weeks after the convention, and applicants will be notified about selection as soon as all application procedures are complete. Those passing the test in San Francisco will be honored at the Boston convention, Nov. 14-17, 2013.

The CJE application fee is $60 for JEA members; $115 for nonmembers. Fees cover a portion of administration, judging, mailing, cost of pins and certificates.

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

Application fee for MJE status is $85 for JEA members; $140 for nonmembers.

CJE award certificates and pins or MJE plaques and pins for those who have completed requirements since the spring convention will be presented during the Adviser Luncheon from noon-2:20 p.m. Saturday, April 27.

First-Time Attendee Orientation Meeting
Advisers attending their first JEA/NSPA convention should consider attending a short orientation meeting Thursday at 6:45 p.m. A general overview and explanation of convention events and how to get the most out of them will be provided. Location and additional details will be published in the convention program available at registration.

Adviser Receptions
All advisers are invited to attend the receptions Thursday and Friday evenings. The receptions are a great way to meet new colleagues and relax with old friends.

The Thursday Adviser Kickoff Reception, following the keynote speech, will give new and first-time attendee advisers a chance to meet the local committee, the JEA and NSPA board members and JEA and NSPA staffs. This informal reception will be from 9-10:30 p.m. Thursday’s reception is sponsored by hsj.org and my.hsj.org.

Friday’s reception will be from 8:30-11 p.m. and will feature desserts. There will be an auction/silent auction and NSPA board members and JEA and NSPA staffs. This informal reception will be from 9-10:30 p.m. Thursday’s reception is sponsored by hsj.org and my.hsj.org.

Friday’s reception will be from 8:30-11 p.m. and will feature desserts. There will be an auction/silent auction to benefit the Student Press Law Center. Those who are

Adviser Hospitality
Meet with your colleagues from across the country in the adviser hospitality suite, a hot spot for advisers. The hospitality room will be open 7:30 a.m.-5 p.m. Friday and 7:30 a.m.-noon Saturday. Local team members will be available to recommend sightseeing, dining and entertainment options.

Student Activities
Make the most of being at a national convention by taking time and making an effort to meet staffs from other parts of the country.

A dance will be held from 9-11:30 p.m. Friday. Students must present their convention name badge to be admitted. Friday’s student entertainment is sponsored by School Newspapers Online.

National Journalism Quiz Bowl
Start putting together your four-person teams now for the new National Journalism Quiz Bowl competition at the San Francisco convention. For the first time at a spring convention, a quiz bowl-style competition with questions related to current events, pop culture, journalism and civics will be part of the learning and fun. The registration fee for each four-person team is $50. Schools attending the convention may enter multiple teams.

Registered teams will take a written qualifying test at 8 a.m. on Friday, April 26. The test scores will be used to seed the top teams that will compete in the live buzzer rounds 8-10 a.m. Saturday morning. The list of qualifying teams will be posted by 10 a.m. Friday.

You can help your team or teams prepare by watching for study tips on the convention website: sanfrancisco.journalismconvention.org.
Student Scholarships

Apply online by March 21.

JEA, NSPA and the San Francisco local committee will provide up to 50 need-based registration scholarships for San Francisco-area students. Scholarship recipients will receive free registration and a convention T-shirt, and will be invited to a reception. Funding for these scholarships is being sponsored by Walsworth Publishing Co.

Priority will be given to students from under-represented groups and low-income students.

To apply, students must complete the application form at the following URL:


Students will be asked to include with the online form a written explanation (300 words or less) of why they want to attend the convention and how the scholarship would help them. A letter of recommendation from the school media adviser or other school administrator (which can be attached to the form in Word, PDF or text format) should address the student’s interest in journalism as well as the student’s financial need.

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

Any questions can be emailed to Steve O’Donoghue at steveod@pacbell.net. Online applications must be received no later than March 21, 2013. Recipients will be notified no later than April 4.

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 2013”
3. That’s it!

Convention mobile app sponsored by Friesens
Tentative convention sessions

No preregistration is required for individual breakout sessions except for hands-on computer sessions (see page 10). Seating in each meeting room is limited, and convention officials encourage advisers and students to choose alternate sessions in the event a meeting room fills quickly. Sessions are 50 minutes long, unless otherwise noted, with 10-minute breaks between sessions. All sessions will be at the San Francisco Marriott Marquis, the convention hotel. Please check the final convention program for specific session descriptions, exact times and locations. The program will be available on the JEA and NSPA websites in early April. The Convention Update, distributed at the convention, will have changes, cancellations and last-minute additions that did not make it into the printed program.

Advising/Teaching

Advice past “the comfort zone”

Building relationships

Byline yourself in JEA’s magazine

Get certified: coverage, content and reporting

Get certified: legal and ethical issues

Get certified: managing student media

Get certified: photojournalism

Get certified: presentation of MJE projects

Get certified: role and history of media

Introducing new advisers

Introduction to intensive journalism writing

Maximize instructional time with blended learning

MJE: Yes, you can!

New adviser convention orientation

Publication judging 101

Scholastic press association roundtable (2 hours)

Struck a nerve (advisers only)

Systematic grading for advisers

Tips for new yearbook advisers

Systematic grading for advisers

Struck a nerve (advisers only)

Publication judging 101

New adviser convention orientation

MJE: Yes, you can!

Maximize instructional time with blended learning

BROADCAST

Broadcast and video boot camp

How to be funny

Secrets of a successful broadcast program

Sound design and recording for broadcast

The art of the video interview

Using advanced film techniques in a journalism class

From 30 seconds to 30 minutes: broadcast journalism

iPhoneography for video journalism

Podcasting for high school journalism

BUSINESS/ADVERTISING

An advertising sales program that works

Forget the candy bars and carnations

Making the most of events

Get ahead in advertising sales

Sold out!

COMPUTER SOFTWARE INSTRUCTION

Limit 36 per class.

Ticket required.

10 tricks for creating graphics in Illustrator

A guide to vector graphics

InDesign basics — for beginners only

InDesign tips and tricks

GENERAL AUDIENCE

1 event = 100+ stories, images and tweets

13 tips for sophisticated design

Adding diversity to your yearbook

All-new design time with Tom and Kathy

All the news: telling the LGBT story

A multimedia journey: revisiting a revolution

Becoming your community’s storyteller

Building your personal brand in journalism

Covering the politics beat

Everybody has a story

Feature writing: telling the real stories

From another perspective

From high school to college journalism: making the transition

How to write an award-winning story

I shot the serifs

Involving your audience

Is that a flying journalism robot?

Issue Seminar: A changing culture: covering marriage equality

Issue Seminar: A student style guide to covering mental illness

Issue Seminar: Telling the big one: pre-disaster investigative reporting

Issue Seminar: Telling the truth in a digital world: lies, damned lies and social media

j state presidents meeting

Journalism is responsibly responsibly

Making friends with the enemies

Producing a winning, JAYO portfolio (2 hours)

Reporting mobs: covering an event from all angles

Setting the pace in print

Social media for social change

Snooping for word crimes

Struck a nerve (students)

Telling the city’s untold stories

The future and value of investigative reporting in a democracy

The importance of digital literacy and citizenship in journalism education

The Olympics: more than every four years

The right angle: maximize your potential

Unconscious bias in journalism

Write it tight, write it right

Writing made easy

Writing people will read

Writing: putting on the polish

When ‘bowling it up’ is best

LAW/ETHICS

Editorial policies to cure Hazelwood

Ethics and the law

Ethics: doing the right thing

Issue Seminar: How Hazelwood (almost) stopped student reporting on HIV/AIDS (2 hours)

Journalism ethics

Killing the messenger, a reporter gunned down

Maximizing your press freedom

Open forum on press rights

Private school press rights roundtable

Protecting and expanding student press rights

State laws protecting press freedom

Telling stories that stick

The Hazelwood decision 25 years later

LEADERSHIP

From staff to family

How much does a polar bear weigh?

The editorial leadership experiment

There’s no “I” in journalism

MAGAZINE

Literary magazine roundtable

Off the charts

Boy Scouts and controversy

MIDDLE SCHOOL

Calling all middle school shutter bugs

Creating portfolios for Aspiring Young Journalist Award

Middle madness

Yearbook and beyond

NEWSPAPER

25 ways to build an award-winning newspaper

Dancing on the edge of the cliff

Finding your voice

For your info/graphic

How to rant without sounding insane

Investigative reporting for high school newspapers

It’s OK to be funny

Jazzing up your newspaper’s website

Juggling three publications at once

My argument: you can change the world

News: How to find and report it

Save the environment: go Google Docs

Science journalism

The best of newspaper design

The future of newspapers

Voices for Justice! 200 years of Latino newspapers

Wow factor

NEWSPAPER/YEARBOOK

A control freak’s guide to design

All the small things

Crank up your design radar

Great doesn’t happen on the first try

Publications are done… now what?

Ready... set... led (2 hours)

ONLINE

A (student) journalist’s guide to Twitter

Breaking news online

Create impressive online video using still images in iMovie (2 hours)

#TweetTasks: using social networks to amp up your publication

Using social media with your publications

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

10 apps for the mobile journalist

13 tips for sophisticated design

Yearbook and beyond

How did you think of that?

Finding your voice

From the mouths of editors

How did you think of that?

How to avoid yearbook’s top 10 mistakes

How to bring your yearbook online

It’s not who you know... Magazine mania

May the Force be with you

Now that’s a concept

Our favorite 2 apps

Photo packaging in the 21st century

The bookers’ dozen

The perfect Jell-O

Top advisers discuss tradition

The perfect Jell-O

Yearbook: survive and thrive

You can stand under my umbrella

Zap boring yearbook copy

Make ‘em want to read

Peak your Pinterest

Ain’t nobody buying what you’re selling

Photography

Audio for visual journalists

An action hero

Photographic awesomeness

Photography portfolio 2.0

Photography: from ordinary to extraordinary

The shots you need

Two hours of talking sports (2 hours)

What makes a picture in photojournalism?

What to expect in sports photography

ZOOM! Great sports photos

YEARBOOK

13 tips to put your yearbook on the bestseller list

A yearbook for everyone

But wait! There’s more!

Confessions of a fontaholic

Coverage that counts Design Quest: Finding ideas for your next yearbook


Designing a book for the 20-year reunion

Diet. Exercise. And pizza.

Finding your voice

From the mouths of editors

How did you think of that?

How to avoid yearbook’s top 10 mistakes

How to bring your yearbook online

It’s not who you know...

Magazine mania

May the Force be with you

Now that’s a concept

Our favorite 2 apps

Photo packaging in the 21st century

The bookers’ dozen

The perfect Jell-O

Top advisers discuss tradition

The perfect Jell-O

Yearbook: survive and thrive

You can stand under my umbrella

Zap boring yearbook copy

Make ‘em want to read

Peak your Pinterest

Ain’t nobody buying what you’re selling

WordPress wonders

Zero to 60 in 6 months

Just hashtag it: social media and your publication

Social media responsibilities for journalists

13
Best of Show

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

The competition is offered during each JEA/NSPA convention. Best of Show winners will be announced at the awards ceremony at 3:30 p.m. on Saturday, April 27.

Newspapers, newsmagazines and broadcasts must be published between Aug. 1, 2012, and the start of the convention. Only 2012-2013 yearbooks and literary magazines will be accepted. Websites must have been updated since Jan. 1, 2013.

First-place winners in each category will receive trophy cups. Second through 10th place winners receive award certificates. Some categories may have fewer than 10 places due to the number of entries.

NSPA Best of Show competition rules:

• High school publication staffs must have at least one student representative registered for the convention in order to be eligible for the Best of Show competition. Junior high publications may be entered as long as the adviser is a registered delegate at the convention.

• A special-edition newspaper/newsmagazine should meet one or more of these qualifications: anniversary commemoration; extra edition or the-tion or emailing the website address to the critiquer by April 10.

First- through 10th place winners receive award certifi  cates. Some categories may have fewer than 10 places due to the number of entries.

On-site contests & critiques

On-site Critiques

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

Preregistration is required for all media for purpose of scheduling judges and times. To request a critique, complete the form and send it with payment, postmarked by March 25, 2013, so evaluators will have time to critique the material prior to the start of the convention. Materials postmarked after that date will not be critiqued and will be returned at the convention.

Critique assignments with evaluator’s address will be emailed to each adviser before the convention, and the adviser will be responsible for mailing the publication or emailing the website address to the critiquer by April 10. All information will also be available at the critique registration desk. Advisers and criti- quers will be given each other’s email addresses and cellphone numbers to enable them to arrange a meeting time if the assigned time does not work. Registrants should check the schedule at the Critiques desk before 8 a.m. Friday to verify their appointments and see if changes have been made. Critiques are scheduled on Friday from 9 a.m.-2:30 p.m. and Saturday 8 a.m.-3 p.m.

Schools should send up to three different issues of their newspapers/newsmagazines or one copy of their most recent literary magazine, yearbook or DVD. Websites will be evaluated on-site, but please send the website address prior to the convention as well. Because of concerns about Internet reliability, online publications should bring screenshots of the website. Yearbook staffs may submit a Dropbox link or CDs or DVDs with PDFs of their current book if they’d like a more up-to-date critique than the previous year’s book. Please address any questions or concerns to Sarah Nichols, email: hsjSFcritiques@gmail.com. Registration forms and payment should be mailed to Sarah Nichols, 2215 Solitude Way, Rocklin, CA 95765. Checks should be made payable to JEANC.

On-site Critiques

Type of media:
(use a separate form for each category)
❑ Newspaper (up to three issues)
❑ Newsmagazine
❑ Literary magazine
❑ Yearbook
❑ Online publication
❑ Video Broadcast
❑ Social Media

Deadline: postmarked by March 25, 2013
Send form and the $30 fee (payable to JEANC) to:
Sarah Nichols
2215 Solitude Way
Rocklin, CA 95765

School Enrollment Staff Size Means of distribution? Means of financing?

Yearbook and Literary Magazine only:
Price  Number Sold When are books distributed?

Ad rates? Describe theme or continuity of ideas

Newspaper and Newsmagazine only:
Frequency of Distribution Circulation What are the ad rates?

Is beginning journalism a prerequisite for participation? ❑ Yes ❑ No
Does the staff have a class period in which to work? ❑ Yes ❑ No
Pct. work done by students: Typesetting (%) Paste-up (%) DTP (%) Photo (%)
Write-off Competition

REGISTER ONLINE for Write-offs at www.jea.org

Forty-nine categories will be offered to students in San Francisco in the JEA Write-offs including a new contest called Press Law & Ethics.

What Some Advisers Have Been Missing:

1. Photography entries must be submitted digitally between March 4 and April 4 at midnight (Eastern time), and according to the rules. No late images will be accepted for judging or critique. START EARLY — CALL FOR HELP if necessary. A working email must be provided for each photographer. This will be used to send critiques to the student.

2. A student may enter just one category. A school may enter just one student per category except for the Online News Package (up to three) and some broadcast categories that allow teams of two for one entry. Contestants must attend the convention and their Write-off sessions on April 26.

3. Contestants risk disqualification if they fail to follow the rules updated and available on the JEA website.

4. Many Broadcast contests must be uploaded to SchoolTube between March 4 and April 18 at midnight (Eastern time). Carefully read the Write-off Rules at www.jea.org.

5. Some design entries must be submitted digitally between April 4 and April 18 at midnight (Eastern time).

6. Please register early. Some convention venues have limited schoolroom seating for the writing contests. In the event the number of registrants for a contest category fills the seating capacity of the assigned contest room and a larger room is not available, JEA will CLOSE registration for that category.

Some on-site broadcast contests and the Online Newspaper package contest begin early Friday morning and continue through the day. All other categories run 4-6 p.m. Students late to their contests may not be able to participate. Carry-in contestants will be disqualified if they do not attend the entire critique session. For all contests check the schedule and room assignments in the Convention Update, available at the convention registration.

WRITE-OFF REGISTRATION DEADLINE: April 4, 2013 (online only)

COST: $15 per student. No refunds.

Students and their advisers must be registered for the convention in order to participate, and the adviser must be a member of JEA. No on-site registrations will be accepted; however, name substitutions are allowed until noon Friday at the Write-off check-in desk. If your student has a documentable disability, you need to request any accommodation when you register. Please notify JEA Write-off Chair Nancy Smith (nysmithjea@gmail.com) and bring copies of the school documentation to the convention.

The Write-off rules can be found at http://jea.org/home/awards-honors/write-off-contests/. If you have any questions, you may call JEA Headquarters toll-free at 866-532-5532 or 785-532-5532, 8 a.m.—5 p.m. CT, Monday through Friday, or email Sharon Tally at stally@ksu.edu.

Contest Registration Step by Step:

1. Adviser MUST be a current JEA member for the online Write-off registration form to work. Join JEA at jea.org/home/membership/join_step1. To renew login to jea.org/membersarea and click on “Renew your Membership.” Membership should be activated by April 1 in order to meet the April 4 write-off deadline. Membership is not processed until funds are received.

2. Print a copy of the Write-off Rules. Decide with your students what to enter. Be sure to bring the rules and required supplies with you to the convention. Confer with other advisers in your school to decide what students will participate in each category. Each student may enter only ONE category. Each school may enter ONE STUDENT PER CATEGORY, with the exception of Online News Package and some broadcast contests. Although it’s preferred one adviser enters all entries from a school, two or more advisers may enter their students separately if paying separately. Please collaborate on this.

JEA Membership Form

Send this form to JEA now and qualify for lower member rates immediately!

Deadline: paid before contest
Send form and fee to: JEA Membership
Kansas State University, 103 Kedzie Hall
Manhattan, KS 66506-1505
Fax: 785-532-5563

☐ New member ☐ Teacher/Adviser $55
☐ Renew (____ years as a member) ☐ Associate (non-teacher) $75

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

Name ☑ CJE ☑ MJE

Home Address

Home City State Zip

School Name

School Address

School City State Zip

Home Phone Work Phone/Ext.

Email Address

I would like to be on the JEA Listserv (email required): ☐ Yes ☐ No ☐ Already on listserv

Listserv Email Address

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

Method of Payment:

☐ Check # __________________ made payable to Journalism Education Association.
☐ Official PO # __________________. Membership activated when payment is received.
☐ Visa ☐ MasterCard ☐ Discover

Card # Exp. Date

Cardholder’s Signature

[continued on page 16]
continued from page 15

3. Login to JEA.org on the home page with your email address and password. This will take you to the Members-Only area. Click on the Write-off section in the window. By clicking on Write-offs you will see a link to register students. Type carefully, capitalizing the first letter of first and last names and lowercasing the rest. The database from this form will be used to process certificates.

4. Payment of $15 per student may be made with various credit cards, through Pay Pal, check or purchase order. Mail check to JEA San Francisco Write-off Contest, Kansas State University, 103 Kedzie Hall, Manhattan, KS 66506. Fax official, signed purchase orders to 785-532-5663. Write-off entries must be paid in full before the contests begin on April 26, 2013.

Write-off Contests

The following are the contests offered for San Francisco. Information about changes for this convention and details about the contests are in the updated Write-off rules that can be found on www.jea.org. Contests with asterisks have submission format changes. Please read all rules carefully and phone us if you have questions.

Newspaper/Newsmagazine Contests (Categories 1–8)

Contests 01 through 06 include a 30-minute presentation followed by a 15-minute question-and-answer period. The remainder of the time will be for writing or drawing.

01: NEWSWRITING
02: EDITORIAL WRITING
03: FEATURE WRITING
04: SPORTS WRITING
05: REVIEW WRITING
06: EDITORIAL CARTOONING
07: COMMENTARY WRITING
08: NEWSPAPER EDITING / HEADLINE WRITING

News Layout Contests (Categories 9–11)

Photos, topics and material for the San Francisco online submission contests 9–10 will be available online April 4 at http://jea.org/home/awards-honors/write-off-contests/. Contests 9-10 require online submission between March 4 and April 4.

09: NEWSPAPER LAYOUT (ONLINE SUBMISSION)*
10: NEWSMAGAZINE LAYOUT (ONLINE SUBMISSION)*
11: ADVERTISING

Yearbook Contests (Categories 12–18)

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

Photos, topics and material for the San Francisco online submission contests 16-17-18 will be available online April 4 at http://jea.org/home/awards-honors/write-off-contests/. These contests require online submission between March 4 and April 4.

16: YEARBOOK LAYOUT: THEME (ONLINE SUBMISSION)*
17: YEARBOOK LAYOUT: INSIDE PAGES (ONLINE SUBMISSION)*
18: YEARBOOK COVER/ENDSHEETS (ONLINE SUBMISSION)*

Literary Magazine Contests (Categories 19–21)

Photos, art and literature for the San Francisco online submission contest 19 will be available online April 4 at http://jea.org/home/awards-honors/write-off-contests/. Contest 19 required online submission between March 4 and April 4.

19: LITERARY MAGAZINE: LAYOUT (ONLINE SUBMISSION)*
20: LITERARY MAGAZINE: POETRY
21: LITERARY MAGAZINE: ILLUSTRATION

Computer Design Contests (Categories 22–27)

All computer design entries should have appeared in either a newspaper, literary magazine or a yearbook during the previous year or be slated for publication during the current school year and may not have been entered in any previous JEA Write-off contest.

22: COMPUTER DESIGN: HEADLINE (CARRY-IN)
23: COMPUTER DESIGN: LOGO (CARRY-IN)
24: COMPUTER DESIGN: INFOGRAPHICS (CARRY-IN)
25: COMPUTER DESIGN: ADVERTISING (CARRY-IN)
26: COMPUTER DESIGN: ART ILLUSTRATION (CARRY-IN)
27: COMPUTER DESIGN: PHOTOSHOP ART (CARRY-IN)

Photography Contests (Categories 28–35)

Please read the rules that apply to all photography contests, including online submission between March 4 and April 4, and caption requirements. Entries that do not follow the rules will be disqualified. Entrants must attend a two-hour group critique from 4-6 p.m. on April 26.

28: YEARBOOK SPORTS PHOTOGRAPHY
29: NEWSPAPER SPORTS PHOTOGRAPHY
30: YEARBOOK STUDENT LIFE PHOTOGRAPHY
31: NEWSPAPER NEWS/FEATURE PHOTOGRAPHY
32: PHOTO STORY
33: PORTFOLIO
34: PHOTO PORTRAIT
35: FIRST/YEAR PHOTO (for students in their first year on a staff)

Broadcast Contests (Categories 36–47)

Check convention program and Convention Update sheet for times and locations of broadcast contests. Some contests begin at 8 a.m. on Friday. Bring your entry ticket!

See Write-off Rules for details on submission format for each contest. Entries must not have been submitted in any previous JEA contest. Please read the rules that apply to all broadcast contests. Entries that do not follow the rules will be disqualified.

Contests 36–39 and 46–47 require uploading the entries to SchoolTube between March 4 and April 18. Students from those contests must be present at their scheduled convention session on Friday, April 26. At least one member of an entry’s production team must be present to win.

A team = A two-person student collaboration on one entry.

36: BROADCAST NEWS STORY*
37: BROADCAST SPORTS STORY *
38: BROADCAST FEATURE STORY *
39: BROADCAST COMMERCIAL/PSA *
40: IN-CAMERA FEATURE
41: ON-AIR REPORTER
42: BROADCAST NEWSWRITING
43: BROADCAST PACKAGE
44: VIDEOGRAPHY
45: BROADCAST COMMENTARY
46: SHORT DOCUMENTARY* (radio or television broadcast format)
47: SPORTS PLAY-BY-PLAY (audio only)*

Online Media Contests (Category 48)

Check convention program and the Convention Update sheet for time and location of this contest, including the 8 a.m. Friday pre-competition meeting; bring entry ticket. This contest is for individuals or teams of up to three students may enter from a school. See Write-off Rules for further details.

48. ONLINE NEWS PACKAGE

Press Law & Ethics Contest (Category 49)

This contest will include either a matching or multiple choice section and short-answer and longer answer essay sections covering First Amendment issues, landmark cases and ethical decision-making for members of the scholastic press.

49. PRESS LAW & ETHICS (PILOT)

* Contests with asterisks have submission format changes. Read the rules for those contests carefully and call JEA if you have questions.

Write-off Registration Deadline: April 4
Broadcast Upload Deadline: April 18 (SchoolTube)
Photography Upload Deadline: April 4 (jea.org)
Design Upload Deadline: April 18 (jea.org)

Late entries will not be accepted. Start the process early. Call 866-532-5532 between 7:30 a.m. and 5 p.m. Central time with questions.
The JEA Bookstore will be open Thursday, Friday and Saturday. More than 300 different publications for teaching journalism and advising publications will be available. Topics include writing, interviewing, advising publications, yearbook, newspaper, computer technology, advertising, photography, design, media law, electronic media, literary magazine and organization. Students may purchase forgotten supplies for the Write-off competition. Shop early. Quantities are limited. Visa, MasterCard, Discover, personal or school check, purchase order and cash accepted.

**JEA Bookstore Hours:**
- 1-7 p.m. Thursday
- 7:30 a.m.-5 p.m. Friday
- 7:30 a.m.-2:30 p.m. Saturday

JEA and NSPA wish to thank the following organizations for their sponsorship and underwriting of convention events:

**American Society of News Editors ●** Thursday adviser reception

**Balfour Yearbooks ●** Printing of convention program

**Friesens ●** Convention mobile app

**Google ●** Chromebook lab

**Herff Jones ●** Namebadge lanyards & Saturday adviser luncheon

**Jostens ●** Adviser tote bags

**Gardena Valley News ●** Printing of convention registration booklet

**School Newspapers Online ●** Friday student entertainment

**Walsworth Publishing ●** Student scholarships
Sightseeing Tours
Register with Mana, Allison & Associates by April 4
JEA and NSPA are working in conjunction with Mana, Allison & Associates to provide you with sightseeing tours of some of San Francisco’s best spots. To register for the tours, please fill out the tour registration form on the opposite page. You must register directly with Mana, Allison & Associates to secure your spot on the tours. Mana, Allison & Associates reserves the right to cancel specific tours due to low enrollment.

All tours take place Thursday, April 25, 2013, and include transportation to and from the hotel. All tours will depart from the San Francisco Marriott Marquis. Please arrive 15 minutes before departure time. Advisers/chaperones are responsible for their students. No other chaperones will be provided.

Tour of Alcatraz ● $70
Infamous Alcatraz Island is one of San Francisco’s most popular destinations. From the San Francisco waterfront you will take a short ferry ride to “the Rock.” Here you will visit the cells once occupied by the nation’s infamous and incorrigible criminals. An expertly created audio tour contains interviews with former prisoners and guards, providing you with a fascinating insight into life in the middle of the Bay. Tour offered: 1-5 p.m.

San Francisco Highlights ● $34
The 49 square miles of San Francisco are a colorful tapestry of steep hills, picturesque houses, clanging cable cars, fishing boats and breathtaking views. On this tour you will see some of the legendary landmarks of “Everybody’s Favorite City.” Tour offered: 8:30 a.m.-12:30 p.m.

Magical Marin ● $59
Cross the Golden Gate Bridge into the magnificent Marin County with its astonishingly varied land and seascapes. Stopping at Muir Woods National Monument with its towering redwood forest, you will have time to stroll among these ancient giant sequoias whose biological ancestry dates back to well over a million years. We’ll visit Sausalito, a Riviera-like bayside village with ample time to explore the shops and galleries or walk the waterfront to take in the San Francisco skyline. Tour offered: 9 a.m.-1 p.m.

Golden Gate Bridge Walk ● $52
Completed in 1937, the Golden Gate Bridge is one of the most famous structures in the world. As you walk along the pedestrian walkway of this magnificent structure, you will enjoy spectacular views including Alcatraz and Angel Island, Sausalito, Berkeley in the distance and of course, the San Francisco skyline. Tour offered: 1-5 p.m.
TOUR REGISTRATION FORM

The deadline for both registering and canceling tours is Thursday, April 4, 2013. Tour tickets will not be mailed; if you wish confirmation please send a self-addressed, stamped envelope. You can pick up your tickets at the Registration Desk at the San Francisco Marriott Marquis, on Thursday, April 25, 2013. Tours canceled prior to the deadline date will be refunded in full minus a 10% administrative charge will be given; no refunds will be available after deadline dates.

# of People  Price  Total

THURSDAY, APRIL 25, 2013

San Francisco Highlights  8:30 am – 12:30 pm  __________  $34.00 pp  ______
Golden Gate Bridge Walk  1:00 pm – 5:00 pm  __________  $52.00 pp  ______
Magical Marin  9:00 am – 1:00 pm  __________  $59.00 pp  ______
Alcatraz "The Rock"  1:00 pm – 5:00 pm  __________  $70.00 pp  ______

•  ALL TOURS WILL DEPART FROM THE SAN FRANCISCO MARRIOTT MARQUIS
•  PLEASE ARRIVE 15 MINUTES BEFORE DEPARTURE TIME
•  ALL TOURS WILL OPERATE REGARDLESS OF WEATHER CONDITIONS
•  MANA, ALLISON & ASSOCIATES RESERVES THE RIGHT TO CANCEL ANY TOUR SHOULD MINIMUM NUMBERS NOT BE MET

TOTAL :  

NAME: ________________________________ (last) (first)
ADDRESS: ________________________________ E-MAIL ADDRESS: ________________________________
CITY: ________________________________ STATE: ___ ZIP: ________________________________
TELEPHONE: Home: ( ) Cell: ( )

Visa / MC / AMEX  CREDIT CARD NUMBER: ________________________________  EXP. DATE: __________________________
SIGNATURE: ________________________________

Please Make Checks Payable To:  Mana, Allison & Associates
In U.S Currency  ATTN: Spring National High School Journalism Convention
1388 Sutter Street, Suite 525
San Francisco, CA  94109
Phone: (415) 474-2266 Facsimile (415) 474-1989
studentpress@mana-allison.com
Delta, American Airlines offer fare discounts

Delta Airlines is offering a discount of 10 percent off full fares and 5 percent off discount fares. Call 1-800-328-1111 or order online at delta.com and give the code NMFKR.

Additional airline discounts may be available on the convention website: sanfrancisco.journalismconvention.org.

JEA/NSPA officials suggest purchasing your tickets no later than 21 days prior to your scheduled departure date. Flexibility in departure/arrival based on time of day may help to lower the cost of your ticket.

Ground transport

Delegates arriving at San Francisco International Airport (SFO, flysfo.com) or Oakland International Airport (OAK, oaklandairport.com) have the following options for getting to the Marriott Marquis.

- **Shuttle bus:** SuperShuttle one-way fare is $17/person from SFO, $29/person from OAK. Round-trip tickets are available at reduced rates. Visit supershuttle.com for more information.
- **Public transit:** A BART (Bay Area Rapid Transit) station is located 0.2 miles southwest of the hotel, accessible from both airports. Visit bart.gov for more information.
- **Taxi:** One-way taxicab fare will average $45 from SFO and $51 from OAK, according to the hotel.
- **On-site parking:** For those driving to the convention or renting vehicles, off-site parking through the Marriott Marquis is available for $32/day, on-site parking is $65/day and valet parking is $60/day.

Media Tours

Many of today’s new media call San Francisco home and we’re excited to offer 11 media tour options throughout the city exclusive to convention attendees.

All tours take place Thursday, April 25 and are $15 with limited space (the maximum capacity is noted under each individual tour). No more than two students per school may sign up for any one tour. Only those who register online will be able to sign up for media tours. Tours will be marked as “FULL” on the online registration form once the tour limits are reached.

To register, go to register.studentpress.org/sanfrancisco2013. If you are an adviser who plans on attending a tour, you must also register. Please indicate you are an adviser when registering. Tour participants should meet at the tour desk in the atrium at the Marriott Marquis Hotel at the start time. All times are listed as the time you will meet to depart and approximate return time.

**UC Berkeley School of Journalism**
9 a.m.-noon, 16 attendees
The UC Berkeley Graduate School of Journalism is among the top graduate journalism schools in the United States. The college is designed to produce journalists with a two-year Master of Journalism degree. Our tour takes you on Bay Area Rapid Transit ride under the San Francisco Bay, a walk across one of the world’s most beautiful college campuses, and a sit-down with faculty members. Transportation: BART and walk

**KQED Radio, TV and Digital Media**
10 a.m.-12:15 p.m., 30 attendees
KQED serves the people of Northern California with community-supported radio, television and digital media alternatives to commercial media. Our tour takes you to the San Francisco home of this local institution, the FM radio facility, the TV studios and control rooms, KQED Interactive, and the KQED Education Network, including a Q-and-A session with KQED staff. Transportation: Chartered bus

**Zynga**
10 a.m.-12:15 p.m., 30 attendees
Zynga is the world’s leading provider of social game services with about 311 million monthly active users. Its games include “Words With Friends,” “Draw Something” and “FarmVille 2.” Join us for a tour of Zynga’s San Francisco headquarters — an eclectic space with an arcade, coffee shop, gym, plenty of dogs and a product brief. Transportation: Chartered bus

**San Francisco Chronicle**
9:30 a.m.-noon, 25 attendees
The San Francisco Chronicle is the largest circulation daily newspaper in Northern California, and with more than 12 million unique visitors per month, its website, SFGate, is the leading news and information website for the Bay Area. Our tour will have you sit in on a newspaper editorial meeting in the Chronicle’s historic newsroom followed by a discussion with SFGate staff. Transportation: Walk

**Fashion Institute of Design & Merchandising (FIDM)**
9:45 a.m.-12:45 p.m., 50 attendees
Join us for a tour of Fashion Institute of Design & Merchandising, a private, specialized, accredited college educating students for associate and bachelor’s degree programs and careers in the fashion, interior design, digital arts and entertainment industries. The tour will include visits with local fashion bloggers from 24X7 and ASTONISH. Transportation: Walk

**GLBT History Museum**
12:30-2:45 p.m., 20 attendees
Local and national press have been witness to key events in the gay rights movement, many of which took place in San Francisco. Our window into that history comes through the GLBT History Museum (in the city’s Castro District), the only full-scale, stand-alone museum of gay, lesbian, bisexual and transgender media history and culture in the United States. Our docent-led tour focuses on GLBT media history and includes a look at some special periodicals from the museum’s archives. Transportation: Streetcar

**Twitter**
12:30-2:45 p.m., 20 attendees
Visit the headquarters of Twitter, an online social networking service and microblogging service that has become a core tool of many journalism organizations. From its home base in San Francisco’s “Social Media Gulch,” join us to see how it all comes together in a facility that offers a game room, charming lounges and a rooftop garden with a dazzling view of the city. Transportation: Streetcar

**Ustream**
1:30-4 p.m., 25 attendees
As the world’s fastest-growing and largest live streaming platform with more than 50 million unique monthly viewers and a network of produced and user-generated content, Ustream is fundamentally reshaping online media. Join us for a tour of UStream headquarters and a sit-down with key staff. Transportation: Streetcar

**AT&T Park Press Box**
1:30-4 p.m., 25 attendees
The San Francisco Giants baseball team — one of the nation’s oldest — has won the most games of any team in the history of American baseball, including the 2010 and 2010 World Series. This tour takes you to the press box and interview room at the heart of the Giants’ home stadium, AT&T Park, and for a Q-and-A session with the folks who run it. Transportation: Streetcar

**Cartoon Art Museum**
2:30-4:15 p.m., 25 attendees
From editorial cartoons to comic books, graphic novels to anime, Sunday funnies to Saturday morning cartoons, the Cartoon Art Museum has something for everyone. Located downtown in San Francisco’s Yerba Buena cultural district, the museum is home to more than 6,000 pieces of original and cartoon and animation art, a comprehensive research library, and five galleries of exhibition space. Join us for a docent-led tour of this one-of-a-kind treasure. Transportation: Walk

**Univision 14**
3:15-7:30 p.m., 20 attendees
Univision 14 (KDTV) has been the leading station among Bay Area Hispanics since 1976, with the Emmy Award-winning “Al Despertar,” the only locally produced Spanish-language morning show. KDTV is home to 6 p.m. and 11 p.m. Spanish-language news, the most popular novelas, the biggest Latin music concerts and awards shows, and the fan-favorite soccer teams & tournaments. Our 3.5-hour tour includes a light dinner, a live newscast and meet-and-greet with anchors and reporters. Transportation: Streetcar
Not only can we give you the best printing in the world, we can help you preserve your legacy.

What is your yearbook’s future? Friesens can help!

"The Talisman has worked to set the pace in the world of college yearbooks. Much of the publication’s success is a direct reflection of the relationship we have with Friesens. Their attention to detail, superior printing quality and knowledge of the printing industry allows the staff to create a publication that exceeds all expectations. The Talisman is not a traditional yearbook, and we would not have been able to breakthrough that mold without a printing company like Friesens."

Katie Clark, Western Kentucky University Talisman - Genesis 2011 Advisor

"The Benny winners represent the best our industry has to offer. This year’s entries were outstanding. There were entries from companies in 13 countries. Despite the fierce competition, Friesen Yearbooks, through hard work and dedicated craftsmanship, produced a piece worthy of the Benny."

Michael Makin, President and CEO of Printing Industries of America

1.888.324.9725
yearbooks.friesens.com

REYNOLDS HIGH SCHOOL JOURNALISM INSTITUTE

An intensive two-week journalism training program for high school teachers!

The Institute enables and energizes 175 teachers to:

• Increase expertise in news literacy, multimedia reporting, photojournalism, online layout and scholastic press freedom.

• Help students start a multimedia news outlet online.

• Dramatically improve the quality of existing media.

APPLY BY MARCH 1!

NO COST TO THE TEACHER OR SCHOOL
Convention Hotels
Reserve rooms online by April 2

To take full advantage of the convention, delegates who live outside the San Francisco metro area are encouraged to stay at the sanctioned and officially designated JEA/NSPA convention hotel. The San Francisco Marriott Marquis will house all convention activities.

Please realize that even though a April 2 deadline for reservations has been set, neither the hotels nor JEA/NSPA can guarantee availability.

Reservations may be made online using the links on this page, or by phone, mentioning the appropriate event code.

Room reservations must be guaranteed with a deposit by a check or credit card for one night’s room and tax. Purchase orders may be used to secure rooms but not for final payment. Please bring all checks for total amounts due when you arrive at the hotel to check in.

Convention officials suggest you make hotel reservations well in advance of the April 2 deadline. After this date, the hotel may release rooms being held for the convention room block to the general public.

Please do not book more rooms than you need. Even if you cancel early, the hotel is not obligated to return rooms to the convention block. This may mean other delegates would have to pay more for their rooms in a convention hotel or that we would not “meet the block” which could affect the cost of this and future conventions.

As always, there is a limited number of rooms in each configuration. If the hotel is fully booked when your reservation arrives, you will be contacted concerning alternative hotels. JEA/NSPA cannot guarantee availability of overflow housing and do not provide transportation between the convention hotel and overflow hotels.

If there are any questions or issues in securing reservations, please contact NSPA at 612-625-8335. Any new information about hotels will be published on the convention website at sanfrancisco.journalismconvention.org as it becomes available.

It’s important to stay at an official convention hotel. Here’s why.

JEA and NSPA negotiate room rates and pay facility rental charges based on a guarantee of our attendees staying at the official convention hotels. When you stay at the Marriott, you ensure that JEA and NSPA meet their obligations and are able to keep prices down for our attendees.

Plus, it’s convenient. Staying at the hotel puts you in the same building as all convention activities, and you’re surrounded by other convention participants. One of the best aspects of attending a national convention is the people you will meet, and staying at the official hotel makes these relationships much more likely.

San Francisco Marriott Marquis
55 Fourth St., San Francisco, CA 94103

- Room Rate: $209/night single/double occupancy, $229/night triple/quad occupancy, plus 15.5 percent tax per room, per night
- Reservation deadline: April 2
- Online reservations link: bit.ly/hsjSFhotel
- Phone: 415-896-1600, reference JEA/NSPA High School Journalism Convention
Rules of Conduct

These guidelines are established to ensure that all convention participants have a safe and enjoyable stay in San Francisco:

- 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 advisor/chaperone. At least one chaperone/adviser is required for every 12 students. It is understood that by the act of registering students for the convention, advisers assume responsibility for their students’ behavior and well-being during the convention.

- Chaperones should recognize that they and their schools will be held liable for any damage to hotel/convention center facilities incurred by students under their supervision.

- 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.

- Rudeness to hotel guests and hotel/convention center employees; misuse of or reckless behavior on the elevators or escalators; excessive noise; destruction of property; or any other inappropriate behavior is not acceptable and can lead to expulsion from the hotel and/or criminal prosecution. Should individual students, advisers or delegations prove disruptive, JEA/NSPA officials reserve the right to declare all fees forfeited, and to send delegates home at their own expense.

- 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 center.

- When outside the hotel, travel in groups. Your personal safety is our concern.

Off-site Permission Form

Required for participation in off-site activities

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

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

Student name (printed):

Signature of student

Signature of parent or guardian

Signature of adviser

School

Address

Adviser email

School phone School fax

Not sure if your publication’s membership is current? Search at nspa.studentpress.org

NSPA Annual membership fees:

- $109: NSPA membership ($59: junior high/middle school, $69: broadcast)
- $189: NSPA membership & publication critique ($99: jr. high/middle school)
- $35: Supercritique fee (in addition to publication critique)

Payment:

- Check enclosed
- Purchase Order enclosed

- Visa/MasterCard/American Express/Discover
- Please bill me

Credit Card Number:

Exp. Date: Signature

This form is for renewal and payment only. An NSPA critique form is required for submitting work for critique. NSPA will bill you for payment within 30 days. Make checks and purchase orders payable to NSPA. Memberships outside the United States add $20 extra for mail service. NSPA accepts US dollars only.

Total enclosed:

National Scholastic Press Association
2221 University Ave SE, Suite 121
Minneapolis, MN 55414
http://nspa.studentpress.org/
phone: 612-625-8335
fax: 612-605-0072
email: info@studentpress.org

SF13
In its seventh year, Jostens Adviser University is geared to both beginning and experienced middle school and high school advisers. And since the focus is on teaching and advising strategies and methodologies, advisers working with any yearbook company will find the curriculum relevant.

- **Workshop faculty** features respected experts in scholastic journalism including textbook authors and recipients of the prestigious National Yearbook Adviser of the Year honor from the Journalism Education Association.

- **New courses** offer fresh choices for experienced advisers.

- **A new upscale hotel** will host the workshop. The Radisson Blu is connected by skyway to the Mall of America, the largest indoor entertainment and shopping mall in the United States. The heart of downtown Minneapolis is only 35 minutes away using the easy and inexpensive Metro Light Rail.

- **Workshop registration fee** ($425 early-bird, $450 standard) covers all sessions, conference materials and six meals.

- **Complete information available** by Jan. 11 at jostens.com/jau
IT’S ABOUT YOUR SCHOOL

Tell more of the stories.
Allow the entire school to share photos.
Capture the memories forever.

Telling the stories of the whole school just got easier — and faster. With Stitch, you’ll have access to images and voices of the entire community, and you can share content whenever you’re ready. As a companion to the print yearbook, Stitch provides more images to choose from when creating spreads, more ways to publish photos of events as soon as they happen, more space to run stories beyond those in the yearbook, more current skills for your staff and more opportunities to reach every student in the school. Best of all, this increased campus exposure for your staff and their work comes at no additional cost.

It’s easy. It’s fun.
It’s your students. It’s Stitch!

Come by the Herff Jones booth to see Stitch in action or go to HJStitch.com
Official Convention Registration Form
JEA/NSPA Spring National High School Journalism Convention
April 25-28, 2013, San Francisco

COMPLETE AND SEND BOTH PAGES OF THIS FORM

Mail to: NSPA/JEA San Francisco Convention
2221 University Ave SE, Suite 121
Minneapolis, MN 55414
Questions? Call 612-625-1857
or email register@studentpress.org

Register Online: http://register.studentpress.org/sanfrancisco2013

In order to register for Pre-convention Workshops, Media Tours, Swap Shop, Adviser Luncheons or T-shirt pre-orders, you must register online.

**Earlybird Deadline:** Received at NSPA by April 4, 2013

**REGISTRATION FEES** Registration fees apply to students and advisers and are per person.

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<thead>
<tr>
<th>JEA and NSPA members:</th>
<th>Nonmembers:</th>
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<tr>
<td>$90 per delegate if received by April 4</td>
<td>$100 per delegate if received by April 4</td>
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<tr>
<td>$100 per delegate if received April 5 or later</td>
<td>$120 per delegate if received April 5 or later</td>
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Nonmember professionals (not students or advisers): $150 per delegate

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

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**OPTIONAL FEES**

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<th>Adviser Luncheons (Fri./Sat.)</th>
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<td>See story on page 8 for details.</td>
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To register for adviser luncheons, you must submit your convention registration online at register.studentpress.org/sanfrancisco2013. Do not use this form if anyone in your group wishes to attend one of the luncheons.

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<th>Pre-convention Workshops (Thu.)</th>
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To register for pre-convention workshops, you must submit your convention registration online at register.studentpress.org/sanfrancisco2013. Do not use this form if anyone in your group wishes to attend a workshop.

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<th>Media Tours (Thu.)</th>
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<td>See story on page 20 for details.</td>
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To register for media tours, you must submit your convention registration online at register.studentpress.org/sanfrancisco2013. Do not use this form if anyone in your group wishes to take part in media tours.

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<th>Break with a Pro (Fri.)</th>
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To register for Break with a Pro, you must submit your convention registration online at register.studentpress.org/sanfrancisco2013. Do not use this form if anyone in your group wishes to take part in Break with a Pro.

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<th>Media Swap Shops (Fri.)</th>
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To register for swap shops, you must submit your convention registration online at register.studentpress.org/sanfrancisco2013. Do not use this form if anyone in your group wishes to take part in media swap shops.

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<tr>
<th>Convention T-Shirts</th>
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<td>See story on page 11 for details.</td>
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To order T-shirts, you must submit your convention registration online at register.studentpress.org/sanfrancisco2013. Do not use this form if anyone in your group wishes to order T-shirts.

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<tr>
<th>NSPA Best of Show</th>
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<td>See story on page 14 for details.</td>
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Cost is $10 per entry. Submit entries on-site, not in advance. Entry form will be sent with registration confirmation. Each publication must have a current NSPA membership (excluding Jr. High/Middle School publications) as of April 25, 2013, and have students in attendance. Indicate the publications you will enter and the total below.

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**TOTAL** ($10 per entry)

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CONTINUED ON NEXT PAGE
PAYMENT: All fees for items on this form should be made payable to NSPA.

Total Enclosed: $ 

☐ Check Enclosed ☐ Purchase Order Enclosed 

# #

Pursuant to Minnesota Statute 604.113 NSPA is authorized to charge $20 for any check that is returned for insufficient funds.

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

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Questions?: Call 612-625-1857

e-mail register@studentpress.org

This payment is for convention registration only. Do not include fees for Write-offs, critiques, quiz bowl, sightseeing tours or membership in the payment for registration fees. Make them payable to the correct group (see page 2 for reference) and mail them to the addresses on the appropriate forms.

Plan carefully. Make check or purchase orders for convention registration payable to NSPA. Submission of a purchase order indicates your intention to pay fees in full and does not constitute payment itself. If payment is not received with registration, NSPA requests that you pay via check or credit card or provide a purchase order number within 10 business days of your registration or upon arrival at the convention, whichever comes first. NSPA will require payment in full of any outstanding balance at the convention registration desk. Absolutely no refunds for prepaid fees can be made, and unpaid registrations may be subject to an administrative fee. There is a $20 fee for all returned checks.

Do not mail after April 15, 2013. After that date contact NSPA for availability and fax form to 612-605-0072 or register on-site.

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

Special Considerations:

☐ Check here if anyone in your delegation has a disability that may impact on their participation in this event. Attach a statement regarding your disability-related needs. NSPA must be notified by March 1 to assure appropriate accommodations.

I, the undersigned, have read the rules of conduct on page 24 of this booklet, and I will assist convention officials in their enforcement.

Adviser signature ____________________________

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