

MULTIMEDIA/ONLINE

Featured Speaker Evelyn Lauer: How to Organize an Online Newsroom. **Lory Theatre**

This session (for advisers and editors) will discuss ways to organize, motivate, and evaluate an online staff. Sample rubrics, staff structures, and classroom management techniques will be shared.

REPORTING & WRITING

Ben Reed: Stories That Need to Be Told. **Ballroom A**

As a journalist, your writing should impact people and change your community. This session will delve what types of stories you can tell to make a real difference in your school. More importantly, we'll talk about how to tell those stories so students will actually want to read them.

PHOTOJOURNALISM

Tina Cleavlin & Peter Griffin: Smart Phone'ography' — Put Your Phone to Work. **Ballroom B**

Get out your phone and go on a scavenger hunt for some great photos using techniques outlined in this class. This class is about photo composition strategies. Bring your phone.

DESIGN/YEARBOOK

Rebecca McGrath & Shane McWatters: Raising the Yearbook Bar. **Ballroom C**

Ready to take it to the next level? Learn simple principles in design, photography, coverage and concept to make your book stand out above the rest. You'll be able to take these ideas back to your whole staff and apply them tomorrow!

MULTIMEDIA/ONLINE

Scott Melanson & Jim McClurg: Video Production Value = MINT! **Ballroom D**

Discussing all the components to make your video complete: Creative storytelling, quality cinematography, DSLR/HD quality, audio, lighting, editing color correction, audio, titling, the whole shabang!

PHOTOJOURNALISM

Kathy Daly: Environmental Portraits. **Cherokee Park**

Environmental portraits are earning a prominent place in journalism publications. What they are not: selfies, snapshots, action photos. What they are: well composed and effectively set up portraits of people in their own environment, showing their unique passions and personalities. This class will show you how to achieve these.

PRESS LAW & ETHICS

Adam Dawkins: Teach Press Law and Ethics to Your Staff. **North Ballroom**

Struggling to find the resources or the time to teach Press Law and Ethics to your staff? Want to brush up on Colorado Student Free Expression Law and make sure your staff is practicing sound, professional journalism in both policy and practice? Come learn how you can teach and reinforce an understanding of press law and ethics and promote responsible free expression at your school with this Press Law and Ethics primer. Then find out how advisers can earn a certification in Press Law and Ethics from the Colorado Student Media Association.

COLLEGE/CAREERS

Jeff Dodge: We Still Need Good Journalists. **304-06**

Despite the dwindling number of jobs in journalism, and the exodus of journalists to public relations and other fields, the need for the newsgatherer has never been more important. While the medium in which news is delivered continues to shift, and while the skills needed to present the news online or through social media have changed, the role is the same: Be the eyes and ears of the public, hold elected officials accountable, give voice to the voiceless and tell the important stories that wouldn't see the light of day without the media. A healthy democracy depends on it.

RMSMC TOURS

Meet in front of RMSM offices, 100 Level Tours (in groups of about 20) begin at 10:25 a.m., 11 a.m., and 12:20 p.m. Just walk down two flights of stairs or take the elevator to the lowest level of LSC. Check out the Collegian newsroom, the radio station and take a short walk across the plaza to the TV studios. The sun always shines on J-Day, so it should be a perfect time to see a little of the central campus.

BUSINESS/LEADERSHIP

Angela Banfield: Advertising: A Program That Works. **308-10**

Many productions find themselves suddenly on their own for funding. This session will give staffs an "assumptive sale" approach to raising money. Leave with attitudes changed and ideas that work.

ADVISERS/LEADERSHIP

Tina Barber: Grading? 'Ain't Nobody Got Time for That.' **322**

Ever feel like you can't catch your breath in your newsroom or that you're flying from one deadline to the next? Attend this session and transform your role as an editor or adviser and save time. Participants will learn ways to give staffers feedback on the photos, copy, and design they've created using rubrics and web-based resources like Turnitin.com and GoogleDrive, instead of checking items off a list.

REPORTING & WRITING

Stephen Wahlfeldt: Your Best Interview — Every Time. **372-374**

The interview is the foundation of any great journalistic piece. At this session, find out how to elevate your interview game from shaping an interview to get the best results to targeting interview subjects which will captivate as well as educate your readers. Come to this session for the examples and connecting stories and leave with a notebook full of ideas you can use.

REPORTING & WRITING

Tony Phifer: Sports Writing in a Twitter World. **376-378**

We will discuss ways to make sports coverage relevant in high school newspapers. Among the topics to cover are features, investigative journalism, columns and digital storytelling.

LEADERSHIP

Andrew Ross: Editors Uncensored. **382**

Being Editor-in-Chief is a lot more than a fancy title. It's LIFE. Life as a student editor is complicated—often filled with stress from deadlines, staff members, general high school woes, personal expectations, and oh, that thing we call school work. Where is the school/journalism life balance? This session will explore leadership trends, healthy lifestyle choices, and ways to maximize yours and your staff's performance, happiness, and passion for your publication.

MULTIMEDIA/ONLINE

Brett Erickson: Journalism in a New Media World. **386**

Looking for ways to bring a cohesive digital strategy to your publication and audience? This session examines ways to develop a complete plan for reaching your audience on multiple digital platforms and channels, while maintaining your overall quality of coverage. We'll address content strategy, social planning, emerging platforms, tracking and current trends in professional and high school media.

Special Session at 11:20 led by students, for students and advisers



Sara McCrea & Harrison Young
Fairview HS, Boulder

Sara and Harrison are the Social Media Managers and Marketing Directors for The Royal Banner at Fairview High School. Their job is to promote and market The Royal Banner in this day and age where social media is the central distributor of all news. They work to engage the student body by making their news experience personal, via Snapchat, Twitter, Instagram, and Facebook.

Meet the speakers



Carrie Faust, MJE
Smoky Hill HS

Carrie is the Summit yearbook, NEXT magazine, and SmokyNow online news adviser at Smoky Hill High School. She has been advising for 14 years and her staffs have won many state and national awards for their work. She is the Western Region Director of the Journalism Education Association.



Carrie Hendrix, CJE
Lewis-Palmer HS

Carrie has been advising the Westwind yearbook for the past 13 years and the Ranger Review newspaper for seven years at Lewis-Palmer High School in Monument, Colorado. Her yearbook publication earned the All-Colorado state award four years in a row and national awards including a 2011 Silver Crown from CSPA and most recently a 2014 NSPA Pacemaker.



David Freed
Pulitzer Prize-winning former investigative reporter for the Los Angeles Times

A graduate of Colorado State University, David Freed is an instrument-rated pilot, produced Hollywood screenwriter, published author of the Cordell Logan mystery series, and a former Pulitzer Prize-winning journalist for the Los Angeles Times, where he covered the police and reported from Iraq, Kuwait and Saudi Arabia during the first Gulf War. He is a frequent contributor to national magazines, including the Atlantic, Pacific Standard and Smithsonian's Air & Space, and has worked extensively within the federal intelligence community. David currently serves as an adjunct faculty member of CSU's Department of Journalism and Media Communication.



Michael Humphrey
Forbes.com & Colorado State University

Michael is a digital media instructor at Colorado State University and a contributor at Forbes.com, where he writes about digital storytelling, especially through video. For 10 years he wrote features for The Kansas City Star. His work has also appeared in Salon, National Catholic Reporter, True/Slant, The New Yorker, New York and Native American Times.



Peter Griffin, CJE & ACA
Jostens Publishing

Peter is in his 26th year of helping schools create yearbooks for Jostens. He is active in CSMA and JEA and is a regular speaker at conventions.



Kate Jeracki
Colorado State University

Kate has been with the Division of External Relations at CSU since 2013. Before that she was editor of the Northern Colorado Business Report, executive editor for travel guide publisher Weaver Publications and associate editor of Westword in Denver. She has also worked in marketing and PR for a number of companies, non-profits and universities along the Front Range and offered freelance writing and editing services through her own firm.



Megan Fromm
Colorado Mesa University

Megan Fromm is an assistant professor at Colorado Mesa University and a former high school media adviser and professional journalist. She has taught journalism and mass communication for more than 8 years and is a regular speaker at high school journalism workshops. Fromm was an award-winning student journalist in both high school and college.



Sheila Jones, CJE
JEA Mentor

For 23 years Sheila Jones, CJE, taught English at Englewood High School and advised the Pirateer convergent media program. A former president of the Colorado High School Press Association, Jones in retirement is a JEA mentor, where she gets to pay forward the great lessons she learned from advisers over her career. Joining her will be **Dan Singer**, the newspaper adviser of The Surveyor at George Washington High School in Denver, who is also a JEA mentee.

Adrian D. Garcia
Fort Collins Coloradoan

Adrian D. Garcia covers growth and data for the Fort Collins Coloradoan. Prior to graduating in May 2014, he interned for the Pueblo Chieftain, Denver Post and I-News at Rocky Mountain PBS.



Nic Garcia
Chalkbeat Colorado

Nic Garcia is deputy bureau chief for Chalkbeat Colorado, a nonprofit news organization that covers changes in public schools. Garcia covers suburban education issues for Chalkbeat. Previously, he was editor and associate publisher for Out Front.



Kris Kodrich
Colorado State University

Kris Kodrich is an associate professor of journalism at Colorado State University, where he teaches advanced reporting and international mass communication. He has a dozen years of reporting and management experience at daily newspapers in Florida, Wisconsin and Oregon. He has been a Fulbright Scholar in both Spain and Chile.



Greg Luft
Colorado State University

Greg has taught television news and production since 1988. He has worked in television news as a reporter, and is an independent producer of documentaries, educational programs and corporate video. He is chair of the Department of Journalism and Technical Communication at CSU.

DID YOU KNOW?

We changed our name to the Colorado Student Media Association (formerly the Colorado High School Press Association) on July 1, 2015. This change is part of the association's goal to be more inclusive of all secondary school media programs and to recognize that student media comes in a wide range of platforms, from print to online. Our state association is now in its 45th year supporting student journalism in Colorado.

ONLINE/SOCIAL MEDIA

Featured Speaker Evelyn Lauer: Is Your Home Page Dead? **Lory Theatre**

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

COLLEGE/CAREERS

David Freed: Write On: How to Succeed in Journalism. **Ballroom A**

Achieving success in journalism these days is no easy task. However, there are secrets to getting ahead. Pulitzer Prize-winning reporter, screenwriter and author David Freed has learned many of those secrets the hard way over an exciting writing career that has spanned more than 30 years. He's more than happy to share them with you – but only if you seriously consider attending CSU.

COVERAGE

Nic Garcia: Localize the Big Issues. **Ballroom B**

While every school and school district has its own local challenges, there are some issues that all schools face. In this session, Nic Garcia of Chalkbeat Colorado will provide an overview of statewide issues that effect all schools. Then we'll spend time brainstorming how to find local twists on those issues.

PHOTOJOURNALISM/COVERAGE

Megan Fromm: Stalking the Story: Using HONY to Write Features. **Ballroom C**

This session teaches students and advisers to use Humans of New York as a method for stalking the feature story. We'll look at the "HONY" style, understand the elements of a great feature, see this approach in action among student media nationwide, and practice our skills by stalking the stories among the audience.

MULTIMEDIA/LEADERSHIP

Mark Newton: You Had Us at Hello. **Ballroom D**

Meet your audience where they're at! This session will explore how and why to choose the right platform to reach your readers, listeners and viewers.

REPORTING & WRITING

Kristi Rathbun: Heal Your Headline Headaches. **Cherokee Park**

Headlines sometimes stump even a seasoned media professional. Come grab tips for both writing and designing headlines to make your headaches go away.

PHOTOJOURNALISM

Kenn Bisio: Master the Machine. **North Ballroom**

The photojournalist cannot make an aesthetic decision if s/he has not mastered the camera. Here are five, easy to understand tips that will allow you to have command of your camera

PHOTOJOURNALISM

Benjamin Chang: Frame! Focus! Snap! You're a Photographer. **304-306**

Join us for in-depth walk throughs on photography basics and essentials (Exposure Basics), understanding how to analyze your subject (how to handle and prepare for out in the field assignments), and finally understanding how to build powerful and meaning stories using photography (how to understand a scene and build a story that is effective). This presentation is effective because it comes from a student built background with student made content allowing J-Day students to feel comfortable and engaged. Overall the presentation helps student realize they are capable of building amazing and powerful stories within their schools.

REPORTING & WRITING

Kris Kodrich: Storytelling for Journalists. **308-310**

As a journalist, you want to tell a news story with creativity and flair. This session will discuss the use of narrative writing and other literary tools while delivering important and interesting information. These techniques will help you capture and engage the reader.

REPORTING & WRITING

Kate Jeracki: Everybody Needs an Editor. **322**

What do editors really do? This session looks at how to make your publication better by working with writers, designers and everyone else involved in the production process.

COVERAGE/PRESS LAW & ETHICS

Greg Luft: The Importance, the Impacts, and the Personal Risk of Covering Tragedy. **372-374**

This session will examine the difficulties faced by journalists when it is necessary to cover tragedy, including interviewing witnesses and victims. We hope you never have to report on such issues, but you need to be prepared.

PRESS LAW & ETHICS

Ed Otte, Adrian Garcia & Allison Dyer Bluemel: Ethics in the Newsroom. **376-378**

Join representatives from the Colorado Chapter of the Society of Professional Journalists for a panel discussion on how to approach ethical decisions in your newsroom, no matter the medium.

SOCIAL MEDIA/REPORTING & WRITING

Sara McCrea & Harrison Young: Snapchat, Instagram, Twitter, Oh My! How to Make People Read Your Writing. **382**

Snapchat, Twitter, Instagram, Facebook – these are all really different platforms and serve different purposes, but we must use all of them because our readers use them. In this session, we will discuss how we're getting the most out of each individual platform, how we make students want to click the link to read our content, how we use social media to grow our audience, how we're working to engage readers with interactive social media contests and other experiments, and how we make sure we get content published consistently in each platform. Come see what we've been doing and share what you've been doing. #jday15 #howtousehashtags

PHOTOJOURNALISM

Brett Erickson: The Creative Editorial Portrait. **386**

Features. Sports. Lifestyle. Ready to spice up those run-of-the-mill, day-to-day news pictures of students, faculty and notables? In this session, we'll examine professional techniques for making editorial portraits pop off the page and screen with some simple lighting setups and storytelling strategies. We'll learn how to set mood, think in narrative style, and exercise restraint in making truly memorable images of everyday people that bring new life to your traditional and digital publications.

Meet the speakers



Jim McClurg
Rock Canyon HS

Jim McClurg has been teaching TV, Film, and Audio production multimedia classes since 1997 for six years at the middle school and twelve at the high school level. The Rock Canyon Video Production program has earned numerous awards, including a regional Emmy nomination in 2008 for their show Spotlight.



Shane McWatters & Rebecca McGrath
Herff Jones Yearbooks

Rebecca and Shane are part of Team Colorado Yearbooks - Herff Jones Representatives, serving advisers and staffs in the beautiful state of Colorado. As professional yerds, we are passionate about helping every school 'raise the bar' in their yearbook program.



Scott Melanson
Cresthill Middle School

Scott joined the staff at Cresthill as broadcast and film teacher this fall. He was Community Relations Student Media Specialist for the Douglas County School District in 2014-15, after 10 years as Rocky Heights Middle School Technology, Yearbook Broadcast and Film teacher. He was named the Douglas County Schools World Class Educator of the Year in 2012.



Mark Newton, MJE
Mountain Vista HS

Mark advises MV Media, a comprehensive converged media program that produces a website, news magazine and yearbook. MV Media also includes video and live stream teams and a literary arts magazine. Newton also is the president of the Journalism Education Association.

Ed Otte

Colorado Pro Chapter,
Society of Professional Journalists

Ed Otte is president of the Colorado Pro Chapter of the Society of Professional Journalists. He retired in 2010 after serving for 15 years as executive director of the Colorado Press Association. Prior to 1995, he was the editor of The Greeley Tribune.



Jed Palmer, CJE
Sierra MS

Jed Palmer is the journalism adviser at Sierra Middle School. His yearbook, newspaper, and online news programs have earned numerous awards including Pacemakers, Gold Crowns and NSPA Picture of the Year finalists for eight consecutive years. Palmer serves on the CSMA Board and has served on the JEA Middle School Commission.



Tony Phifer
Colorado State University

Tony Phifer spent 28 years as a sports writer/columnist in the newspaper industry, covering everything from the Super Bowl to high school track. He has spent the past eight years working in public relations, expanding his skills in digital communication on a variety of topics.



Chad Power
Hastings College

For the past 21 years Chad has engaged college students with a hands-on approach to developing professional broadcast journalist skills. Through the academic programs and award winning student-run media programs, Hastings College media students are challenged to produce up-to-date professional content. Hastings College (HC) Media consists of HCMediaonline.org website, HCTV, KFKX 90.1 FM radio station, a weekly newspaper The Collegian, and our Bronco Yearbook. Power works with HC Media students to produce 20 live 30-minute TV newscasts and 80-100 live sports productions per school year culminating with the NAIA Div. II Women's Basketball Championship on the NAIA Network and ESPN 3.



Kristi Rathbun, CJE
Rock Canyon HS

Kristi advises The Black & Gold yearbook and the Rock newspaper at Rock Canyon High School in Highlands Ranch. For nearly 20 years, she has helped media students achieve state and national success in student publications – from yearbook to newspaper to online. Her students have earned Pacemaker and All-American awards from NSPA and Crown and Gold Medalist awards from CSPA in addition to multiple Best of Show honors at JEA conventions. Rathbun was selected as a JEA Distinguished Yearbook Adviser in 2014.



Rob Rathbun
Balfour

Rob Rathbun is the Colorado representative for Balfour Yearbooks. With a background in marketing and sales, he has helped build strong journalism programs for both middle and high schools. An expert in Adobe Photoshop and InDesign, Rathbun is a frequent speaker at national, state and local workshops and conventions, helping students innovate their processes and achieve excellence in journalism.



Ben Reed
Journalism Outreach Director,
Jeffco School District

For the past eight years, Ben was the adviser of The Lake newsmagazine at Standley Lake HS. The Lake has been named All-Colorado since the award began and was a NSPA Pacemaker winner in 2014. He believes that constantly reinventing and rethinking yourself is the best way to run a publication and your own life.



Andrew Ross
Walsworth Publishing

Andrew Ross is a Yearbook Editor-in-Chief turned Yearbook rep. This passionate yearbook nerd who prides himself on the fact that he has been doing yearbook longer than he has been driving, and happily represents Walsworth Yearbooks in Colorado.



Laura Schaub
National Director of Education for Lifetouch Yearbooks

Professor Emerita in Journalism at the University of Oklahoma, Laura directed the Oklahoma Interscholastic Press Association and taught classes in typography, design, desktop publishing, graphics of communication and photography for 12 years. She has received numerous state and national awards, including the CSPA Gold Key, Paschal Award, Murphy Award and O'Malley Award. She teaches yearbook workshops throughout the United States.



Karen Slusher, CJE
Eaglecrest HS

Karen has been teaching journalism and advising student publications for the last 10 years. She has her Master's in Journalism Education and is a Certified Journalism Educator. She continues to push her school to grow in journalism courses and student press rights awareness.



Stephen Wahlfeldt
Rocky Mountain High School

Stephen Wahlfeldt has been advising publications for 26 years, including the last 18 as the adviser of the Rocky Mountain Highlighter, student newspaper of Rocky Mountain High School. A former state journalism teacher of the year and Dow Jones News Fund Special Recognition Adviser, his newspapers have won multiple national Pacemaker and state All-Colorado/Sweepstakes awards.



Sarah Zerwin
Fairview HS

Sarah has been advising The Royal Banner news network at Fairview High School in Boulder for the last six years. This is her 9th year at Fairview as a language arts teacher and her 19th year in education. She thinks obsessively about things like (not) grading, and seeking the best ways to engage her students authentically as readers and writers. She blogs these thoughts at www.thepapergraders.org.

PRESS LAW & ETHICS

Jeff Browne: Documentary Presentation – Taking the Lede: Colorado Edition. **Lory Theatre**
This 45-minute documentary tells the story of courageous high school journalists who, over the past 20 years, have published stories that created waves when they were published. Profiled are a young editor who in the mid-1990s took on Focus on the Family – and won; an investigative journalist who forced the Pentagon to shut down its recruiting; a trio of student-journalists who had to report on tragic event happening in real time at their school; and two students who felt the sting of censorship in a state where their First Amendment rights are supposed to be protected. Stay for a discussion with the producer, writer, director and editor.

DESIGN/YEARBOOK

Carrie Faust: Yearbook & Magazine Design Trends. **Cherokee Park**
Are you still designing your yearbooks and magazines the same old way? Well, the new readership needs new designs! Come see what you can do to make sure your design follows today's trends.

PHOTOJOURNALISM

Kenn Bisio: Why Do This? **North Ballroom**
Why do this thing they call photojournalism? Discover your voice and how to share it with the world. Learn how your personal world view defines how you see yourself fit in the world in which you live, and through this filter, how you come to understand your subjects.

MULTIMEDIA/ONLINE

Adam Dawkins: Unlock the Power of Video: 10 Ways to Reach Your Audience. **304-306**
Adding video to your media doesn't have to be hard. Come learn 10 creative ways to connect with your audience. You can add video to your program right away or take your video to the next level by examining what the pros do at The Denver Post, New York Times and Washington Post, looking for unique stories angles on your campus, and understanding the production value of composition, sequencing, sound, writing, and distribution.

COLLEGE/CAREERS

Ed Otte, Adrian Garcia & Allison Dyer Bluemel: Journalism Internships and Careers. **308-10**
Our panel of SPJ experts discusses the road map to a career in modern journalism, including insights into securing internships, things to look for in your education, and more.

ADVISERS/LEADERSHIP

Sheila Jones & Daniel Singer: Creating Order from Chaos. **322**
The casual observer to any publication classroom may think that chaos reigns since each of the students in the room is doing his/her own thing. While this is definitely true on the surface level, each of the students should be well aware of what his/her role is in the day-to-day process of creating a high-quality publication or production. The glue that creates a solid organization is developing "systems" that run invisibly behind the frenetic atmosphere of the media classroom. So say good-bye to chaos and attend this session to learn the basic systems, how to create them, and how they function to form an efficient, stress-less, and highly-productive media program, as Sheila draws from a career in media advising and Dan offers a newcomer's perspective on building a program from the ground up.

ADMINISTRATION/LEADERSHIP

Karen Slusher: Why Journalism Rules. **372-374**
So many schools experienced major cuts in journalism programs, but the trend seems to be that they are bringing them back. Come to this session to find the research and current readings behind why having a strong journalism program will help students in the 21st century. Session will hopefully have time to open for discussion and ideas to present to schools/administrators.

DESIGN/YEARBOOK

Rob Rathbun: From Inspiration to Adaptation. **376-378**
We see cool stuff all around us, but how do we make it work for our publications? This session helps develop more than just the media eye, making inspiration a reality via both visuals and verbals. You'll leave this session with ideas to implement immediately.

COVERAGE

Nic Garcia: Localize the Big Issues. **382**
While every school and school district has its own local challenges, there are some issues that all schools face. In this session, Nic Garcia of Chalkbeat Colorado will provide an overview of statewide issues that effect all schools. Then we'll spend time brainstorming how to find local twists on those issues.

PHOTOJOURNALISM

Jed Palmer: Better Coverage Through Photographic Storytelling. **386**
Every great story has identifiable characters, compelling action and reaction, along with intricate details to grab the reader. Photography should work the same way. Come learn how to incorporate classic story elements in your photography work.

Plan out your day

8:45 - 9:20

Opening Session - Grand Ballroom

9:30 - 10:15

Session 1

First choice: _____

Second choice: _____
(in case your first choice is full)

10:25 - 11:10

Session 2

First choice: _____

Second choice: _____

11:20 - 12:05

Session 3

First choice: _____

Second choice: _____

12:15 - 1:00

Session 4

First choice: _____

Second choice: _____

1:10-2 p.m.

Awards/Closing Ceremony - Grand Ballroom

The First Amendment: Congress shall make no law respecting an establishment of religion or prohibiting the free exercise thereof, or abridging the freedom of speech, or of the press, or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.

There will be an opportunity to demonstrate that you can recite the above!

J-Day is exciting and always our biggest event of the school year, but CSMA offers so much more, all year long.

IMPORTANT DATES FOR 2015-16

Jan. 15 Multimedia Story of the Year - multiple media required. Master link to all content must be uploaded through our BNC contest site (www.betternewspapercontest.com) by this date.

Jan. 29 Winter Thaw, with guest speaker Tim Harrower. Denver location to be announced. *For advisers only!*

Feb. 15 Submission deadline for scholarship portfolios (Greer & Benson). We now require entries in the form of a website. We offer nearly \$4,000 in scholarships through this process to seniors. Don't wait until the last minute to start creating your online portfolio.

Feb. 26 Capitol Hill Press Conference (Feb. 12 registration deadline). Spend the day at the state capitol, get on the floor of the House or Senate, and get a chance to be part of a press conference with some of our state leaders.

April 8 Best of Colorado entry deadline (at 9:59 p.m.). All entries must be in PDF form and submitted through our contest website: www.betternewspapercontest.com

This is our individual contest, with dozens of categories and over 1,000 individual honorees each year. Awards are back in the first week of May.

April 15 Photographer of the Year portfolio entry deadline. Entries should be submitted using Dropbox or through a photo sharing service (Flickr, Picasa, etc.).

April 15 Broadcaster of the Year, Designer of the Year, Reporter of the Year and Middle School Journalist of the Year electronic portfolios are due. These are brand new competitions, and each comes with a cash prize.

June 30 Adviser of the Year and Administrator of the Year nomination deadline.

June 6 All-Colorado critique entry deadline. Yearbooks submit one book, news publications submit three issues. Broadcast and Online: send url. Your student medium will be judged by an experienced adviser, and our judges come from coast to coast, with scores of honors earned. See how you stack up to the standards.

67% of DU students participate in internships and on average, their income at graduation is \$11,250 higher. Claire Sisun signed on as an intern for local 9News in order to further pursue her dream of becoming a broadcast journalist. Her internship, combined with her study at the University of Denver, has helped her to create connections and has inspired her to innovate inside and outside of the classroom. Explore how a degree in journalism studies from DU prepares you to succeed as a powerful storyteller at du.edu/mfjs.

UNIVERSITY of DENVER STUDENT

Claire Sisun
Journalism Studies, 2016

NON TRANSFERABLE • REPLACEMENT CHARGE

UNIVERSITY of DENVER
ARTS, HUMANITIES & SOCIAL SCIENCES
Department of Media, Film & Journalism Studies

Transforming Passion Into Purpose

Adviser of the Year

Carrie Hendrix combines passion, laughter, drive to take program to the top

Here is what Riley Bircham wrote in a birthday card to our Adviser of the Year, Carrie J. Hendrix, CJE: "Yearbook has grown to be one of the biggest parts of my life and I absolutely love it. You have taught me to never give up, to work hard, and to truly believe in myself. The yearbook room has been my life, my safe place, and pretty much my second home."

Students in and out of the Lewis-Palmer media programs feel much as Riley does. Since she began teaching and advising there in 2003, Carrie has been the favorite teacher for many.

She and her program have earned numerous awards, on the state and national levels. Carrie is a Certified Journalism Educator, and is one of the first in Colorado to earn the CSMA Press Law & Ethics certification. Just last spring, the 2014 Westwind yearbook earned its first National Pacemaker award from NSPA. The book has earned All-Colorado since the award was begun in 2011.

The awards are impressive, write Lewis-Palmer Principal Sandi Brandl, "but I know they are not Carrie's true motivation. Her daily efforts, her countless hours in the summer and after school are done because she believes that all students who want to learn should be given that opportunity."

In addition to Westwind, Carrie advises the Ranger Review newsmagazine, the LPTV broadcast program and recently started a liter-



ary magazine at LP.

Her efforts have made her a popular speaker at state and national workshops, where she shares her excitement and talent.

As Justin Daigle wrote about his friend, Carrie, when they are off a summer workshop: "When a student bring a new idea back or poses something for the upcoming yearbook, Carries gets just as excited as her students and listens and helps guide them in implementing their ideas. Carrie models to her staff the importance of ownership. She tells her kids that this is THEIR publication."

Now a senior, Riley Bircham wrote that when the yearbook was announced as a Pacemaker winner last April in Denver, Mrs. Hendrix was the first to jump high, and she screamed so loud it scared her a bit.

Riley says she has come to realize the value of trying to accomplish everything you do to the best of your abilities. In her support letter, Riley promised to jump higher and scream louder than anyone else in the room.

We will find out on Oct. 8, at the J-Day Awards Ceremony.

Congratulations to Carrie Hendrix, our 2015 CSMA Adviser of the Year.

Administrator of the Year

John Biner lauded for support of student journalism at Brighton

It's not unusual for Brighton HS Principal John Biner to stop by the yearbook or newspaper rooms during production nights.

As last year's Reflections yearbook editor Zachary Polliard wrote in supporting Mr. Biner's nomination for Administrator of the Year, "When Mr. Biner stopped by class or a work night, there were several times his level of excitement exceeded ours. He always showed a genuine interest in what we were doing and would ask, 'How did you cut out that photo?' or 'How did you guys get that great photo?'"

As Mr. Biner wrote: "We talk about the 'Thinking Classroom,' which results from great planning that allows students to DO the work and actually experience the learning rather than taking notes and regurgitating information on a test."

He went on to say, "We have two amazing teachers – Justin Daigle and Kathy Gustad – who have made the publication programs part of the very fiber of the Brighton culture."

Justin Daigle wrote: "Some advisers may get nervous when their principal comes into their yearbook room and looks at pages as kids are working on them. I welcome Mr. Biner in my room. He isn't coming in there to dictate orders or to spy. He loves to interact with the students and educate himself on how the book is produced."

Zach went on to say, "Mr. Biner gives us full control of the book. He trusts us, and as journalists we never want to lose that trust, so



we produce the best yearbook possible."

John Biner earned his B.S from the University of Colorado and his Masters from Colorado State. He began his teaching career at Pueblo Century HS in 1995 and moved to principal of Century in 2002-2002. He served as an assistant principal at Elizabeth HS and at Arapahoe HS before taking the principal job at Brighton in 2007.

CSMA is proud to honor him with our top honor for administrators. As Justin puts it, "He is not just a great principal, but a great leader, a great mentor, a great human being."

Congratulations to John Biner, our 2015 CSMA Administrator of the Year.

Is your adviser or school administrator missing from our list of honorees? Be sure to nominate your "local hero."

The forms and details can be found on our website:
www.colostudentmedia.com

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