



## From the Colorado Student Media Association, founded in 1970

*Our goals:* to encourage interest in journalism through participation in school media, raise the standards of school media, encourage the recognition of journalism as an important course of study – particularly the ability of students to use the mass media in understanding their role as media consumers and citizens

# WELCOME BACK!

## You have an important job, and few in your school understand just how tough it is

But CSMA understands and offers a range of support, from curriculum and other teaching resources, to contests for your students, to opportunities for scholarships, to workshops and conferences.

We hope the student media programs you advise will renew their membership for 2017-18, or perhaps join us for the first time.

Last school year **212** student media from across the state were members, making us one of the largest state journalism organizations in the nation.

We offer a critique of each member medium, individual contests in all aspects of student journalism, and a range of workshops for advisers and press conferences for students... all covered by your media membership.

A single membership is **\$65**, and we offer discounts to schools with multiple media joining CSMA. Our critique service alone is worth at least \$100.

Membership qualifies your students for our member price [\$20] for our state conference, this fall on **Oct. 19**, on the campus of CSU in Fort Collins, where you and your students can join 1,500 journalists from across the state.

Renew or join CSMA by going to our website <https://colostudentmedia.com/> where you will find links to our online membership form. You can pay right on the site with your school credit card, or we will be happy to send you an invoice by email.

Contact me if you have questions. Let's have a great new school year! We are all in this together.

Jack Kennedy, Executive Director  
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**FREE SPEECH  
FREE PRESS  
FREE PEOPLE**  
**PSA/Print Ad  
Contest  
Fall, 2017**

Last year our special fall contest grew from **FEARLESS**, and we hope you and your staffs will continue to be fearless in reporting and leading the community.

This year we are sponsoring a contest **highlighting the First Amendment**, and the Five Freedoms it promises our nation. Of course, a promise is not a guarantee,

and each generation, each year, needs reminders of those freedoms and how to protect them, as well as use them to create an ever-more perfect union.

Your students have many options, from 30- or 60-second original video PSAs, to short podcasts, to print ads, to staff editorials supporting some aspect of the First Amendment in your community.

CSMA member media will be eligible to enter this fall contest [the final deadline is Dec. 5, 2017], and the top entries will earn vouchers to attend CSMA events in 2018. Last year, Rangeview, Palmer Ridge, and Eagle Valley high schools each earned a \$300 voucher. This should be **YOUR** year.

Get all the details (including how to enter) with your membership certificates (mailed to you), and through our e-newsletter and on our website.

## Still not convinced about CSMA membership?

Here's a quick inventory of what we offer in the coming school year:

- J-Day on Oct. 19 will feature 50+ learning sessions, all designed to inspire you and your staffs to reach new heights this year.
- In addition to our fall contest, we will be announcing a first-ever coverage contest, just in time to re-energize everyone early in second semester. There will be contests focused on students interested in video, in writing, in yearbook, and in photography. Our focus will be on fun!
- Our annual Capitol Hill Press Conference, a tradition since 1984, returns on Feb. 26, in the Old Supreme Court Chambers of the State Capitol.
- Our Winter Thaw, late in January, will return to the CU Boulder campus, with the theme of teaching media literacy.
- We offer scholarships to our state journalists of the year, prizes to our Photographer, Designer, Reporter, Broadcast Journalist and Middle School Journalist of the Year, and this year we are partnering with the Dottie Roberts Foundation to offer substantial college scholarships to young women majoring in communications.
- We offer dozens of individual contests in our Best of Colorado awards, judged in April and back in early May.
- And our summer All-Colorado critique service gets expert advice from experienced judges back to you in early August.

**And there's more! Get online at <https://colostudentmedia.com/> and join today!**