

Welcome to Journalism Day, better known as J-Day, and welcome to the campus of Colorado State University and the newly renovated Lory Student Center. You are part of what has become the biggest single event that CHSPA sponsors each year, and one of the largest state journalism conferences in the nation. It's shiny and new and open and cutting edge, but mostly this place

feels like home.

What's Happening?

7:30 a.m. - 11 a.m.

Registration and Information

Registration Booth, southeast corner of Grand Ballroom

Check in, drop off registration and membership payments, pick up pre-ordered t-shirts and purchase t-shirts (\$10 cash or check, while supplies last), and a great place to go if you have questions.

7:30 a.m. - 1 p.m.

Sponsors' Exhibit Hall

Gathering area, outside south doors to the Grand Ballroom

Pick up valuable information for your program and visit with J-Day sponsors. If you miss making the rounds of our exhibitors, you just don't get the full J-Day experience.

8:45 a.m. - 9:20 a.m.

Opening Assembly in the Grand Ballroom, 300 Level

- Opening remarks from CHSPA President Justin Daigle
- Official welcome to the conference by Greg Luft, chair of the Department of Journalism and Technical Communication
- CHSPA Journalism Adviser of the Year and Administrator of the Year award presentations. Hear from two of our very best.
- Last words on having a successful conference

9:30 a.m. - 10:15 a.m.

Learning Session 1, mostly on upper level, other than the theater (see front page of program for sessions "at-a-glance," and page 4 for session descriptions). Speaker bio's are found on pages 4-7, in alphabetical order.

10:25 a.m. - 11:10 a.m.

Learning Session 2. See page 5 for session descriptions.

11:20 a.m. - 12:05 p.m.

Learning Session 3. See page 6 for session descriptions.

12:15 - 1 p.m.

Learning Session 4. See page 7 for session descriptions.

Schools A-J: please eat lunch during Session 3. Schools K-Z, please eat during Session 4. **Or** have half your staff eat each session. **Or** wait to eat until after the closing ceremony... who wants to miss a minute when there are so many great sessions?

The Lory Food Court is on the 200 Level, just down the center stairs. There is lots of space indoors and out to enjoy your lunch, some conversation or just some time to plan what to do next.

Want to take a quick tour of the Rocky Mountain Student Media facilities (news room, radio station and TV station)? Walk down to the 100 Level and groups of up to 20 can tour at 11:20, 11:40, noon, and 12:20. First come, first served. You can also learn about student media scholarships and other opportunities that RMSM offers.

1:10 p.m. - 2 p.m.

Closing Assembly in the Grand Ballroom, 300 Level

All school media that took advantage of our new All-Colorado critique service last summer will receive their rating certificates, and our fourth group of All-Colorado Award winners will be honored. We will all be together for this celebration, cheering on our friends and our "friendly rivals." We close with the presentation of our Best of Show awards.

There is plenty of bus parking in the Moby Arena lots, directly west of the Lory Student Center.

CHSPA PARTNERS & SPONSORS



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University of Northern Colorado



Students plan their day during the past J-Day. We know this conference offers so many choices, but be sure to squeeze in some time to visit our sponsors. Their generous support throughout the year is essential to CHSPA's success, and to scholastic journalism in Colorado. *Photo by Greg Luft*

Scholarship Sponsor

Lifetouch Yearbook

Please take a few minutes during the day to stop by our exhibit area and thank our sponsors for their support.

CHSPA dates you will want to know

CHSPA memberships run from Oct. 1 - Sept. 30 each year

Medal of Merit Nominations - Feb. 1, 2015

Capitol Hill Press Conference - February 27, 2015, at the state capitol.

Greer and Benson Scholarship online portfolios - Feb. 15, 2015

Colorado Mesa University Press Day - March 2, 2015

Best of Colorado individual contest entries - April 7, 2015

Photographer of the Year portfolio deadline - April 15, 2015

Convergent Coverage Story of the Year deadline - April 15, 2015

JEA/NSPA Spring National High School Journalism Convention at Denver Sheraton - April 16-19, 2015

Administrator of the Year and Adviser of the Year nominations - June 3, 2015

All-Colorado critique entries - June 3, 2014

J-Day 2015 - Oct. 8, 2015, at CSU's Lory Student Center

MANY THANKS

J-Day is the official state conference of the Colorado High School Press Association, now in its 44th year supporting scholastic journalism in Colorado.

CHSPA's elected officers for 2013-15:

President - Justin Daigle, CJE
Vice President/President Elect - Adam Dawkins, CJE
Secretary - Annie Gorenstein-Falkenberg, CJE
Advocacy Coordinator - Carrie Faust, MJE
Education Coordinator - Jessica Leifheit, CJE
Digital Media Coordinator - Cory Morlock
Western Slope Coordinator - Darcy Stanco
Middle School Coordinator - Jed Palmer, CJE
Past President - Karen Slusher, CJE

Interested in being part of the Colorado High School Press Association leadership team? Watch for the call for nominations for the 2015-17 board next April.

Thanks to Larry Steward, Kim Blumhardt and Neill Woelk, from Rocky Mountain Student Media. Hats off to Greg Luft, Mike Ellis and Kathy Phifer for their steadfast support.

Program printed by Southeast Denver Graphics, with support from our Friend, Pam Shepard.

Program designed by Jack Kennedy, CHSPA executive director.

COVERAGE

Brenda Gorsuch: Newspapers – Not All Gloom and Doom. **Lory Theater** (seats 300+)

If you believe what you hear, you probably think newspapers are no longer relevant, but you are wrong. As we cover high school news today, we need to consider what the research tells us about how our publications can continue to have a significant impact in our schools and communities. There are steps we can take to write stories that will attract today's readers.

BROADCAST/VIDEO

Jeremy Jojola: Investigating Creeps, Schemers and Thieves. **Ballroom A** (seats 325+)

Investigative journalism is a higher level of reporting. I'll be showing some of the reports I've produced for 9NEWS and will talk about the investigative techniques I used to gather facts and elements for these reports. I'll be talking about the ethical use of a hidden camera and the power of the Colorado Open Records Act.

COVERAGE

Tina Cleavelin & Peter Griffin: Humans of Colorado – Cover Them. **Ballroom B**

The humans in your schools want to be in the yearbook or news publication. Are you covering them adequately? Learn fresh and innovative ideas on how to increase coverage in your book and happiness on distribution day.

REPORTING & WRITING

Stephen Wahlfeldt: Your Best Interview – Every Time. **Ballroom C**

Is the interview a lost art in today's world of texting, tweeting and emailing? Hope not. In this session filled with stories and tips, find out how to knock all your interviews out of the park. The results will lead to memorable stories that make an impact at your school, and beyond.

DESIGN

Cindy Todd: Design Talks. **Ballroom D**

Good design helps to tell the stories of the year. We'll look at how yearbook staffs from across the country and the pros do it.

TECH & SOCIAL MEDIA

Scott Trudeau: Adobe InDesign and the Digital Publishing Suite. **Cherokee**

Participants will learn how the education and commercial sectors are using the Adobe Digital Publishing Suite to turn traditional print publications into interactive Android and Apple apps. We will share cutting edge examples of customer-created applications and demonstrate how to build many of the interactive features used in the examples.

TECH & SOCIAL MEDIA

Camille Quinones & Jennifer Orvis: APPsolutely – Making Life Easier with Apps. **North Ballroom**

Learn what apps are out there to help you with all of your journalism needs. We'll talk about what apps are out there that make life a snap, from photo editing to organization to camera guides and more.

ADMINISTRATION

Jack Kennedy: Great Student Media Makes Good Schools Great. **300**

Recommended for administrators at J-Day, this session discusses how journalism supports Common Core, and how the entire community can benefit from strong reporting.

REPORTING & WRITING

Tony Phifer: Sports Writing in a Twitter World. **306-308**

We'll talk about how to make sports writing relevant in high school newspapers. We'll discuss feature stories, trend stories and touch on investigative reporting. And we'll discuss how to embrace social media and use it to enhance your coverage.

BROADCAST/VIDEO

Paul Daugherty: Advisers – How to Apply Broadcast Standards. **308-10**

Combining affordable consumer technology with creative storytelling offers numerous opportunities for creative expression. We will learn about photographic techniques and the choice of shots that can be attained for editing purposes. We will also apply the standards of broadcast excellence to backpack journalism, documentary productions and multimedia presentations, helping to move students from the novice to the professional

BROADCAST/VIDEO

Cory Morlock, Adam Dawkins & Jason Ell: WISE Broadcast Journalism. **322**

Writing. Interviewing. Shooting. Editing. Learn the basics of shooting and editing news and feature broadcast packages. We will talk about equipment, shooting b-roll, on-camera interviews, lighting and sound, and putting it all together.

GENERAL MEDIA

Clarissa Crozier: Claim Your Spot at Communications Institute. **324**

In early summer, the JTC Department at CSU organizes the Communications Institute and brings students to campus to learn and experience college dorm living, working with college mentors and interacting with CSU instructors and media professionals. Learn what it takes to apply for a spot in this program and what you can expect if selected.

GENERAL MEDIA

Jeff Dodge: Why We Still Need Good Journalists. **328-30**

While many media outlets have downsized and even closed their doors, journalism still needs talented, hard-working reporters and editors to serve a vital role in our democracy. The rush to move away from print journalism and the economic downturn in the field have only highlighted the need for more aggressive, investigative journalism to hold the people in power accountable.

COVERAGE

Meg Moritz and Panel: When Crisis Hits Your School. **372-74**

What happens when your school becomes involved in a major murder case, or when a flood devastates your home town. Editors Emma Cisar and Maddie Keen from Lyons will discuss the impact of the 2013 floods and how the yearbook documented it. Newsmagazine editor Chaye Guttierrez from Standley Lake discusses covering a brutal murder of a student. And Arapahoe editor Maggie Hurlbut talks about how the paper responded when a student killed a student and took his own life.

COVERAGE

Greg Luft: Covering Bad News and Interviewing Victims of Tragedy and Disaster. **376-78**

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.

LEADERSHIP

Carrie Hendrix & Justin Daigle: You're Gonna Hear Me Roar. **382**

Creating a great yearbook isn't always the easiest task. It all comes down to the dedication of the staff, whether they know it or not. Learn how to empower and organize your staff to develop a successful program that runs itself.

TECH & SOCIAL MEDIA

Michael Humphrey: Can I Make a Living on the Internet. **386**

Let's explore what digital media jobs look like today and what they will probably look like five years from now. We will check out technologies and companies now revolutionizing the business. You will leave with a list of strategies to prepare for your dream job, starting right now. Some of the answers might surprise you.

Meet the speakers

Nicole Arduini, CJE
Herff Jones

Yearbook has been my passion for 20 years. After working on my high school staff for two years, I was fortunate to receive the Editor-in-Chief position my senior year. Little did I know that this experience would define my career and passion for working with students. I studied Visual Journalism in college and worked as a graphic designer for four years. I am now in my twelfth years as a representative. The most rewarding part for me is helping students create the best book possible.



Angela Banfield, CJE
Coronado HS

Angela was a 2013 JEA Rising Star Award recipient. She has advised newspaper for seven years, and yearbook for four (at the same time as newspaper). Both publications have earned awards under her leadership and the programs are members of NSPA and Quill & Scroll, as well as CHSPA.



Kenn Bisio
Metropolitan State University of Denver

Kenn is a world-renowned photojournalist with more than 40 years as a working pro. His images have been published worldwide in the most popular and prestigious newspapers and magazines, for which he has received numerous awards.

Darrell Blair
Colorado State University

Darrell spent nearly a decade working as a sports writer, columnist and copy editor/page designer for mid-size daily newspaper before entering academia. He covered Denver pro sports, collegiate and high school athletics, and wrote myriad stories on the outdoors and recreation in northern Colorado. Darrell holds a master's degree from the University of Northern Colorado and is completing his doctorate from the University of Tennessee in Knoxville.



Jeff Browne
University of Colorado

Jeff teaches journalism at CU-Boulder and leads the CU News Corps. He has also taught at the University of Kansas, Colorado State University and Smoky Hill High school. He has served as executive director of CHSPA and the Kansas Scholastic Press Association, and he was a sports reporter for newspapers in Florida.



Lynn Schofield Clark
University of Denver

Lynn is author of The Parent App: Understanding Families in a Digital Age; was 2014 Visiting Fellow at the Digital Ethnography Research Center at RMIT (Australia), and 2014 Visiting Professor at The University of Copenhagen (Denmark). She is the 2014-16 president of the International Society for Media, Religion, and Culture. She was also the University of Denver Service Learning Faculty of the Year.



Tina Cleavelin, CJE
Jostens

Tina has been the Jostens Western Creative Accounts manager for the past ten years. She travels throughout the west "playing yearbook" and enjoying every second of it. Prior to that she advised award-winning journalism programs in Oklahoma and Arizona.

Be in the know about CHSPA events, scholarships, contests and critiques

✓ LIKE US on Facebook: Click on the "Like Us" button on www.chspaonline.org

✓ Follow us on Twitter @chspa

✓ And start planning now to come to the Denver Sheraton April 16-19, 2015 as the national high school journalism convention comes to town. Not to be missed!



Brody Coronelli
Monarch HS

Brody has a passion for arts coverage. When he is not writing for The Howler and MHSHowler.com, he contributes to the music blog Circles and Soundwaves.



Clarissa Crozier
Colorado State University

Clarissa has taught in the Journalism and Technical Communications Department for seven years. Prior to CSU, she advised publications at the high school level and has served as president and executive director of CHSPA.



Genise Cushman

Genise has been a yearbook representative going on seven years and thoroughly enjoys working with all students and advisers. All yearbooks deserve a dedicated partner, she says, and "that's exactly what I am."



Justin Daigle, CJE
Brighton HS

Justin Daigle is the current CHSPA President and has advised the Reflections Yearbook at Brighton High School for the past 8 years. His students' publications have earned CHSPA All-Colorado honors and several Best of Colorado awards as well as All-American and Gold Medal ratings from NSPA and CSPA. His 2012 staff was a Silver Crown winner from CSPA. As an adviser and teacher, Justin has been honored with the 2009 CHSPA Teacher of the Year, 2010 JEA Rising Star Award, and the 2012 Brighton High School Teacher of the Year.



Paul Daugherty
CU-Boulder

Paul is an award-winning documentary producer. He worked at Rocky Mountain PBS as a producer/director and has written, photographed and edited several online science shows, such as Zoo Keeper Journal, Space Class, and CU Science Update.



Jeff Dodge
Colorado State University

Jeff spent nearly 20 years in print journalism, working for daily, weekly and monthly publications in Colorado, including the Clear Creek Courant, Summer Daily News, Boulder Weekly, and the Silver & Gold Record, the University of Colorado's former faculty/staff newspaper. He holds a master's degree in journalism from CU and taught there as an adjunct instructor for four years. He now works in the public relations department at CSU.

Jason Ell

Regis Jesuit HS

Jason is co-adviser at Regis Jesuit, working with Adam Dawkins on RJ Media, which includes RJToday.org, RJTV, RJTV Sports Network, Ignite newsmagazine, and Pulse newsmagazine.



Carrie Faust, MJE
Smoky Hill HS

Carrie advises the Summit yearbook, SmokyNow.com, and NEXT magazine at Smoky Hill HS. Her staffs have earned five CSPA Silver Crowns, three NSPA Pacemaker Finalists, one NSPA Pacemaker, Gold Medalist and All-American critiques, and many state and local awards. She is the West Regional Director for JEA, a member of the Scholastic Press Rights Commission, and Advocacy Coordinator for CHSPA. She was an ASNE Fellow in 2005, a JEA Rising Star in 2008, a JEA YAQY Distinguished Adviser in 2009, and a JEA Medal of Merit winner in 2013.

DESIGN

Brenda Gorsuch: Control Freak's Guide to Design.

Lory Theater

Today's students lead fast-paced lives. They suffer from information overload. Flashy websites, slick magazines, action-packed video games and movies compete for their attention. Given the situation, publication staffs need to take a serious look at their design. Are our yearbooks and newspapers as reader-friendly as they could be? Learn how to use design techniques to increase readership.

BROADCAST/MEDIA

Scott Melanson & Jim McClurg: How to Make Creative Videos That Don't Suck. **Ballroom A**

Creative student examples of video that will grab your students' attention. Everything from a serious PSA to fun intro for a school broadcast.

COVERAGE

Genise Cushman & Nicole Arduini: Kick Boring Coverage to the Curb **Ballroom B**

Make your coverage exciting again. Just because this is the way you've always done it, does not mean that is the way it has to be done. We will give you ideas that will pump up your coverage.

PHOTOJOURNALISM

Kenn Bisio: Point and Shoot vs. Stop and Think **Ballroom C**

Unlike fine art photography, photojournalism is not about the photojournalist. Subject matter is critical in photojournalism because subjects matter. Photojournalists need to stay small so the subject is big and telling. Will you dedicate your life to the illumination of the human condition, or will you work for the furtherance of self?

REPORTING & WRITING

Cindy Todd: What's Your Story? **Ballroom D**

Everyone has a story to tell, and it's up to you to find them and tell them. Let's talk about how to find those stories and write them so your readers WANT to read them.

TECH & SOCIAL MEDIA

Scott Trudeau: Adobe InDesign and the Digital Publishing Suite. **Cherokee**

Participants will learn how the education and commercial sectors are using the Adobe Digital Publishing Suite to turn traditional print publications into interactive Android and Apple apps. We will share cutting edge examples of customer-created applications and demonstrate how to build many of the interactive features used in the examples.

DESIGN

Laura Schaub: Typography and Design Ideas. **North Ballroom**

Learn the rules of typography and how to break them for a reason. Study design ideas from professional publications and see how to incorporate those ideas into your publications.

TECH & SOCIAL MEDIA

Ben Reed: Becoming Facebook Official. **304-06**

Most high school publications have a social media presence, but do kids in your school actually use it? Every student you know checks Facebook, Twitter or Instagram at least once a day. This session will focus on how to grow your social media presence to get information across to your biggest audience and make your school publication an integral online piece of your school community.

Be in the know about CHSPA events, scholarships, contests and critiques

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TECH & SOCIAL MEDIA

Emilie Johnson & Jeff Browne: Your Tweet, My Vine, Our Story. **308-10**

This session will show you how to take your reporting skills to numerous social media platforms, using them in a way you never thought possible. Facebook? Sure. Vine? Of course. Instagram? Picture it. Twitter? Tweet away. There's more to storytelling, and you already have the tools. Now learn to use them.

BROADCAST/VIDEO

Adam Dawkins, Jason Ell & Cory Morlock: Live Sports & Event Broadcasting. **322**

Want to stream sporting events and performances to your community live and on demand? Already producing events and want to take it to the next level? Come learn the top ten DO's and DON'Ts of live coverage. We will cover production and equipment options (you can do a lot with very little!), camera operation, announcing, highlights, social media, and building an audience.

LEADERSHIP

Angela Banfield: For Advisers – Creating Unity Among Student Media Productions. **324**

One of the biggest challenges any adviser faces is getting what is needed from the staff. Whether advising one or more media, it is vital for the media staff to work together to get the job done. Creating unity between staffs is a challenge at best. Advisers will leave this seminar with ideas for building teams, resolving schedule challenges, and resolving conflict among staffs.

PRESS RIGHTS

Darcy Stanco: It all begins with the First Amendment. **328-30**

45 words. That's it. It set the path for our country, and others, but sometimes it is hard to convey that message to others. This session shows YouTube videos and other online resources available to teach the First Amendment and apply them to journalism classes.

COVERAGE

Nic Garcia & Maura Walz: In the Eye of the Storm. **372-74**

You may have mastered the TCAPs, but this spring brings the new PARCC tests. You thought you knew algebra, but according to the new standards, you may have only scratched the surface. And just how good a teacher do you have anyway? There are plenty of changes in store for Colorado classrooms this year, and education journalists from the state's leading education news organization will provide you an overview of new policy efforts and tips on how to tell the stories that are affecting your school.

GENERAL MEDIA

Lynn Schofield Clark: Career Success After High School Journalism. **376-78**

Find out what people do for their careers after high school journalism. Some of their jobs may surprise you. Then take a quiz to learn about where your strengths may take you.

REPORTING & WRITING

Annie Gorenstein-Falkenberg & Justin Daigle: Don't Tell Them "Your Writing Stinks!" **382**

This session will focus on strategies that editors and advisers can use with their staffs in order to improve the writing in their publications. We will discuss how to push a staff past simply red-penning work for errors to actually discussing word choice, structure, and development of ideas and how those things affect the quality of a piece. You will leave this session with an editing system that you can use with your entire staff.

GENERAL MEDIA

David Freed: Making It. **386**

How does an aspiring journalist achieve his or her goals at a major university like Colorado State and beyond? David Freed knows first-hand what it takes to make your mark both as a news reporter and creative writer.

Meet the speakers



Annie Gorenstein-Falkenberg, CJE
Arvada West HS

Annie Gorenstein teaches English and advises The Claw yearbook at Arvada West High School. Her yearbook students have earned All-Colorado honors each of the four years that she has been the adviser. Annie has a Master's Degree in Leadership, and she is currently serving as the CHSPA Secretary.



Brenda Gorsuch, MJE
West Henderson HS,
Henderson, NC
2014 JEA National Yearbook Adviser of the Year

Brenda advises the Wingspan newsmagazine, the Westwind yearbook, and the WingspanOnline news site at West Henderson High School in North Carolina. In addition to being the current National Yearbook Adviser of the Year, she was the 2004 Dow Jones News Fund National Journalism Teacher of the Year. She is one of only two advisers to have won both honors in their career. Her appearance today is sponsored by our friends at Herff Jones yearbooks.



Peter Griffin, CJE
Jostens Publishing

Peter has been helping schools create yearbooks for the past 24 years. He is CJE certified through JEA and was the 2012 Jostens sales representative of the year.



Anastasia Harrison
Legend HS

Anastasia has been the yearbook adviser at Legend since 2011 is this year takes on newspaper, as well. She was previously the yearbook and newspaper adviser at Ponderosa HS. Her media staffs have won a yearbook Pacemaker from NSPA, been nominated for an online Pacemaker, won Silver Crowns from CSPA and the highest critique ratings from CSPA and NSPA. Anastasia was also a JEA Rising Star in 2011.



Michelle Hassler
University of Nebraska - Lincoln

Michelle is an award-winning journalism teacher whose innovative teaching ideas have been recognized by the Association for Education in Journalism and Mass Communication, and other national groups. She specializes in social media and online journalism and enjoys helping students take full advantage of all the digital journalism offers.



Carrie Hendrix
Lewis-Palmer HS

Carrie has been advising the Westwind yearbook for the past 12 years and the Ranger Review news website for 5 years at Lewis-Palmer in Monument. Her students' publications have earned top state and national awards, including a 2011 Silver Crown from CSPA and First Class and All-American rating from NSPA.



Michael Humphrey
Forbes.com &
Colorado State University

Michael is a Ph.D. student and digital media instructor at CSU and a contributor to Forbes.com, where he writes about technology. His work has also appeared in Salon, National Catholic Reporter, The New Yorker, New York, and Native American Times.



Kate Hawthorne
Jeracki
Colorado State University

Kate's writing and editing credits include everything from nonfiction memoirs and scholarly dissertations to nutrition websites and consumer travel magazines – because everybody needs an editor. A graduate of Ohio University, she spent a decade editing business publications in Denver and Fort Collins, and now enjoys helping tell the CSU story. She is the Communications Coordinator and Editor for the Division of External Relations at CSU.



Emilie Johnson
College of Media,
Communication
and Information,
CU-Boulder

Emilie has a master's degree in journalism from CU, and is an award-winning journalist whose work has appeared at the Tribeca Film Festival, in Westword, and in other state-wide media. She is a native of Greeley and a graduate of Northridge High School.



Jeremy Jojola
9NEWS - KUSA

Jeremy Jojola is an investigate reporter for 9NEWS who tracks down scam artists and exposes government abuse. Jeremy has won numerous awards for his investigations, including "Best Specialty Reporter" by the Colorado Broadcasters Association and five regional Emmys.



Bonnie Katzive
Monarch HS

Bonnie is the adviser for The Howler newsmagazine, MH-Showler.com news site, and the Mosaic yearbook. The Howler is a 2014 National Pacemaker Finalist from NSPA.



Jack Kennedy, MJE
CHSPA
Executive Director

Jack "retired" from the public high school classroom in 2010, and now tortures young minds at Metro State University and at CSU. He advised newspaper and yearbook for 30 years, being named Adviser of the Year in Iowa, as well as Colorado. He was the Dow Jones News Fund Journalism Teacher of the Year in 1993, which was before any students at this conference were born, which is depressing for him. He enjoys teaching about thinking and writing.

Meet the speakers



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

David is a produced screenwriter, published novelist, instrument-rated pilot, and a contributor to major national magazines including The Atlantic and Smithsonian's Air & Space. He is also a former staff writer for the Los Angeles Times where he shared in a Pulitzer Prize and was an individual finalist for another. A proud CSU graduate, he is serving this semester on campus as an undergraduate writing instructor.



Nic Garcia
Chalkbeat
Colorado

Nic is a reporter with Chalkbeat Colorado and has covered education changes along the front range since 2013. He was our featured professional last February for the CHSPA Capitol Hill Press Conference.

DESIGN

Brenda Gorsuch: Trending Now. **Lory Theater**
As first deadlines approach, it's time to focus on design for our 2015 yearbooks. There is much we can take away from current magazine trends and student work in the best 2014 books from across the country.

REPORTING & WRITING

Kristi Rathbun: Report for Duty! **Ballroom A**
The best storytelling is a result of strong reporting – research, interviews, and photography. Motivate and teach yourself and your staff how to gather stories to captivate our audience. The stories will tell themselves when the reporting moves beyond the basics.

DESIGN

Yvette Manculich: Purposeful Design. **Ballroom B**
Learn how to go from the beginning stages of inspiration to a cohesive, thematic, and inspired look for your yearbook design.

PHOTOJOURNALISM

Kenn Bisio: Point and Shoot vs. Stop and Think. **Ballroom C**
Unlike fine art photography, photojournalism is not about the photojournalist. Subject matter is critical in photojournalism because subjects matter. Photojournalists need to stay small so the subject is big and telling. Will you dedicate your life to the illumination of the human condition, or will you work for the furtherance of self?

PHOTOJOURNALISM

Cindy Todd: Be An Action Hero **Ballroom D**
"With great power comes great responsibility." You may not be Spider-Man, but that press pass does give you the power and the responsibility to capture images that transform your yearbook's pages. Channel your inner Peter Parker as we reveal the secrets of taking compelling action photos while on assignment. Step out from behind that shadow and assume your true identity.

PHOTOJOURNALISM

Jed Palmer: Visual Storytelling Through Photography. **Cherokee**
Every student publication tells stories, both in words and in pictures. This presentation will help you to shoot the five types of storytelling photos that your publication needs, along with some advice on how to capture the best images.

LEADERSHIP

Karen Wagner, Jessica Leifheit & Adam Dawkins: Panel – Leading Staffs Into Convergence. **U508**
These advisers are experimenting with new ways to organize staffs, encouraging all staff members to be part of all student media, and contribute across platforms. Could this be a goal for your school in the near future?

BROADCAST/VIDEO

Emilie Johnson: Video Fun Room. **300**
Drop in to spend a little time exploring the video technology available in this special opportunity. This could be your spot before or after a quick lunch, and a chance to get some time both behind and in front of the camera. Not a presentation, but a chance to explore.

GENERAL MEDIA

Rocky Mountain Student Media Panel: Multimedia Platforms. **304-06**
As the presence of digital media continues to grow in all areas of journalism, the ability to integrate photo galleries, video reports, and interactive graphics across all platforms has become an increasingly integral part of news production. The discussion will include RMSMC's continuing emphasis on helping every develop skill sets that include the ability to produce content on each platform (and help obtain internships). Panel members: Collegian Executive Editor Kate Winkle, Collegiate Managing Editor for Content Kate Simmons, Collegian Sports Editor Keegan Pope, and Collegian Interactive Team Editor Keegan Williams.

FOR ADVISERS

Amanda McManus & Jeff Browne: Moving Online is EZ **308-10**
You know that a robust online presence is essential for your publication to be relevant, but you're still not sure how to make the jump to digital. This session will provide advisers tips on how to build their online publications from scratch or to enhance what they're already doing online. For Techies and Luddites alike.

TECH & SOCIAL MEDIA

Rachel Perley: Build a Following – Twitter and Facebook. **322**
The social media manager at Fairview HS offers a session on how to use pictures, videos, and announcements to drive followers to your publication's Facebook or Twitter profile page, not to mention your website. More importantly, the session will show how to use built-in page analytics and Hootsuite to manage your posts for largest impact.

COVERAGE

Nic Garcia & Maura Walz: In the Eye of the Storm. **372-74**
You may have mastered the TCAPs, but this spring brings the new PARCC tests. You thought you knew algebra, but according to the new standards, you may have only scratched the surface. And just how good a teacher do you have anyway? There are plenty of changes in store for Colorado classrooms this year, and education journalists from the state's leading education news organization will provide you an overview of new policy efforts and tips on how to tell the stories that are affecting your school so that you can best harness your high school experiences for your future career goals.

GENERAL MEDIA

Will Reutemann: Admissions & Journalism and Communications at CSU. **376-78**
A panel of recent CSU alumni will focus on how to make the most of opportunities available on college campuses for journalism and communication studies majors. They will share personal experiences with internships and their course of study while at CSU.

REPORTING & WRITING

Darrell Blair: Sports Journalism. **386**
Do you like writing? Do you like sports? Every dreamed of combining the two? Learn about the traits and skills necessary for a career in sports journalism from a veteran of the newspaper industry. Hear about covering the Broncos during their Super Bowl runs, about the state of the industry, and ways students with an interest in sports journalism can position themselves for success.

Meet the speakers



Kris Kodrich
Colorado State University

Kris is an associate professor of journalism at CSU, 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 Fullbright Scholar in both Spain and Chile.



Jim McClurg
Rock Canyon HS

Jim started the TV and film production programs at Cresthill MS, where he taught from 1998-2003. In 2003, he was part of the Core Team that opened Rock Canyon HS, where he remains today. He advises RCTV and teaches a broad array of video courses at The School That Leads.



Cory Morlock
Academy District 20

Cory is in his fifth year of advising the 20TV Program in D20. Prior to working in education, he was a news producer, reporter and photographer for several television stations.

Camille Quiñones

Walsworth Publishing

Camille started in yearbooks back in high school and decided she loved yearbooks so much she wanted to make it a career. She now works throughout southern Colorado assisting schools in all their journalism needs while bringing new, fun ideas to the table.



Kristi Rathbun, CJE
Rock Canyon HS

Kristi advises The Black & Gold yearbook. For over 15 years, she has helped media students achieve state and national success in student publications – from yearbook to newspaper to online. She was named Colorado Adviser of the Year in 2012. Her students have earned Pacemaker Finalist and All-American awards from NSPA and Silver Crown Awards from CSPA, in addition to multiple Best of Show honors at JEA/NSPA national conventions.



Jessica Leifheit, CJE
Castle View HS

Jessica advises the yearbook at CVHS, and is the CHSPA Education Coordinator, after serving two years as board secretary. Her students have won All-Colorado awards, along with numerous Best of Colorado individual honors.



Amanda McManus
CU-Boulder

Amanda is the CMCI Web Content Coordinator. As a respected Internet entrepreneur in the days of dialup and Geocities, Amanda helped lead the charge to develop web development and social media standards commonplace today.



Jed Palmer, CJE
Sierra MS

Jed is the yearbook, news, and broadcast adviser at Sierra Middle School. The program has earned numerous awards, including All-Colorado, Pacemaker, and Gold Crowns for the yearbook.



Rob Rathbun
Balfour

Rob is the Balfour Yearbooks Sales Representative for Colorado. With a background in marketing and sales, he is helping to grow strong journalism in Colorado and around the country at various workshops and conventions. An expert in Adobe Photoshop and InDesign, he has been working with schools to help innovate their processes and help them achieve excellence in journalism.



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.



Scott Melanson
Douglas County School District

Scott was the technology, yearbook, broadcast and film teacher at Rocky Heights Middle School from 2003-2014. He worked with middle school students on three full-length films during that time. Now he is the Student Media Coordinator for the Douglas County School District, supporting media advisers throughout the district.



Rachel Perley
Fairview HS

Rachel has been social media manager of the Royal Banner for two years. Last year, she worked to build their social media following from almost nothing to 900 likes on Facebook and 460 followers on Twitter. Two summers ago, she worked in a lab at CU analyzing Twitter data from Hurricane Sandy.



Ben Reed
Standley Lake HS

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



Yvette Manculich
Powell MS

For the past 11 years, Yvette has advised The Prowl yearbook at Powell. The program has garnered national recognition with three Pacemakers, four Gold Crowns, and three All-Colorado awards.



Tony Phifer
Colorado State University

Tony spent 28 years working as a sports writer in daily newspapers before moving into the public relations field. He studied journalism, with an emphasis on sports writing and teaching, at the University of Northern Colorado. He still does frequent freelance assignments and continues to be fascinated by the world of journalism.

Will Reutemann

Colorado State University

Will graduated from CSU in 2013 with a degree in Communications Studies. As an admissions counselor and communications coordinator, he assisted in development of RamChat. He is a PRSA Colorado Chapter Silver Pick award winner.

Be in the know about CHSPA events, scholarships, contests and critiques

- ✓ LIKE US on Facebook: Click on the "Like Us" button on www.chspaonline.org
- ✓ Follow us on Twitter @chspa
- ✓ And start planning now to come to the Denver Sheraton April 16-19, 2015 as the national high school journalism convention comes to town. Not to be missed!

PHOTOJOURNALISM

Rob Rathbun: Photojournalism 101. Lory Theater
This session zeroes in on figuring out how to capture the events of your year, and presenting them in a way that speaks to your audience. We will go from the very basic to the advanced photographer, and include a few "Don'ts" that everyone can appreciate.

DESIGN

Anastasia Harrison: Innovative News Design. Cherokee
From magazines to the pages of your newspaper, learn how to transform the design of your print publication. There will be a brief discussion of the basics of design, as well as how to take a magazine layout and translate it to your paper. We will also talk about the idea of pre-designing with maestro planning.

DESIGN

Laura Schaub: Trends in Yearbook Theme, Design and Coverage North Ballroom
See how professional publications influence yearbook design, theme, and coverage. Learn how to design pages that have a contemporary look and help us cover more students, thereby boosting readership (and sales) at your school.

BROADCAST/VIDEO

Emilie Johnson: Video Fun Room. 300
Drop in to spend a little time exploring the video technology available in this special opportunity. This could be your spot before or after a quick lunch, and a chance to get some time both behind and in front of the camera. Not a presentation, but a chance to explore.

PRESS RIGHTS

Carrie Faust: Knowing Your Rights and Responsibilities. 308-10
Join me for a quick overview of the most pertinent legal issues in scholastic journalism. Be ready to take a few notes, ask a few questions, and discuss some scenarios that will get you thinking "what would I do?" in the same situation.

BROADCAST/VIDEO

Cory Morlock: Writing for Broadcast. 322
Writing for the broadcast world is significantly different than writing for an English class or a newspaper. This session will focus on ways to improve your writing in order to tell great stories. Students will learn techniques used in news stations around the world to have scripts that flow well with video.

GENERAL MEDIA

Rocky Mountain Student Media Panel: Student Media Evolution. 324
Members of the Rocky Mountain Collegian, KCSU, CTV, College Avenue, and Collegian.com will be on hand to discuss their roles in Student Media and how content from each medium is incorporated into the other outlets. Media heads will discuss their job duties, what kinds of skills are needed, and how high school journalists may start exploring some of those areas now. Panelists include: Collegiate Executive Editor Kate Winkle, Collegian New Editor Hannah Hemperly, Collegian Managing Editor for Content Kate Simmons, KCSU Station Manager Dan Allen, CTV Director Kelsey Peterson, College Avenue Editor Ricki Watkins, and Collegian Sports Editor Keegan Pope.

REPORTING & WRITING

Kate Hawthorne Jeracki: Everybody Needs an Editor – Really. 328-30
Editing is more than just enforcing AP Style rules. Learn how to help writers produce better stories for a variety of platforms with the PAGE F system.

REPORTING & WRITING

Bonnie Katzive & Body Coronelli: Take entertainment coverage to the next level. 372-74
Learn how to take entertainment coverage beyond what is going on at your school, professionalize your high school journalism career beyond school sources for appealing stories, and share some ideas for writing compelling reviews and arts coverage. We will talk about establishing relationships with artists, publicists and promoters to help you gain access to music, photos, artist interviews and more.

REPORTING & WRITING

Michelle Carr Hassler: Better Writing in Five Easy Steps. 376-78
Forget all those Top Ten lists; you can improve your writing with only five simple tips! A little bit of tweaking in key areas can give you dramatic results, whether it's in headlines, news stories, tweets, features or essays. You'll see a difference in the way you write... Guaranteed!

REPORTING & WRITING

Kris Kodrich: Storytelling for Journalists. 386
As a journalist, you want to tell a 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.

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 - Ballroom

Meet the speakers

Adam Dawkins, CJE

Regis Jesuit HS
He is not only our Adviser of the Year, but he's the hardest working man at this conference, helping present broadcast sessions and a panel on converging multiple staffs. Adam Dawkins is the Vice President of the Colorado High School Press Association. As Advocacy Coordinator for CHSPA, Adam created and taught the Press Law & Ethics certification class. Adam teaches journalism and advises the newspaper, magazine and broadcast programs at Regis Jesuit High School. He recently finished a graduate degree in Journalism Education from Kent State University.



Laura Schaub
Lifetouch Yearbooks

Journalism Professor Emerita at the University of Oklahoma, Laura is the national director education and key accounts for Lifetouch. Previously, she served as executive director of the Oklahoma Interscholastic Press Association. She has received the Gold Key, Paschal Award, O'Malley Award and Murphy Award from CSPA, and the Pioneer Award from NSPA.



Karen Slusher, CJE
Eaglecrest HS

Karen advises Wings, the yearbook at Eaglecrest, along with teaching AP Language and Composition. She spearheaded a unique certification program in communication for Eaglecrest students. She was a JEA Rising Star adviser in 2011, and is currently past president of CHSPA.



Darcy Stanco, CJE
Palisade HS

Darcy advises yearbook, newspaper and website at Palisade, and is the Western Slope Coordinator for CHSPA.



Cindy Todd
Westlake HS, Austin, Texas

Cindy's students have earned top awards from ILPC, CSPA and NSPA. She has personally received the NSPA Pioneer, the JEA Medal of Merit, the CSPA Gold Key, the TAJE Trailblazer, ILPC Edith Fox King, and Max R. Haddick Texas Teacher of the Year awards. She was the JEA National Yearbook Adviser of the Year in 2012-13. More importantly, she loves advising high school publications and teaching workshops around the country.

Scott Trudeau

Adobe, Inc.
Scott is a Senior Solution Engineer with Adobe for the North America Central Region. He has a long history of using Adobe products in education. After working for many years as a Technology Consultant and Web Design specialist in Texas, he now focuses on helping schools and universities effectively integrate a variety of Adobe applications into their institutions. Scott frequently travels the country, presenting on "all things Adobe."



Stephen Wahlfeldt
Rocky Mountain HS

A former sports writer for the Fort Collins Coloradoan, Stephen has been advising the award-winning Rocky Mountain Highlighter for the past 17 years. A past CHSPA Adviser of the Year and Dow Jones News Fund Special Recognition Adviser, he says he has, unfortunately, forgotten more than he now remembers.



Maura Walz
Chalkbeat Colorado

Maura joined the Chalkbeat team as managing editor in 2013 and is now bureau chief. Before moving to Colorado, she covered public education in Georgia for the Southern Education Desk and Georgia Public Broadcasting and on New York City public schools for EdNews' sister site, GothamSchools. In addition to her work in Georgia and New York, Walz has written about education issues around the country for NBCNews.com and the Carnegie-Knight online journalism initiative News21. She came to journalism and the education beat after working as an editor of scholarly research databases outside of Washington, D.C. She is a graduate of the University of Chicago and Columbia University's Graduate School of Journalism.

Adviser of the Year Adam Dawkins making his mark across state and nation

Adam Dawkins, CJE, is living proof that "you CAN go home again." A 1998 graduate of Regis Jesuit, he has in just a few years taken the student media program from a somewhat obscure elective to a thriving program with multiple print, video and online publications. No wonder he is the 32nd CHSPA Adviser of the Year, an award that began in 1983.

Dawkins is the current vice president/president-elect of CHSPA, and he previously served two years as our Advocacy Coordinator, in charge of one of our key missions: supporting a free and responsible student press in Colorado.

He began his teaching career at Eaglecrest HS in 2003, but soon found his way onto the staff at his alma mater.

Dawkins joined forces with several other advisers to create the initial CHSPA Press Law & Ethics Certification program, and has since refined the curriculum and has taken on most



of the mentoring and assessments that come with this program, one of the first such initiatives in the country.

Administrators at Regis Jesuit raved about Dawkins' leadership and insights in helping the school develop a state-of-the-art student media suite as part of the recent performing arts building construction.

As Boys Division Principal Alan Carruthers wrote: "Adam is passionate, personable and committed to improving high school journalism not only at Regis Jesuit, but also across Colorado." We couldn't agree more.

Administrator of the Year John Veit lauded for support of student journalism at Rocky Heights

Assistant Principal John Veit might be relatively new to administration, in just his third year at Rocky Heights Middle School, but his connection with student media goes back a long way.

That's why he was a unanimous choice to be 2014 CHSPA Administrator of the Year.

It was only four years ago that Veit was advising the yearbook at Castle Rock Middle School, which gives him tremendous insight.

The praise for Veit comes from all directions. Scott Melanson, former media adviser at Rocky Heights wrote about the importance of Veit's mentorship in moving the program to a higher level.

Former editor Sanjana Nandy marveled at an administrator willing to help organize the staff's trip to Boston last November for the fall national high school journalism convention,



topped by his joining the group as a chaperone.

"He took care of so many details," Nandy wrote, "from rooms to food to making sure no one got lost on the T-line transit system."

The precedent has been set, evidently, as Veit has helped organize the Rocky Heights upcoming trip to THIS fall's convention, in Washington, D.C.

The man Veit works for, Principal Mike Loitz, testified that the yearbook program has a clear "before and after," and he ascribed the improvement to Veit's leadership.

Welcome to Lory Student Center

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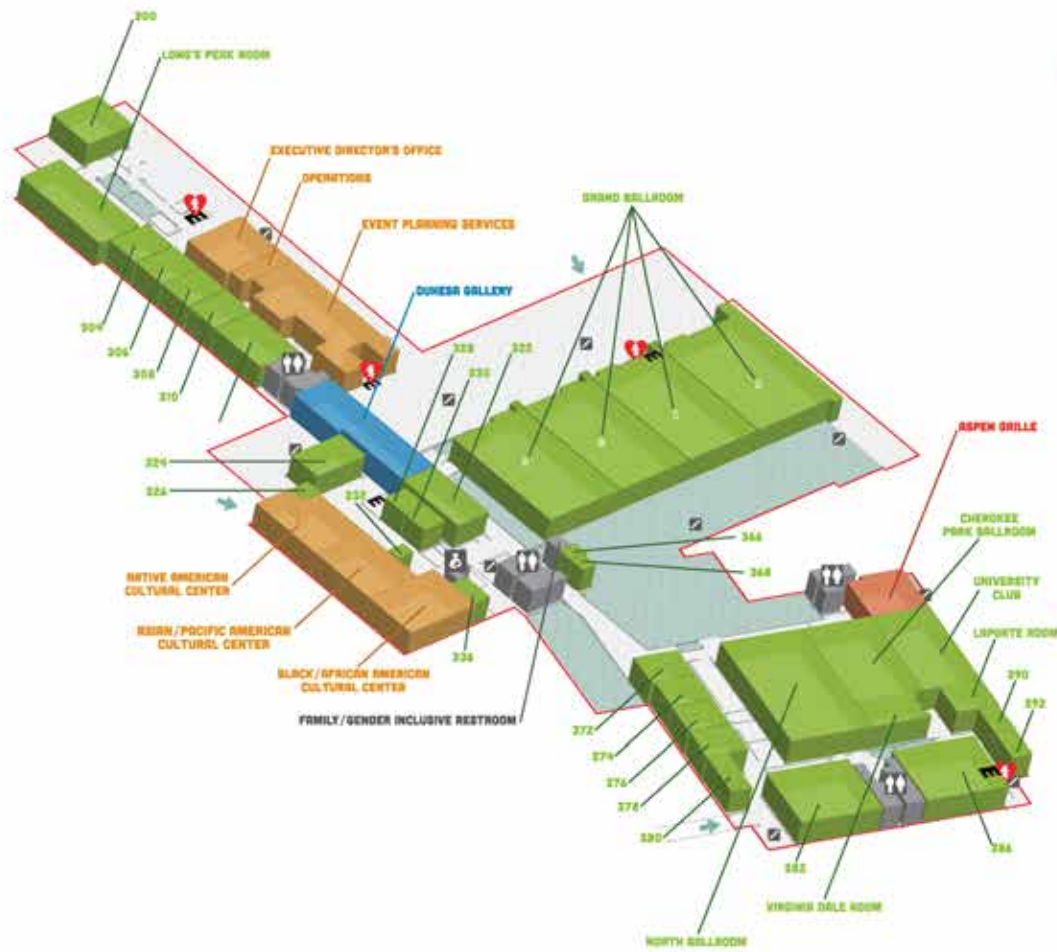
308 ASPEN GRILLE

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 304 OPERATIONS
 306 EVENT PLANNING SERVICES
 307 NATIVE AMERICAN CULTURAL CENTER
 308 HAWAIIAN/PACIFIC AMERICAN CULTURAL CENTER
 309 BLACK/AFRICAN AMERICAN CULTURAL CENTER

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 399 CHEROKEE PARK BALLROOM



Learn something new? Have a great idea? Just can't keep it to yourself? Share your thoughts on Twitter. Be sure to include both our hashtag in your tweets and follow the conversation at

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