

SESSIONS AT A GLANCE - J-DAY 2016

Session 1 9:30 - 10:15

Jeff Browne: Undercover Ethics. **Lory Theatre** (seats 450) ETHICS & PRESS LAW

Nicole Arduini: Yearbook Design on Trend. **Ballroom A** (seats 325) MAGAZINE/YERBOOK

Andrew Ross: Yearbook Like You're Snapchatting. (seats 325) **Ballroom B** MAGAZINE/YERBOOK

Carrie Hendrix & Justin Daigle: We're Bringing Reporting Back. (seats 325) **Ballroom C** REPORTING/COVERAGE

Jed Palmer: The Power of Voice (seats 325) **Ballroom D** LEADERSHIP/ORGANIZATION

Ken Schwartz: Headlines and Captions. **Cherokee** (seats 150) REPORTING/COVERAGE

Jessica Hunziker: Making Friends with the Enemy. **Virginia Dale** (seats 40) LEADERSHIP/ORGANIZATION

Kris Kodrich: Storytelling techniques to reach diverse audiences. **304-306** (seats 70) REPORTING/COVERAGE

Lynn Clark: Diversity & the Newsroom. **308-310** (seats 70) REPORTING/COVERAGE

Michael de Yoanna, Adrian Garcia & Jeff Stahla: Social Media and Ethics. **322** (seats 60) ETHICS & PRESS LAW

Karen Slusher & Kendall Ungerman: Move Your Publication Online. (seats 70) **372-374** ONLINE/SOCIAL MEDIA

Bonnie Katzive: Problems and Solutions for Managing Combined Journalism Classes. **376-378** (seats 70) LEADERSHIP/ORGANIZATION

Bill Miles: Run Your Staff Like A Start-Up. **382** (seats 140) LEADERSHIP/ORGANIZATION

Brett Erickson: Shooting Shots that Sing. **Room 386** (seats 100) PHOTOJOURNALISM

Want to go deep developing your skills? We offer 7 session strands:

- Ethics & Press Law
- Magazine/Yearbook
- Reporting/Coverage
- Leadership/Organization
- Photojournalism
- Online/Social Media
- Video/Podcasting

Session 2 10:25 - 11:10

Gabriel Christus: Telling Stories Through Photos. **Lory Theatre** PHOTOJOURNALISM

Ben Reed: Click This. **Ballroom A** ONLINE/SOCIAL MEDIA

Tina Cleavlin & Peter Griffin: Rock 'n Roll Yearbook. **Ballroom B** MAGAZINE/YERBOOK

Anastasia Harrison & Carrie Hendrix: Deadline Isn't a Dirty Word. **Ballroom C** LEADERSHIP/ORGANIZATION

Michael de Yoanna, Adrian Garcia & Jeff Stahla: Political Campaign Coverage. **Ballroom D** REPORTING/COVERAGE

Dennis Ryerson: Ethics Will Eat You Alive. **Cherokee** ETHICS & PRESS LAW

Ryan Casey: Covering sports & digital media. **304-06** ONLINE/SOCIAL MEDIA

Annie Gorenstein Falkenberg: Coaching Skills for Editors. **308-310** LEADERSHIP/ORGANIZATION

Adam Dawkins: Drop Gold Coins - Video Storytelling 101. **Room 322** VIDEO/PODCASTING

Jim McClurg & Scott Melanson: Creating a Successful School TV Broadcast. **372-374** VIDEO/PODCASTING

Jamey Trotter & Scott Bright: Online-Only Publications: Benefits and Challenges. **376-378** ONLINE/SOCIAL MEDIA

Jennifer Freeman-Thompson: Design in Mind. **382** MAGAZINE/YERBOOK

Jason Walstead: Online First: Transform Your Coverage. **386** ONLINE/SOCIAL MEDIA

Have some time to spare after some lunch or a snack?

Experience VR and a variety of applications in **Room 312** any time from 9:30 - 1. Your hosts are from CU's College of Media, Communication and Information. Stop in for a few minutes or hang out!

Take a guided tour of the Rocky Mountain Student Media Corporation facilities, from the radio station to the Collegian newsroom, to the broadcast studio. Sign up at the CSU table just to the west of the stairs, in the exhibit area.

When do I eat lunch?

You may have brought lunch, of course, but the Lory Student Center food courts, located on the two floors below the Grand Ballroom, are ready with a broad variety of choices for lunch. Eat when it suits you (and we know you hate to miss any sessions – some may choose to wait to eat after the closing session, if you can hold on until 2 p.m.), but to keep the food court chaos to a minimum:

Schools from A - H eat during **Session 3** (11:20-12:05) **Schools from J - Z** eat during **Session 4** (12:15-1 p.m.)

Session 3 11:20 - 12:05

Jed Palmer: Photo MVP. **Lory Theatre** PHOTOJOURNALISM

Anne Marie Britt: A Look at ASFs- Alternate Story Forms. **Ballroom A** MAGAZINE/YERBOOK

David Freed: Journalism: a Life of Adventure. **Ballroom B** JOURNALISM CAREERS

Kristi Rathbun: Shining a Positive Public Light. **Ballroom C** LEADERSHIP/ORGANIZATION

Bill Miles: Run Your Staff Like A Start-Up. **Ballroom D** MAGAZINE/YERBOOK

Stephen Wahlfeldt: Be a Triple Threat Sports Journalist. **Cherokee** REPORTING/COVERAGE

Angela Banfield & Jaren Banfield: Building a Team from Nothing. **304-306** LEADERSHIP/ORGANIZATION

Anastasia Harrison: Go With the Flow. **308-310** LEADERSHIP/ORGANIZATION

Cory Morlock: Writing for Broadcasting. **Room 322** VIDEO/PODCASTING

Rob Rathbun: Interviewing 101: Shy to Shine! **372-374** REPORTING/COVERAGE

Megan Fromm: Stalking the Story. **376-378** REPORTING/COVERAGE

Carrie Faust: Legal and Ethical Considerations for Yearbook. **382** ETHICS & PRESS LAW

Jason Walstead: Take Your SNO Site to the Next Level. **386** ONLINE/SOCIAL MEDIA

Session 4 12:15 - 1:00

Mark Newton: Why We Do What We Do. **Lory Theatre** LEADERSHIP/ORGANIZATION

Dennis Ryerson: Ethics Will Eat You Alive. **Cherokee** (150) ETHICS & PRESS LAW

Daniela Castillo: Promoting Inclusion in Animated and Interactive Narratives. **Virginia Dale** ONLINE/SOCIAL MEDIA

Tony Phifer: High School Sports Writing in a Twitter World. **304-306** REPORTING/COVERAGE

Adam Dawkins: Audio Storytelling. NPR style. **308-310** VIDEO/PODCASTING

Jeff Dodge: We Need Good Journalists - More Than Ever. **322** JOURNALISM CAREERS

Sheila Jones: Creating Order from Chaos. **372-74** LEADERSHIP/ORGANIZATION

Patrick Moring: Making Live Broadcasts People Watch. **376-378** VIDEO/PODCASTING

Ben Reed: Click This. **382** ONLINE/SOCIAL MEDIA

Laura Brack, Ben Gelderios & Sara McCrea: Grab Your Readers: Write Great Leads. **386** REPORTING/COVERAGE

Why not Tweet it out?

#jday16

J-Day Insider Tip: Always have a back up session planned in case your first choice is full. Seating for each room is indicated in parentheses after room names under the first session listings.

There is a 10 minute "passing period" between sessions, so be sure to have your LSC map ready and arrive on time.

FEARless

Changing the world, one step at a time. Producing journalism that is more than a mirror.



#jday16

Colorado Student Media Association welcomes you to

J-Day 2016

Welcome to Journalism Day, better known as J-Day, our annual state conference, and welcome to the campus of Colorado State University and the Lory Student Center. You are part of what has become the biggest single event that CSMA sponsors each year, and one of the largest state journalism conferences in the nation.

Being a journalist and working in student media... those are tough jobs. Everything we do is judged, everything can be criticized, and (let's face it) the professional press has seen better days in terms of being trusted and valued by the American public. But we won't turn things around by backing away from what we know is true, and from continually working to find what is true. We need to be

FEARless

What's Happening?

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

Registration and Information

Registration Booth, just east of the main staircase
Check in, drop off registration and membership payments, and a great place to go if you have questions. Conference programs available here (and be sure to pick up your First Amendment card).

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

Sponsors' Exhibit Area

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. Want to tour the Rocky Mountain Student Media facilities? Sign up at the CSU tables. Want to experience VR? Stop by Room 312, sponsored by CMCI.

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

Opening Assembly in the Grand Ballroom, 300 Level

- Opening remarks from CSMA President Adam Dawkins
- Official welcome to the conference by Greg Luft, chair of the Department of Journalism and Media Communication
- CSMA 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 Lory Theatre (see back page of program for sessions "at-a-glance," and use the LSC map on page 12 of this program to find your way around the facility.

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 8 for session descriptions.

12:15 - 1 p.m.

Learning Session 4. See page 10 for session descriptions.

Schools A-H: please eat lunch during Session 3. Schools J-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 Courts are on the 100 and 200 Levels, 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.

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

Closing Assembly in the Grand Ballroom, 300 Level

All school media that took advantage of our All-Colorado critique service last summer will receive their rating certificates, and our fifth 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. These had to be uploaded through our contest site by Thursday evening last week, and this fun competition honors your best work thus far this school year.

There is plenty of bus parking in the Moby Arena lots, directly west of the Lory Student Center. To alleviate congestion, buses were asked to pick you up after the conference near Moby Arena. You can either walk west on Plum, or take a campus shuttle bus from the transportation area just north of the LSC.

CSMA PARTNERS & SPONSORS

Colorado State University
Department of Journalism
and Media Communication
Lead Conference Sponsor

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Colorado Pro Chapter

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



Students respond to a speaker at the opening session two years ago. 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 CSMA's success, and to scholastic journalism in Colorado.
Photo by Greg Luft

Friend Sponsors

Arapahoe Community College
Colorado Mesa University
Hastings College, Nebraska
School Newspapers Online
University of Denver
University of Northern Colorado

Dates you will want to know

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

FEARless coverage contest submission deadline Dec. 5, 2016.

Capitol Hill Press Conference - February 27, 2017, at the state capitol.

Greer and Benson Scholarship online portfolios - Feb. 15, 2017.

Colorado Mesa University Press Day - March 6, 2017.

Best of Colorado individual contest entries - April 10, 2017.

Photographer, Broadcaster, Designer, Reporter and Middle School Journalist of the Year portfolio deadlines - April 15, 2017.

All-Colorado critique entries - June 6, 2017

Administrator of the Year and Adviser of the Year nominations - June 30, 2017.

J-Day 2017 - We will return to CSU's Lory Student Center, with the October date announced next spring.

MANY THANKS

J-Day is the official state conference of the Colorado Student Media Association, now in its 46th year supporting scholastic journalism in Colorado.

CSMA's elected officers for 2015-17:

President - Adam Dawkins, CJE
Vice President/President Elect -
Annie Gorenstein-Falkenberg, CJE
Secretary - Jessica Hunziker, CJE
Advocacy Coordinator - Kristi Rathbun, CJE
Education Coordinator - Jeff Fleischman, CJE
Digital Media Coordinator - Cory Morlock
Middle School Coordinator - Jed Palmer, CJE
Past President - Justin Daigle, CJE

Thanks to Rocky Mountain Student Media Corporation. Hats off to Greg Luft, Mike Ellis, and Josephine Martinez for their steadfast support.

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

Program designed by Jack Kennedy, MJE
CSMA executive director.

CAPTURE | CREATE | CELEBRATE

Colorado State University student journalists and media producers capture



THE DEPARTMENT OF JOURNALISM AND MEDIA COMMUNICATION

With state-of-the-art courses, and outstanding faculty, students become multimedia specialists, gaining experience as reporters, writers, and media producers for existing and emerging media. Innovative coursework also provides opportunities in specialized journalism, commercial, and corporate media, sports, entertainment, public relations, and advertising. Students complete at least one internship, have a choice of three department-led study abroad programs, and graduate with a professional media portfolio.

ROCKY MOUNTAIN STUDENT MEDIA CORPORATION

When they're not in class or communication technology labs, more than 200 students produce in-the-moment content for Collegian.com. They also program the

latest music for KCSU-FM, create nightly programs for Campus Television, develop in-depth stories for College Avenue or CSU Life magazines, and help fund these efforts through advertising sales. Student Media is widely recognized by employers and peers as one of the best in the country. Students enhance their portfolios with hundreds of regional and national awards.

FACILITIES AND ACCESS

Students have access to six state-of-the-art computer labs, a high-definition television studio, new student media offices and radio station, the latest communication technology, and unlimited access to thousands of self-paced online software and hardware educational programs.

ALUMNI

Graduates work around the world. They report for local, national, and international

media, create television series, cover the Olympics, host national radio programs, work in Hollywood, and much more. Since 2013, graduates earned the industry's most prestigious honors including two Pulitzer Prizes, numerous Emmy Awards, an Oscar nomination, several Edward R. Murrow Awards, and an Overseas Press Club Award among others.



CONNECT WITH US ONLINE HERE:

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Colorado State University

ETHICS & PRESS LAW

Jeff Browne: Undercover Ethics. Lory Theatre (seats 450)

In 2005, a Colorado high school journalist went undercover to expose illegal and unethical recruiting practices by the U.S. Army. Come to view a short video that explains that reporter's story, and then stay for a discussion of the ethics of going undercover. Explore some of the key questions that face any investigative reporter. Discuss what stories might be hiding in your school and your district.

MAGAZINE/YEARBOOK

Nicole Arduini and Rebecca McGrath: Yearbook Design on Trend. Ballroom A (seats 325)

Learn how to make sure your book is on trend this year. We will be looking at design trends and talking about how to make your book wow!

MAGAZINE/YEARBOOK

Andrew Ross: Yearbook Like You're Snapchatting. Ballroom B (seats 325)

Ten seconds. Snapchats while short in nature, communicate our stories. We strive to capture an exact moment – sharing a specific story that is altogether packaged well and ultimately something others want to see. Yearbook spreads are like Snap Stories... they are a series of moments that together document a complete story. This session will examine storytelling and how to approach spread creation, sharing how to capture the most significant moments of a story.

REPORTING/COVERAGE

Carrie Hendrix and Justin Daigle: We're Bringing Reporting Back. Ballroom C (seats 325)

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

LEADERSHIP/ORGANIZATION

Jed Palmer: The Power of Voice. Ballroom D (seats 325)

Students, especially student journalists, have tremendous power to shape and influence their school and the community they live in. Come to this session to learn the three characteristics of power (capacity, ability, and willingness) and how you can use your publication to influence your world.

REPORTING/COVERAGE

Ken Schwartz: Headlines and Captions. Cherokee Park (seats 150)

This session will focus on the creation of catchy and intriguing headlines and captions that will prompt readers to spend more time on the page and read further.

PHOTOJOURNALISM

Brett Erickson: Shooting Shots That Sing. Room 386 (seats 100)

News. Features. Sports. Ready to learn how to make your photojournalism start to look more engaging? In this session, we'll examine beginning techniques for making your photojournalism assignments pop off the page and scream on the screen. We'll learn some fundamental communication, composition and storytelling strategies, as well as how to set mood, think in narrative style, and exercise restraint in making more memorable images that bring new life to your traditional and digital publications.

REPORTING/COVERAGE

Kris Kodrich: Storytelling Techniques to Reach Diverse Audiences. 304-306 (seats 70)

As a journalist, you want to tell a news story with creativity and flair. You want to be inclusive of all members of your community and present a wide variety of diverse sources and information. 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 all kinds of readers.

REPORTING/COVERAGE

Lynn Schofield Clark: Diversity and the Newsroom. 308-310 (seats 70)

More than 50 metropolitan areas in the U.S. are now majority-minority, meaning that one or more racial and/or ethnic minorities make up the majority of the population. And yet in some newsrooms, there are few or even no people of color. In this session, we discuss journalism experiments around the world that are transforming journalism in exciting and meaningful ways and share our own successes and failures in our efforts to serve and work within diverse communities.

ETHICS & PRESS LAW

Panel - Ed Otte, Michael de Yoanna, Adrian Garcia, Jeff Stahla: Social Media and Ethics. 322 (seats 60)

How daily journalists are using social media to enhance their reporting and the ethical concerns Twitter, Facebook and other sites raise. There's an old expression in journalism: If your mother tells you she loves you, check it out. So how do you apply that in the up-to-the-second world of social media journalism? There are ways.

ONLINE/SOCIAL MEDIA

Karen Slusher and Kendall Ungerman: Move Your Publication Online. 372-374 (seats 70)

Online news coverage is where most people go to find out what is happening in and around their communities, so why not put your school paper online? Find out strategies for balancing online and print coverage from a staff that has gone through the trial and error process so you don't have to.

LEADERSHIP/ORGANIZATION

Bonnie Katzive: Problems and Solutions for Managing Combined Journalism Classes. 376-378 (seats 70)

Have budget or enrollment changes forced you to combine several journalism programs? Is that on the horizon for you? Three years ago, our program took that step in order to survive. We'll share what worked and what didn't work and provide a chance for advisers and students to share ideas and problem-solve for managing combined staffs in their own programs.

LEADERSHIP/ORGANIZATION

Bill Miles: Run Your Staff Life a Start-Up. 382 (seats 140)

Use the fast-paced Silicon Valley style to take your staff to the next level. Learn ideas and tactics from a 15-year startup veteran that will transform your approach to everyday struggles like budgets and deadlines, and turn your publication into the next big thing.

LEADERSHIP/ORGANIZATION

Jessica Hunziker: Making Friends With the Enemy. Virginia Dale (seats 40)

Converge: To come together from different directions so as to eventually meet. Student media is changing and the time is now! Participants in this session will learn some hands-on tools and strategies for working collaboratively with the other media programs in their schools and why "making friends with the enemy" might be the best decision you could make.



The Rocky Mountain
Collegian



COLLEGEavenue
YOUR STUDENT MAGAZINE

Rocky Mountain Student Media Corporation

supports the mission of Colorado State University by enhancing the undergraduate experience through education, training and hands-on experience in media methods, management, ethics, responsibilities and community service.

Sign up for a tour at the CSU table to the west of the LSC main stairs

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

Celebrate the All-Colorado award from last school year, and the Best of Show awards from the first quarter of 2016-17.

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.

MEET THE SPEAKERS



Nicole Arduini, CJE
Herff Jones
Yearbook Sales and Creative Specialist

With a degree in Journalism and over 14 years experience in yearbook publishing with Herff Jones there is no doubt that Yearbook Journalism is a passion for Nicole. After working as a Graphic Designer for 4 years, Nicole was excited to get back into the world of yearbook publishing. Several of Nicole's schools have received awards ranging from Best of Colorado to National awards such as CSPA Gold Crowns and NSPA Pacemakers. The highlight of her career was receiving her certification as a Journalism Educator from JEA in 2013.



Angela Banfield, CJE
Digital Publication Instructor

Adviser for 10 years to print as well as web media. Angela holds her students to a high standard of excellence which results in state and national award winning programs. She has begun a new program at Early College HS in Colorado Springs at the request of her district.



Jacen Banfield
Past EIC of Newspaper and Yearbook

EIC of State and National award winning print publications, Jacen was also a section editor and photo editor for both newspaper and yearbook. He helped to create a program from the ground up, which took all of the skills he learned as a staff writer and section editor.

Laura Brack, Ben Gelderloos and Sara McCrea

Fairview HS editors

Laura Brack, Ben Gelderloos, and Sara McCrea are the 2016-2017 Co-Editors-in-Chief of Fairview High School's Royal Banner News Network. They are all seniors and together they possess expertise in entertainment writing, humor and satire, social media management, breaking news coverage, and overall scholastic journalism awesomeness. Ask Laura for her critiques of movies from the Marvel Universe, ask Ben for one of his original jokes, and ask Sara to sing for you – she has a beautiful voice. (They will probably want you to know that their adviser wrote this bio for them.)



Anne Marie Britt
Walsworth
Yearbook Sales Representative

Ann-Marie Britt is a lifelong "yearbooker" and educator who loves students, school and all things journalism. A graduate of the University of Central Florida, this re-located Floridian loves the mountains now over the beaches, photography, and spending time as a foster mom.



Jeff Browne
Director,
CU News Corps

Jeff Browne is the director of CU News Corps, an explanatory/investigative news project housed in the Department of Journalism in the College of Media, Communication and Information at the University of Colorado Boulder. He is the producer of the award-winning documentary "Taking the Lede: Colorado Edition," which highlights the courageous journalism produced by Colorado high school students since the passage of the Colorado Student Free Expression Law.

PHOTOJOURNALISM

Gabriel Christus: Telling Stories Through Photos. Lory Theatre

This is a session about taking photos and telling stories in small communities. It will also touch on sports photography at the professional and high school level.

ONLINE/SOCIAL MEDIA

Ben Reed: Click This. Ballroom A

What's the point of having a journalism website if no one ever visits it? This session will teach the importance of developing a clear personality for your website and social media platforms in order to become meaningful for your student body and get the clicks!

MAGAZINE/YEARBOOK

Tina Cleavelin & Peter Griffin: Rock 'n' Roll Yearbook. Ballroom B

Rock 'n Roll is not dead and neither is your yearbook. Decades of musical hits produced amazing album covers full of graphic trends. Join us for some rockin' ideas for yearbook content, design and photography.

LEADERSHIP/ORGANIZATION

Anastasia Harrison and Carrie Hendrix: Deadline Isn't a Dirty Word. Ballroom C

Does your staff struggle with deadlines? Come to this session to learn some handy tips to start meeting deadlines now. Also learn ways to organize your workflow to help meet every deadline.

REPORTING/COVERAGE

Panel - Michael de Yoanna, Adrian Garcia, Jeff Stahla & Ed Otte: Political Campaign Coverage. Ballroom D

November 8 is 19 days away, and we have been in the midst of political campaigns for well over a year, but there are ways you can tell stories about the election, about politics, about voters, about the students in your school who will cast their first votes, and about their grandparents, who have been voting for decades. There is even a place for publications to endorse candidates, but don't be naive. Emotions are running high and you are under a microscope.

ETHICS & PRESS LAW

Dennis Ryerson: Ethics Will Eat You Alive. Cherokee Park

What are the unexpected ethical issues facing journalists at all levels? How do you address those issues when they arise? How can addressing those issues provide lessons for other aspects of life, business and even personal?

VIDEO/PODCASTING

Adam Dawkins: Drop Gold Coins - Video Storytelling 101. Room 322

Learn to tell video stories like the pros! We will look at the art of telling stories for the eye and ear like Bob Dotson and Steve Hartman. We will also explore basic videography, sequencing & video interview techniques so you can shoot professional video - even with your phone!

ONLINE/SOCIAL MEDIA

Ryan Casey: Covering Sports & Digital Media. 304-06

A look at how to effectively cover sports in a modern way through various digital platforms.

LEADERSHIP/ORGANIZATION

Annie Gorenstein Falkenberg: Coaching Skills for Editors. 308-310

Editors have responsibilities toward the staff, school, and community as a whole. Depending upon the relationship between the editor and members of the staff the year can be a smooth sailing or you might be in for a rocky ride. During this session we will be discussing tips and solutions to common issues that editors have with staff members including managing workflow, communicating your vision, and dealing with difficult staff members. Come with questions and situations you want help with!

VIDEO/PODCASTING

Jim McClurg and Scott Melanson: Creating a Successful School TV Broadcast. 372-374

Learn how to create a successful TV news broadcast for your school. Topics include how to prepare for your first show, creating public service announcements, school news coverage, and fun creative films. Many examples of student work will be presented.

ONLINE/SOCIAL MEDIA

Jamey Trotter and Scott Bright: Online-Only Publications: Benefits and Challenges. 376-378

Arapahoe Community College created a new Journalism degree four years ago, and last year launched an online-only news publication, the Arapahoe Pinnacle @ www.arapahoenews.com. Please, come join us to hear about our experience, but also to share yours. This will be an interactive session in which we trade war stories and learn from each other.

MAGAZINE/YEARBOOK

Jennifer Freeman-Thompson: Design in Mind. 382

Your content may be brilliant, but no one will look at it if it's not visually pleasing. Learn how to entice your readers to stay with you until the end with these tips, trends and industry secrets. Ideal for yearbook and newsmagazine.

ONLINE/SOCIAL MEDIA

Jason Wallestad: Online First: Transform Your Coverage. 386

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

News. Features. Sports. Ready to learn how to make your photojournalism start to look more engaging? In this session, we'll examine beginning techniques for making your photojournalism assignments pop off the page and scream on the screen. We'll learn some fundamental communication, composition and storytelling strategies, as well as how to set mood, think in narrative style, and exercise restraint in making more memorable images that bring new life to your traditional and digital publications.

MEET THE SPEAKERS



Ryan Casey
CHSAA Director
of Digital Media

Ryan Casey oversees CHSAANow.com in its entirety, and is responsible for the site's content and just about anything else associated with it. He also manages CHSAA's social media presence. His previous stops include the Denver Post.



Daniela Castillo
CSU Instructor

Daniela Castillo is a full time instructor in the Journalism & Media Communication Department at CSU where she has worked for the past 5 years. She holds two M.A. Degrees in Multimedia & Interactive Design from California State University, East Bay and Savannah College of Art & Design. Her background is in multimedia production and communications, and has been teaching related subjects for 18 years.



Gabriel Christus
Photojournalist

Gabriel is the staff photographer for the Aurora Sentinel and is a team photographer for the Denver Broncos. He has covered two Super Bowls and multiple X Games.



Lynn Clark
Professor in
Journalism Studies,
University of
Denver

Lynn Schofield Clark is author of the forthcoming book, *Young People & the Future of News*. The book focuses on news sharing and news making among young people of color. Clark's interests are in solutions-oriented journalism and the role of journalism in community redevelopment.



Tina Cleavelin, CJE
Jostens Creative
Account Manager

As the Western Creative Accounts Manager for Jostens Publishing, Tina Cleavelin works closely with many advisers and staffs. She advised award-winning newspaper, yearbook and photojournalism staffs for 14 years in Arizona and Oklahoma. While advising yearbook and photojournalism staffs in Arizona, she served as the Fall State Journalism Convention Director for the Arizona Interscholastic Press Association. She received the Friends of Journalism award from the New Mexico Scholastic Press Association. Tina continues to remain actively involved in state and national journalism organizations as a speaker and judge.



Justin Daigle, CJE
Reflections
Yearbook Adviser
Brighton HS

Since 2007, his students' publication has earned state and national awards including a 2012 Silver Crown from CSPA and a 2014 Pacemaker Finalist from NSPA. Daigle has been honored with the 2009 Colorado Student Media Association (CSMA) Adviser of the Year, the Journalism Education Association (JEA) 2010 national Rising Star award, and the 2015 JEA national Special Recognition Yearbook Adviser of the Year. He is the current CSMA Past-President. A true yerd since he was in middle school and editor of his high school newspaper, Daigle loves to travel to journalism camps and conventions to help empower journalists to create the best yearbook for their peers.



Adam Dawkins, CJE
Adviser, RJ Media
Regis Jesuit HS,
President, CSMA

Adam holds an MA in Journalism Education from Kent State University, and is a JEA Certified Journalism Educator. Adam created and developed the CSMA Press Law and Ethics course for advisers and teaches the Summer Adviser Workshop. He advises RJ Media at Regis Jesuit High School, which includes a website, RJTV Sports Broadcasting, Elevate newsmagazine, RJ Radio, and RJTV.



Michael de Yoanna
Director of News
Content, KUNC

Michael has worked as a journalist for more than 15 years. He's won more than a dozen awards for features and investigations, including a national Edward R. Murrow for his reporting on troops returning from combat and being denied care for mental wounds. He is currently the Director of News for one of Colorado's largest public radio stations, KUNC, which covers a large region from Denver to Fort Collins, the Eastern Plains and many mountain communities.



Jeff Dodge
CSU
communications
coordinator

Jeff Dodge is a communications coordinator for Colorado State University who covers CSU's College of Liberal Arts and the College of Health and Human Sciences. He spent nearly 20 years in print journalism, working for daily, weekly and monthly publications in Colorado, including the Clear Creek Courant, Summit Daily News, Boulder Weekly and 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 journalism instructor for four years.



Brett Erickson
Associate Professor
of Journalism &
Media Arts,
Hastings College

An internationally award-winning photographer, Brett L. Erickson's fine-art images have shown across North America and Europe, while his photojournalism has been seen at outlets including National Public Radio, American Public Media, Marketplace and National Geographic. He specializes in new media, photojournalism and photography as Associate Professor of Journalism & Media Arts at Hastings College, and he is also an instructor at one of the world's foremost photographic educational centers, the Santa Fe Photographic Workshops.



Carrie Faust, MJE
Smoky Hill HS

Carrie Faust got her start in yearbooking in 1987 when her cross country coach - also the yearbook adviser - said, "Girl, you have got to get over your shyness and start meeting people!" Now, almost 30 years later, looks like that plan worked more than they ever could have imagined! Today, known for her energy and enthusiasm, Carrie advises the Smoky Hill Summit yearbook, NEXT feature magazine, SmokyNow.com online news, and teaches at yearbook workshops and journalism conferences across the country every year. A JEA Board Member, Carrie was one of JEA's Rising Stars in 2008, a Distinguished Adviser in 2009, the Colorado Journalism Teacher of the year in 2011, and a JEA Medal of Merit honoree in 2013. The Summit yearbook has been honored nationally by NSPA and CSPA 11 times in the last 11 years. After years of rolling their eyes at Carrie's yerdiness, her daughters, Campbell (13) and Carter (15), will both be joining their schools' yearbook staffs next year - Carter with the Summit staff at Smoky! That means the whole family will now be in on the yearbook fun, including their 3.5 pound chihuahua, Booker - short for Yearbooker - given to them by the 2008 yearbook staff!



Dorothy Greer Scholarship Winner
Katie Pickrell, Mountain Vista HS



Eric Benson Scholarship Winner
Forrest Czarnecki, Conifer HS

Seniors: Why not earn scholarship money, simply by creating a portfolio of you doing what you love?

Dorothy D. Greer co-founded the Colorado High School Press Association in 1970, and each year CSMA, the current name of CHSPA, awards a scholarship in her name (plus a runner-up) to a graduating high school senior who demonstrates exceptional journalistic abilities.

Alameda HS grad Eric Benson's goal was always to be a journalist and he received a journalism scholarship to Indiana University. It was not to be. He became ill with a rare cancer, Ewing's Sarcoma, his senior year and died three years later. This scholarship was established by his teachers, parents and friends in his memory.

Get all the details at www.colostudentmedia.com, under scholarships

Legend adviser helps her students develop passion for telling great stories in many ways

Last school year was not “just another year” for the yearbook staff at Legend High School, according to Nicolas Landenberger, the editor-in-chief.

“In April 2015, Mrs. Harrison told me and my co-editor that she was pregnant and her due date was a couple of months into the school year,” he wrote. “Even though the co-editor and myself were panicked, Mrs. Harrison reassured us and told us not to worry.”

Her advice? “We just have to get a lot done before I go on leave.”

“From multiple workshops to late work nights Mrs. Harrison was always available to call or text while she was on leave,” Nicolas wrote. “When she returned in October, it was like she had never left. We were able to get the staff back on track and meet our deadlines, and we made one of our strongest books yet.”

And it was one of Anastasia Harrison’s strongest years ever, making her 12th year of advising something special, and that’s what the CSMA Adviser of the Year selection committee decided after reading Nicolas’s letter, along

with her own comment on advising and seeing samples of the 2016 Legend.

She was a 2011 JEA Rising Star award winner, and it turns out she has been preparing to be one of our state’s top advisers for years.

She graduated from CSU, with a degree in English Education after changing her major from Public Relations. Both areas of study have served her well.

“As a journalism major at CSU, my internship in the Media Relations department gave me the reporting skills needed to teach both yearbook and newspaper students about interviewing and coming up with an angle,” Anastasia said. “When I don’t know the answer, I usually go back to my journalism work at CSU, or at least my colleagues and professors there, so my brief background in journalism has helped me become a better adviser.”

Whether at Ponderosa High School, where she spent her first six year teaching and advising, or at Legend, her philosophy of teaching journalism and advising publications is all about “making it real for students.”

She said, “Journalism and publication classes are real life classes that teach students real world skills whether they are planning on being a journalist, a nurse, or an engineer. Journalism and publication classes teach students what they need to know to survive day to day in any career. They learn how to navigate dysfunctional teams, how to set and achieve goals, how to critically problem solve, how to balance multiple responsibilities, and how to effectively communicate.”

Advising is exhilarating and challenging, she said, in that every day is different and presents its own unique set of problems to overcome.

“My journalism and yearbook students are the students who make me realize I picked the right profession; with their constant questions, creativity, and insight, I am amazed by what we accomplish together every day, week, month, and year.”

Congratulations to Anastasia Harrison, CJE, our 2016 CSMA Adviser of the Year.



**Anastasia Harrison, CJE
CSMA Adviser of the Year**

COVERAGE THAT MAKES A DIFFERENCE... AND COULD PAY OFF FOR YOUR PUBLICATION



Colorado Student Media Association

Supporting student media in Colorado since 1970
www.colostudentmedia.com

Questions? Contact jpkjournalism@gmail.com

CSMA is sponsoring a coverage contest, with the starting point being the concept of fear, and overcoming fear.

Fear is hardly a new emotion for any of us, but we seem to be living in a period of extraordinary and widespread fears. Fear of the other. Fear of authority. Fear of being attacked for stating our opinions. Fears about the economy. Fears about getting into college, paying for college, finding careers after college. Fear of our fellow citizens.

THE PURPOSE

You could call reporting on this issue “community service accomplished by student journalists.” You can call it students exploring issues of social justice on their campuses and in their communities.

You can call it advocacy journalism, or simply community reporting. You may just call this “what we do.”

THE FORMAT

Print, online, video, social media. It’s up to you. Entries can come in the form of in-depth packages, video programs, podcasts, newspaper editorials, photo essays, editorial cartoons... there is actually no limit on HOW the reporting is done or on what media platforms. Focus on one or try a few.

HOW TO ENTER

Upload your PDFs, URLs, and/or other files to the CSMA contest entry site (find details on our website) by Dec. 5, 2016.

All participating student media will receive certificates acknowledging their reporting, and CSMA will share the best coverage packages through its website and social media.

THE PRIZES

The **three schools** with the top coverage packages will each receive a **\$300 voucher** to help students attend any CSMA events in 2017, including J-Day.

DEADLINE: DEC. 5, 2016

FEARless



Above: Two photos from Ponderosa’s Eric Douglas, who was named 2016 Photographer of the Year.

Keep a folder of your best work, and compete for title of ‘best of the best’ in the CSMA individual contests this spring

This year CSMA is offering \$250 prizes to the first place winners, and to their media programs, and these contests are open to all grade levels, in all media

All contest entries are submitted online, with a deadline of April 15.

- Photographer of the Year
- Designer of the Year
- Reporter of the Year
- Broadcast Journalist of the Year
- Middle School Journalist of the Year

Find out all the details on www.colostudentmedia.com under Student Contests & Awards