

SESSIONS AT A GLANCE - J-DAY 2017

Session 1 9:30 - 10:15

Ryan Warner: Taping CPR's Colorado Matters with science fiction writer Connie Willis. **Lory Theatre** (seats 450) GENERAL

Jed Palmer: Photographers: Stand Here. **Ballroom A** (seats 325) PHOTOJOURNALISM

Tina Cleavelin & Peter Griffin: YB Totality. (seats 325) **Ballroom B** YEARBOOK

Paul Voakes: Custom-Build Your Own Code of Ethics. (seats 325) **Ballroom C** Law & Ethics

Jessica Hunziker: Love Is All You Need. (seats 325) **Ballroom D** LEADERSHIP/ORGANIZATION

Andrew Ross: Making Theme Copy Personal. **Cherokee** (seats 150) YEARBOOK

Anastasia Harrison: Let's Get Organized. **North Ballroom** (seats 200) LEADERSHIP/ORGANIZATION

Patrick Moring: Live Sports Broadcasting. **304-306** (seats 70) VIDEO/ONLINE

Tony Phifer: Sports writing in the 21st century. **308-310** (seats 70) REPORTING/COVERAGE

CMCI from CU Boulder: Experience Virtual Reality Now. **322** (seats 40) GENERAL

Duane Roberson: How to be a Career and Technical Education (CTE) program! **324** (seats 60) GENERAL

Arapahoe Community College Journalists: Our Responsibility to Our Greater Community. (seats 70) **372-374** GENERAL

Elaine Venter: Social Media Best Practices. **376-378** (seats 70) ONLINE/SOCIAL MEDIA

Jeff Dodge: Good Journalists Needed, Now More Than Ever. **382** (seats 140) GENERAL

Alex McNamee: SMO Therapy. **Room 386** (seats 100) ONLINE

Want to go deep developing your skills? We offer 6 session strands:

Yearbook
Ethics & Press Law
Photojournalism
Online/Social Media
Video
Reporting/Coverage

Session 2 10:25 - 11:10

Ryan Warner: Taping continues, interviewing student journalists about the work they're doing and how they see the future. **Lory Theatre** (seats 450) GENERAL

David Freed: How to be an Investigative Reporter. **Ballroom A** REPORTING/COVERAGE

Kristi Rathbun: Bring it All Together. **Ballroom B** GENERAL

Nicole Arduni & Genise Cushman: Steps to an Awesome Yearbook!. **Ballroom C** YEARBOOK

Mark Newton: Be a Newshound. **Ballroom D** REPORTING/COVERAGE

Ryan Casey: Sports Writing for Online. **Cherokee** ONLINE

Ann-Marie Britt: How to find your voice in journalism copy. **North Ballroom** WRITING

Greg Luft: The Importance, the Impacts and the Personal Risk of Covering Tragedy. **304-06** REPORTING/COVERAGE

Gina Claus: All That Color. **308-310** YEARBOOK

CMCI from CU Boulder: Experience Virtual Reality Now. **322** GENERAL

Greeley Tribune Editors: SPJ Panel on Internships. **Room 324** GENERAL

Aurora Umama-Arko & Angela Banfield: Working As a Team to Create a School Media Program. **372-374** GENERAL

Hannah Shapiro: How to Start a Video Broadcast Program. **376-378** VIDEO

Ben Reed: Interviewing is Improving. **382** REPORTING/COVERAGE

Alex McNamee: Supplement Your Yearbook Online. **386** ONLINE/SOCIAL MEDIA

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. Tours begin at beginning of sessions.

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

Kenn Bisio: Forty Years of Photojournalism in 20 Photos. **Lory Theatre** PHOTOJOURNALISM

Dennis Ryerson: News Ethics in the Age of Trump. **Ballroom A** LAW & ETHICS

Tina Griego: Humanity and Humility in Covering Immigration. **Ballroom B** REPORTING/COVERAGE

Karen Slusher: Covering Controversy. **Ballroom C** REPORTING/COVERAGE

Justin Daigle & Carrie Hendrix: Building Partnerships Within Your School Community. **Ballroom D** GENERAL

Annie Gorenstein Falkenberg: Better Every Deadline. **Cherokee** GENERAL

Jeff Roberts: Freedom of Information. **North Ballroom** LAW & ETHICS

Tina Barber: Lifting "Up" the Creative Process. **304-306** GENERAL

Pat Clark: 360 Video – Bringing the World into the Classroom. **308-310** VIDEO

CMCI from CU Boulder: Experience Virtual Reality Now. **322** GENERAL

Greeley Tribune Editors: SPJ Panel on Interviewing and Writing. **Room 324** REPORTING/COVERAGE

Adam Dawkins: Adding video stories to your publication. **372-374** VIDEO

Jim McClurg: Styling & Profiling: Video Profiles. **376-378** VIDEO

Rocky Mountain Student Media Corporation Panel: College Media 101 – What to Expect. **382** GENERAL

Alex McNamee: Use Analytics. Get An Edge. **386** ONLINE/SOCIAL MEDIA

Session 4 12:15 - 1:00

Kenn Bisio: Forty Years of Photojournalism in 20 Photos. **Lory Theatre** PHOTOJOURNALISM

Adam Dawkins: Doing Ethics: What to Know When Covering Sensitive Topics. **Cherokee** (150) ETHICS & PRESS LAW

Nic Garcia: Covering the big story. **North Ballroom** REPORTING/COVERAGE

Patrick Moring: Adobe Premiere – Editing for Beginners. **304-306** VIDEO

Bonnie Katzive: Photoshop Falls and Photojournalism Ethics. **308-310** PHOTOJOURNALISM/ETHICS

CMCI from CU Boulder: Experience Virtual Reality Now. **322** GENERAL

Ken Schwartz: Headlines and Captions. **324** WRITING

Jenny Fischer: Magazine Design Tricks and Tips. **372-374** DESIGN

Stephen Wahlfeldt: Sports Coverage in a Changing Landscape. **376-378** REPORTING/COVERAGE

Carrie Faust: Yearbook Trends – Coverage and Design. **382** YEARBOOK

Rob Rathbun: Photojournalism 101. **386** PHOTOJOURNALISM

Jed Palmer: Middle School Roundtable. **Long's Peak** GENERAL

Why not Tweet it out?

#jday17

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.

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.

FREE SPEECH FREE PRESS FREE PEOPLE



#jday17

Colorado Student Media

Association welcomes you to

J-Day 2017

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. More than ever, we need

Free Speech, Free Press, Free People

What's Happening?

7-9 a.m.

KCSU broadcasts live

From in front of the Grand Ballroom. Stop by and share your thoughts on the conference, media, and more.

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.

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 for tours during Learning Sessions 2 and 4.

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

Opening Assembly in the Grand Ballroom, 300 Level

- Official welcome to the conference by Greg Luft, chair of the Department of Journalism and Media Communication.
- Sue and Bruce Benson, our Friends of Scholastic Journalism.
- 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 seventh group of All-Colorado Award winners will be honored. In a new tradition, we will present our inaugural class of All-Colorado Hall of Fame programs.

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. 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

Walsworth Publishing

Lead Conference Sponsor - Adviser/Speaker Hospitality Room

CU-Boulder College of Media,
Communication and Information

Lead Conference Sponsor - VR Room

Publisher Sponsors

Balfour
Herff Jones Yearbooks
Jostens

Scholarship Sponsors

School Newspapers Online
University of Denver / Department
of Media, Film & Journalism Studies



Students react to a challenge from JMC chair Greg Luft at the opening session last year. 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.

Friend Sponsors

Arapahoe Community College
Colorado Mesa University
Dottie Roberts Scholarship Foundation
University of Northern Colorado

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

For your planner

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

Free Speech, Free Press, Free People coverage contest submission deadline
Dec. 5, 2017.

Winter Thaw - Jan. 24, 2018, on the CU Boulder campus.

Capitol Hill Press Conference - February 26, 2018, at the state capitol.

Greer and Benson Scholarship online portfolios - Feb. 15, 2018.

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

Photographer, Broadcaster, Designer, Reporter and Middle School Journalist of the Year portfolio deadlines - April 15, 2018.

All-Colorado critique entries - June 5, 2018
Administrator of the Year and Adviser of the Year nominations - June 30, 2018.

J-Day 2018 - 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 47th year supporting scholastic journalism in Colorado.

CSMA's elected officers for 2017-19:

President - Annie Gorenstein Falkenberg, CJE
Vice President/President Elect -

Jessica Hunziker, CJE
Secretary - Carrie Hendrix, CJE
Advocacy Coordinator - Kristi Rathbun, CJE
Education Coordinator - Tina Barber, CJE
Digital Media Coordinator - Patrick Moring, CJE
Middle School Coordinator - Gina Claus
Past President - Adam Dawkins, 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.

FREE SPEAKERS | STRONG VOICES | CREATIVE MINDS

Colorado State University student journalists, media producers, faculty members, and alumni capture the moment, create vital stories, and celebrate self expression



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 many choices of 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:

JOURNALISM.COLOSTATE.EDU
COLLEGIAN.COM
@COLLEGIANCENTRAL



Colorado State University

PRE-CONFERENCE SPECIAL EVENT

KCSU 90.5 FM Live Broadcast
Stop by the KCSU table, located at the entrance to the Grand Ballroom, from 7-9 a.m. to share your thoughts on student media, on the more general state of journalism, on CSU, on your plans for the future. The hosts of this special event want to hear from you!

SPECIAL EVENT

Ryan Warner: Taping CPR's "Colorado Matters" with award-winning science fiction author Connie Willis. Lory Theatre (seats 450)
This session provides the audience a chance to listen to a segment being taped, featuring an author who has won eleven Hugo Awards and seven Nebula Awards for particular works, and was inducted by the Science Fiction Hall of Fame in 2009. Then Ryan Warner takes questions on interviewing.

PHOTOJOURNALISM

Jed Palmer: Photographers: Stand Here. Ballroom A (seats 325)
This session on sports photographers will save your life. Learn how to find the best photo locations at all your sports events based on finding the pros. You will also find out how to translate this technique to your academic and event photography.

YEARBOOK

Tina Cleavelin & Peter Griffin: YB Totality. Ballroom B (seats 325)
Cover your school year in totality. Tips and tricks to increase coverage through design, writing, and photography. Don't let anything block your view. See it all.

LAW & ETHICS

Paul Voakes: Custom-Build Your Own Code of Ethics. Ballroom C (seats 325)
You want to do ethical journalism, but the professional codes of ethics don't seem to fit well with high school journalism? Here's a solution. Because of the Online News Association's recent, innovative approach to codes of ethics for journalism, every student paper now can acquire the tools needed to create a practical, morally sound code of ethics that is unique to each school. Professor Voakes will take student editors (and their teachers) through the steps – and crucial decisions – in the DIY for codes of ethics.

LEADERSHIP/ORGANIZATION

Jessica Hunziker: Love Is All You Need. Ballroom D (seats 325)
How do you get people on your staff to do what you want and what you need? In this session, we'll discuss the types of people you have on staff and what you can do to make sure they simultaneously work hard and love being on staff. Students will leave with tangible tools that they can use to lead their staffs.

YEARBOOK

Andrew Ross: Making Theme Copy Personal. Cherokee Park (seats 150)
The high school story is not an original story, but our job is to communicate what is original. Our messages begin with theme copy, but how do you capture the entire story of the year and still make yearbook deadlines? This session will review best practices for carrying out your verbal theme, months into to the school year!

LEADERSHIP/ORGANIZATION

Anastasia Harrison: Let's Get Organized. North Ballroom (seats 200)
Looking for ideas on how to organize your staff? Your photo checkout? Your workflow? Come to this session to see how we organize our classroom, from press passes to photo checkout to using Trello. Get ideas for how you can get organized to become a more productive staff.

VIDEO/ONLINE

Patrick Moring: Live Sports Broadcasting. 304-306 (seats 70)
Do you want to start a sports broadcast program at your school? Do you have one already but are looking for more viewership? Learn the basics for creating a program that people want to watch, and a few tips and tricks to keep it affordable for your school.

REPORTING/COVERAGE

Tony Phifer: Sports Writing in the 21st Century. 308-310 (seats 70)
We will discuss ways to make sports writing in high school newspapers relevant in the fast-paced world of instant communication. We'll talk about how to find and write good features, what makes a good column and ways to make the sports section the best-read part of your school paper.

GENERAL INTEREST

CMCI - CU Boulder: Experience Slow Motion Booth and Virtual Reality. 322 (seats 40)
This room will be open all day. Stop by for a few minutes or get into the various experiences in some depth.

GENERAL INTEREST

Duane Roberson: How to Be a Career and Technical Education (CTE) Program. 324 (seats 60)
Why you should be CTE, and how CTE can help you develop your programs? We will discuss the 5 pillars and obligations of CTE programming. We will discuss CTE credentialing and CTE program approval. We will share best practices for working within your districts framework to develop CTE programming in journalism and broadcasting and graphic arts.

GENERAL INTEREST

ACC Journalists: Our Responsibility to Our Greater Community. 372-374 (seats 70)
ACC offers a unique and immediate hands-on experience to journalism students the minute they enter the program. Come hear current students in the program discuss their stories, as well as their commitment to not only the Arapahoe students and employees but also to the greater Littleton community. This zany and diverse group of students are well on their way to becoming professionals, and they want to give you an inside look on their pitch sessions, late nights at the keyboard, and their commitment to excellence and balance during these troubling times in America.

SOCIAL MEDIA

Elaine Venter: Social Media Best Practices. 376-378 (seats 70)
A short overview of some of the best practices journalists should follow in branding and conducting themselves on social media.

GENERAL INTEREST

Jeff Dodge: Good Journalists Needed, Now More Than Ever. 382 (seats 140)
Despite the dwindling number of jobs in journalism, and the exodus of journalists to public relations and other fields, the need for good newsgathering has never been more important. While the medium in which news is delivered continues to shift, and while the skills needed to present the news online or through social media have changed, the role is the same: Be the eyes and ears of the public, hold elected officials accountable, give voice to the voiceless and tell the important stories that wouldn't see the light of day without the media. A healthy democracy depends on it.

ONLINE

Alex McNamee: SNO Therapy. 386 (seats 100)
So you've got big dreams but bigger problems with your online publication? A SNO rep is here to help. Whether about aesthetics or ideology, bring all your questions to this SNO AMA for a little hands-on counseling, or learn more about how to sign up with SNO.

A timely and fun fall contest

CSMA is sponsoring a contest highlighting the First Amendment and the Five Freedoms it promises our nation. Of course, a promise is not a guarantee, and each generation, each year, needs reminders of those freedoms and how to protect them, as well as use them to create an ever-more perfect union.

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

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

Get all the details at www.colostudentmedia.com

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, our new Hall of Fame inductees, and the Best of Show awards from the first quarter of this school year.

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



Arapahoe Pinnacle Staff

The Arapahoe Pinnacle staff involved in the presentation:
Bryden Smith: Assistant Editor
Emily Langenberg: Opinion Editor
Nico Danks: Arts and Entertainment Editor
Rashid Mohamed: Managing Editor
Scott Bright: Editor-in-Chief



Nicole Arduini, CJE
Herff Jones
Yearbook Guru

Nicole Arduini has been working in yearbooks for 14 years. She has a strong passion for Journalism and helping students create their school's history book. She also enjoys running the largest middle school and high school journalism camp in Colorado, Rocky Mountain Journalism.



Angela Banfield, CJE
Digital Publication
Instructor

Adviser for 11 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 Spring.



Tina Barber, CJE
English/Journalism
Teacher

Tina Barber currently advises The Guide and The Legend at Cherokee Trail High School in Aurora, Colorado. As a former high school yerd and college journalist, she enjoys advising both newspaper and yearbook because it makes it possible for her to spend even more time in her happy place, the Cherokee Trail newsroom (a place she has called home since 2003). The Legend received a CSPA Silver Crown in 2016 and earned an All-American critique from NSPA in 2017. As a National Board Certified Teacher and a Certified Journalism Educator, Tina has presented at various camps and workshops for both students and educators, such as NCTE, National Writing Project, and J-Day, as part of her on-going work as an adviser and building-level staff developer.



Kenn Bisio
Professor of
Photojournalism
and Social
Documentary

Kenn Bisio is a world-renowned photojournalist with more than 40 years as a working pro. His images have been published in the world's most popular newspapers and magazines for which he has received numerous awards. His photographs have been displayed in exhibits in America, Europe, Russia and the Far East and are purchased by individual, corporate, museum and gallery collectors. He is represented by the Geraint Smith Gallery in Taos, New Mexico.

SPECIAL EVENT

Ryan Warner: Taping CPR's "Colorado Matters."
Warner interviews a high school journalist and adviser about covering sensitive topics, and about the future of news. Lory Theatre
The audience has an opportunity to listen in on the taping of a Colorado Matters interview as Warner interviews a high school journalist and adviser about covering sensitive topics, and about the future of news. Time permitting, the audience will be able to engage in a Q&A.

REPORTING/COVERAGE

David Freed: How To Be An Investigative Reporter. Ballroom A
Few careers are as exciting, rewarding, or challenging as investigative journalism. Part detective, part wordsmith, an investigative reporter must possess certain skills to get the job done. David Freed spent nearly 20 years honing those skills. Learn what it takes.

GENERAL INTEREST

Kristi Rathbun: Bring It All Together. Ballroom B
Student media moguls UNITE! Find ways to develop your brand – whether within a specific publication, feature package or your program itself. Bringing the pieces together will improve your media on multiple levels. You will leave this session with a variety of ideas for everything from coverage and reporting to leadership and media presence – all with a common, unified concept.

YEARBOOK

Nicole Arduini & Genise Cushman: Steps To An Awesome Yearbook! Ballroom C
Feel stuck? In a rut? But not sure how to change. Come to this class and receive guidelines to help create your best book yet.

REPORTING/COVERAGE

Mark Newton: Be a Newshound. Ballroom D
Sniff out amazing stories.

ONLINE

Ryan Casey: Sports Writing for Online. Cherokee Park
We will present on the basics of sports writing for a digital platform, and everything else that goes into it. Included will be things like story structure, interviewing techniques, writing about games and events when you're unable to physically be there, and other topics. We will also touch on social media, and best practices for covering sports through those platforms.

WRITING

Ann-Marie Britt: How to Find Your Voice in Journalism Copy. North Ballroom
This interactive writing session will teach students how to write copy that evokes their true voice. Through a fun interactive process, students will learn how to write exciting, emotional and real copy that bring their journalism copy to the next level.

REPORTING/COVERAGE

Greg Luft: The Importance, the Impact, and the Personal Risk of Covering Tragedy. 304-06
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.

YEARBOOK

Gina Claus: All That Color. 308-310
Color is an effective way to enhance and tie-in your visual theme with your verbal. Learn some tips and tricks on how to effectively incorporate color with a purpose into your design.

GENERAL INTEREST

CMCI - CU Boulder: Experience Slow Motion Booth and Virtual Reality. 322 (seats 40)
This room will be open all day. Stop by for a few minutes or get into the various experiences in some depth.

GENERAL INTEREST

Bobby Fernandez & Kati Velazquez & Ed Otte: A panel on internships, focusing on getting one's foot in the door in the newswriting industry. 324 (seats 60)
Myself, Kati and Ed Otte will form a panel that will provide a session on internships, focusing on getting one's foot in the door in the newswriting industry

GENERAL INTEREST

Aurora Umana-Arko & Angela Banfield: Working As a Team to Create a School Media Program. 372-374
The innovative Early College High School in Colorado Springs is only in its fourth year, but the administration, staff and students are creating powerful programs to support student successes. One of those areas is in media, and in this session you can meet our Administrator of the Year and the talented media adviser at the school.

VIDEO

Hannah Shapiro & Natalie Marner: How to Start a Video Broadcast Program. 376-378
Looking to start or improve your video broadcast program? Well, we're not experts, but we've learned from our mistakes, and now you can too! From culture, to equipment, to production cycles, we'll discuss everything you need to know to start a video broadcast program that is designed to grow and thrive.

REPORTING/COVERAGE

Ben Reed: Interviewing Is Improvising. 382
Leave your list of interview questions at the door. In this session, we'll explore the secret to conducting a great interview – thinking on your feet. Along the way, we'll play a few improv comedy games to get you listening and reacting to your interview subject instead of just asking the next question on your list.

ONLINE/SOCIAL MEDIA

Alex McNamee: Supplement Your Yearbook Online. 386
You want to keep readers engaged and excited about your yearbook all year and boost sales. Learn how a website can be your best salesperson and a supplemental home for content – even all those extra photos that didn't fit in print. It's easier than you think.

GUIDED TOURS

RMSMC Guides: Check out the Rocky Mountain Student Media Corporation's facilities, from the KCSU radio station to the Collegian newsroom, to the CTV studios. Sign up at the CSU/JMC booth on the west side of the main staircase.

MEET THE SPEAKERS



Anne Marie Britt
Walsworth
Yearbook Sales Representative

Ann-Marie Britt is a lifelong student of all things journalism. A former high school student editor and collage graduate of the University of Central Florida, she has pursued all things writing, journalism and photography in her career. A former educator turned Walsworth Yearbook rep, Ann-Marie loves making memories last forever in yearbooks and the relationships she builds with her advisers and students.



Justin Daigle, CJE
Reflections
Yearbook Adviser
Brighton HS

Justin Daigle, CJE, advises the Reflections yearbook at Brighton HS. His students' publications have earned state and national awards including two CSPA Crowns and a NSPA Pacemaker Finalist nomination. Daigle has been honored with the 2009 CSMA Teacher of the Year as well as JEA Rising Star in 2010, and Special Recognition (2014) and Distinguished (2016) H.L. Hall Yearbook Adviser of the Year.



Ryan Casey
CHSAA Director
of Digital Media

Ryan Casey oversees CHSAANow.com in its entirety. He is responsible for the site's content and just about anything else associated with it. He also manages the social media presence for the Colorado High School Activities Association. He previously worked at the Denver Post as well as a number of other publications.



Adam Dawkins, CJE
Adviser, RJ Media
Regis Jesuit HS, Past 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, Raider Sports Network, RJTV, Elevate newsmagazine, and RJ Radio.



Pat Clark
Instructor of Media
- University of
Colorado Boulder

Pat Clark is an award-winning filmmaker and visual artist. He received a BFA from the University of Nebraska-Lincoln in Film and New Media, an MA in Television, Film and New Media from San Diego State University and an MFA with an emphasis in multimedia from San Diego State University.



Jeff Dodge
CSU
Communications
Coordinator

Before joining CSU's public relations office in 2014, Jeff Dodge 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. He has won awards for his writing from the Colorado Press Association, Society of Professional Journalists, Association of Alternative Newsmedia, Council for Advancement and Support of Education, and Public Relations Society of America.



Gina Claus
Yearbook
Adviser

Gina Claus advises the Crusader yearbook at Castle Rock Middle School. She brings the experience of a veteran middle school teacher with the enthusiasm and excitement of a third-year adviser. Her staff has earned state awards in photography, All-American and NSPA Best of Show.



Carrie Faust, MJE

Yearbook, feature magazine and online news adviser at Smoky Hill High School. 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 former JEA Board Member, Carrie was one of JEA's Rising Stars in 2008, a H.L. Hall Distinguished Yearbook Adviser in 2009, the CSMA Journalism Teacher of the year in 2011, a JEA Medal of Merit honoree in 2013, and a CSPA Gold Key inductee in 2017.



Tina Cleavelin, CJE
Jostens Creative
Account Manager

With a love for yearbook and those who produce them, Creative Account Manager Tina Cleavelin works with yearbook staffs to produce their dream books. Her relationships with students, advisers and yearbook representatives earned her cherished honors, such as the Friend of Journalism award from the New Mexico Scholastic Press Association and the Jostens Leadership Award. As an award-winning newspaper and yearbook adviser and photojournalism teacher for 14 years in Arizona and Oklahoma, Tina develop her passion for students and the value of publications. While advising in Arizona, she served as the Fall State Journalism Convention Director for the Arizona Interscholastic Press Association. She continues to remain actively involved in state and national journalism organizations as a speaker.



Bobby Fernandez
Greeley Tribune

Bobby is a Colorado State University graduate and has spent the past 11 years as a sports reporter, and former sports editor, at The Greeley Tribune. He has won more than two dozen awards for his writing and reporting.



Genise Cushman
Herff Jones
Yearbook Guru

Genise Cushman has been working in yearbooks for over 10 years. Her bliss is working with kids to help them bring out their fullest potential in journalism. There is so much untapped goodness within that needs to be shared with the world!



Dorothy Greer Scholarship Winner
Esteban Arellano, Standley Lake HS



Eric Benson Scholarship Winner
Samantha Wexler, Monarch 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



The University of Denver's Media, Film and Journalism Studies Department is proud to support J-Day

The University of Denver
**Build an education
that builds the world.**

<https://www.du.edu/>

**Celebrate the 25th anniversary
of our Estlow Journalism Lectures with us!
Friday, April 27, 2018**



UNIVERSITY *of*
DENVER