

## SESSIONS AT A GLANCE - J-DAY 2018

### Session 1 10:30 - 11:15

Kenn Bisio: Street Photography and Commit Art. **Lory Theater** (seats 450) PHOTO/VISUAL JOURNALISM

Mike Taylor: MORE Students = More Buyers. **Ballroom A** (seats 350) WRITING/COVERAGE

Jeff Browne: Truth, Light and the American Way. (seats 350) **Ballroom B** GENERAL/MEDIA LITERACY

Rebecca McGrath & Genise Cushman: They All Have Stories to Tell. (seats 350) **Ballroom C** WRITING/COVERAGE

Kristi Rathbun: Inspiration Starts Here. (seats 350) **Ballroom D** DESIGN

Tina Barber: Developing a Mindful Newsroom. **Cherokee Park** (seats 150) STAFF LEADERSHIP

Adam Dawkins: Audio Storytelling: Listening is an act of love. **North Ballroom** (seats 200) ONLINE/PODCAST

Jivan West: Capturing The Story in Sports Photography. **304-306** (seats 70) PHOTO/VISUAL JOURNALISM

Jim McClurg & Scott Melanson: Video Broadcast Editing Like a Pro, Frame by Frame. **308-310** (seats 70) VIDEO

Patrick Moring: Video Broadcast Basics. **322** (seats 60) VIDEO

CMCI from CU Boulder: Experience Virtual Reality Now. **324** (drop in) GENERAL

Bonnie Katzive: Humor Without Tears. (seats 70) **372-374** WRITING/COVERAGE

Karen Manley: Covering Mental Illness with Sensitivity. **376-378** (seats 70) WRITING/COVERAGE

Ryan Casey: Covering sports for an online audience. **382** (seats 100) ONLINE/PODCAST

Lynn Clark: The Future of News. **Room 386** (seats 100) GENERAL/MEDIA LITERACY

Why not Tweet it out?

#jday18

**Want to go deep** developing your skills? We offer 8 session strands:

- Ethics & Press Law
- Reporting/Writing
- Photo/Visual Journalism
- Design
- Online/Podcasting
- Video
- Staff Leadership
- Media Literacy

### Session 2 11:25 - 12:10

Jessica Hunziker: Love is All You Need. **Lory Theater** STAFF LEADERSHIP

Justin Daigle & Carrie Hendrix: Deadline... It's Not A Dirty Word. **Ballroom A** STAFF LEADERSHIP

Steve Weiss: Drones and other video production tools. **Ballroom B** VIDEO

Tina Cleavelin & Peter Griffin: Show OFF. **Ballroom C** DESIGN

Rob Rathbun: Magazine Design for Yearbook & Newspaper. **Ballroom D** DESIGN

Shawn Montano: A Visual Storytelling Career Can Take You Anywhere. **Cherokee Park** PHOTO/VISUAL STORYTELLING

Mark Newton: Covering News That Matters. **North Ballroom** GENERAL/MEDIA LITERACY

Emily Ambroy: Social Media For Us. **304-06** WRITING/COVERAGE

Tony Phifer: Sports writing - and why it matters. **308-310** WRITING/COVERAGE

Greg Luft: The Importance, the Impacts and the Personal Risk of Covering Tragedy. **Room 322** WRITING/COVERAGE

CMCI from CU Boulder: Experience Virtual Reality Now. **324** GENERAL

Danielle Moretti Martin: Interviewing Techniques. **372-374** WRITING/COVERAGE

Jeff Roberts: Freedom of Information. **376-378** ETHICS & LAW

Hannah Shapiro: "Stay With Us" - Welcome to Podcasting. **382** ONLINE/PODCAST

Taylor Blatchford: Uncovering Stories with Investigative Reporting. **386** WRITING/COVERAGE

**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 **Session 1** listings.

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

### Session 3 12:20 - 1:05

Tina Griego: The Art of Being Nosy. **Lory Theater** WRITING/COVERAGE

Kevin Dale, Hayley Sanchez: Not Your Dad's Public Radio. **Ballroom A** ONLINE/PODCAST

Anastasia Harrison & Carrie Hendrix: More Than Your Basic White Space. **Ballroom B** DESIGN

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

Adam Dawkins: 50 Second Broadcast News Stories for Instagram. **Ballroom D** VIDEO

RMSMC panel - Shelby Holsinger (College Avenue editor), Leslie Cory (Media Adviser) & Emma Iannacone (CTV executive producer): Collegiate Reporting from Within Our College. **Cherokee Park** GENERAL

Nic Garcia: Election Night 101. **North Ballroom** WRITING/COVERAGE

Karen Slusher: You've Got the Power. **304-306** WRITING/COVERAGE

Michael Humphrey: Journalism 2028: What Will It Look Like? **308-310** GENERAL/MEDIA LITERACY

Sheila Jones: In a world of fake news, keep yours REAL. **Room 322** GENERAL/MEDIA LITERACY

CMCI from CU Boulder: Experience Virtual Reality Now. **324** GENERAL

Annie Gorenstein Falkenberg: 10 Ways To Up Your Design Game. **372-374** DESIGN

Olivia Dorro: Live-Tweeting Boot Camp. **376-378** ONLINE/PODCAST

Donnyale Ambrosine: Multiculturalism and Hidden Diversity in the 21st Century. **382** WRITING/COVERAGE

Ben Reed: 300 Word Stories. **386** WRITING/COVERAGE

**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.

# FILM FIRSTS



#jday18

Colorado Student Media Association welcomes you to

# J-Day 2018

# Our keynote speaker

When Mary Beth Tinker was in eighth grade in 1965, she and a group of students were suspended from school for wearing black armbands to mourn the Vietnam war dead.

A court challenge by the American Civil Liberties Union led to a landmark 1969 Supreme Court ruling in *Tinker v Des Moines* that neither teachers nor students “shed their constitutional rights... at the schoolhouse gate.”

After the Court victory, Mary Beth grew up to become a nurse, earning master's degrees in nursing and public health.

She currently lives in Washington, and is on a national “Tinker Tour” to promote civics education and the rights of young people.



## 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.  
*Your printed program is your “ticket” to the keynote, so don't lose it.*

### 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 3.

### 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.
- 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.

**Keynote** speaker Mary Beth Tinker shares some old stories and some new ones and presents some challenges and opportunities. You've heard her name for years... now is your chance to meet a legend.

### 10:30 a.m. - 11:15 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. Session descriptions are on page 4.

### 11:25 a.m. - 12:10 p.m.

**Learning Session 2.** See page 5 for session descriptions.

### 12:20 - 1:05 p.m.

**Learning Session 3.** See page 8 for session descriptions.

Schools A-H: please eat lunch during Session 2. Schools J-Z, please eat during Session 3. **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?

You might want to maximize your time by combining lunch with a tour of the Rocky Mountain Student Media Corp. facilities or spending some time exploring virtual reality in room 324 with our friends from CMCI in Boulder.

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 eighth group of All-Colorado Award winners will be honored, along with a new inductee into the All-Colorado Hall of Fame.

We close with the presentation of our Best of Show awards. These had to be uploaded through our contest site by Friday evening last week, and this fun competition honors your best work thus far this school year.

## CSMA PARTNERS & SPONSORS

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*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.

**ONE DAY coverage challenge date is Friday, Nov. 9** and submissions are due by Nov. 20.

**Winter Thaw** - Feb. 2, 2019, on the CU Boulder campus. Focus on Media Literacy.

**Capitol Hill Press Conference** - February 25, 2018, at the Denver Post Auditorium.

**Greer Scholarship** online portfolios due - Feb. 15, 2019.

**Best of Colorado** individual contest entries deadline - April 9, 2019.

**Photographer, Broadcaster, Designer, Reporter and Middle School Journalist of the Year** portfolio deadlines - April 15, 2019.

**Eric Benson Scholarship** application deadline - April 15, 2019

**All-Colorado** critique entries - June 4, 2019

**Administrator of the Year and Adviser of the Year** nominations - June 30, 2019.

**J-Day 2019** - We will return to CSU's Lory Student Center, and you can tentatively mark **Thursday, Sept. 26, 2019**, as the date, with confirmation next spring.

## MANY THANKS

J-Day is the official state conference of the Colorado Student Media Association, now in its 48th year supporting scholastic journalism in Colorado.

### CSMA's elected officers for 2017-19:

President - Annie Gorenstein Falkenberg, CJE  
Vice President/President Elect - Jessica Hunziker, MJE  
Secretary - Carrie Hendrix, CJE  
Advocacy Coordinator - Kristi Rathbun, MJE  
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.

**NOTE FOR ADVISERS:** We will be electing CSMA board members next April/May. Please consider running for one of the positions, volunteering for a committee, sharing curriculum... We are only as strong as our adviser members.

# FREE SPEECH | CREATIVE MEDIA | COMMUNICATION LEADERSHIP

*Combining a degree in Journalism and Media Communication with work for the Rocky Mountain Student Media Corporation is a ticket to opportunity. The ability to gather and distill information, express ideas, and craft distinct multimedia messages opens doors to creative expression, leadership positions, and the chance to make a difference.*



## 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 300 students produce in-the-moment content for Collegian.com. They also program the latest music for KCSU-FM, create nightly programs for Collegian Television, develop

in-depth stories for College Avenue or CSU Life magazines, and help fund these efforts through advertising sales. RMSMC is widely recognized by employers and peers as one of the best in the country. Students regularly enhance their portfolios with 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

Recent graduates work in journalism, public relations, advertising, science writing, and media production for organizations such as Politico, the New York Times, the Washington Post, NBC News, ABC News, KCNC-TV, KDVR-TV, KUSA-TV, AXS

Television, WeatherNation, The Colorado Rockies, the City of Denver, Denver Public Schools, the National Park Service, the USDA Forest Service, Google, Semester at Sea, and many other companies. Graduates also commonly start their own ventures as writers, website managers, video producers, and many more media specialities.



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COLORADO STATE UNIVERSITY

## PHOTO/VISUAL JOURNALISM

Kenn Bisio: Street Photography and Commit Art. Lory Theatre (seats 450)  
Scenes from the 2008 Democratic National Convention plus Daily Street Photography.

## WRITING/COVERAGE

Mike Taylor: MORE Students = More Buyers. Ballroom A (seats 325)  
Planning to cover students is difficult. This session will offer tip and tricks to get more of your student body into your book. And when they are in the book, they will want to purchase the book.

## GENERAL/MEDIA LITERACY

Jeff Browne: Truth, Light and the American Way. 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.

## WRITING/COVERAGE

Rebecca McGrath & Genise Cushman: They All Have Stories to Tell. Ballroom C (seats 325)  
Every student in your school has a story to tell, and they deserve to be remembered. Learn how to do that by finding great stories, maximizing space on your layouts, and putting the two together to create your best yearbook yet!

## DESIGN

Kristi Rathbun: Inspiration Starts Here. Ballroom D (seats 325)  
Whether it's a dazzling design, some really cool coverage or a vividly written verbal, starting with a strong inspiration is a key to creating your best work. Come get ideas from a multitude of sources and learn how to adapt them in ways that work for your publication(s). When it comes to finding great ideas and learning from the pros, inspiration starts here.

## STAFF LEADERSHIP

Tina Barber: Developing a Mindful Newsroom. Cherokee Park (seats 150)  
Fighting the stress of a busy publication cycle or deadline schedule? Overwhelmed with life as a journalism student or adviser? Check out this session which will feature several mindfulness practices and apply a mindfulness mindset to the work we do as journalists.

## ONLINE/PODCAST

Adam Dawkins: Audio Storytelling: Listening is an act of love. North Ballroom (seats 200)  
We will take inspiration from NPR's Story Corps and look at ways to make a meaningful conversation exist as its own kind of story. We will also explore the art of crafting a story for radio or podcast.

## PHOTO/VISUAL JOURNALISM

Jivan West: Capturing The Story in Sports Photography. 304-306 (seats 70)  
While the fundamentals of sports photography will be talked about, the focus of this presentation is sharing my real experiences, trials, and errors in my time as a sports photographer, as well as expressing my thoughts on typical sports photography presentations, and how I improved my storytelling as a photojournalist.

## VIDEO

Jim McClurg & Scott Melanson: Video Broadcast Editing Like a Pro, Frame by Frame. 308-310 (seats 70)  
Learn creative concepts and techniques to edit video segments like you see on TV and on the big screen using graphics, video, and audio to enhance your TV News program, broadcast packages, and other creative video projects. Taking your editing to the next level!

## VIDEO

Patrick Moring: Video Broadcast Basics. 322 (seats 60)  
This session talks about the ingredients for an engaging news broadcast and can be helpful for those just starting a program as well as veterans looking to improve. We'll cover getting solid audio, A roll, B roll, anchoring, and graphics. These are the hints and tricks that will take a basic broadcast all the way to professional.

## GENERAL INTEREST

CMCI - CU Boulder: Experience Slow Motion Booth and Virtual Reality. 324 (seats 40)  
This room will be open all day. Stop by for a few minutes or get into the various experiences in some depth.

## WRITING/COVERAGE

Bonnie Katzive: Humor Without Tears. 372-374 (seats 70)  
Cartoons, satire, and humor sometimes can get a publication in trouble. You'll learn about the psychology of humor, what gets student publications in trouble, and how to lay the groundwork for reducing drama and censorship around humor in your publications.

## WRITING/COVERAGE

Karen Manley: Covering Mental Illness with Sensitivity. 376-378 (seats 70)  
The stigma around mental illness leaves those who struggle feeling invalid or unworthy. By covering stories that normalize the concept, students can shift the public's view of mental illness, allowing for help to be provided to those who need it. In this session, you will learn about coverage of mental illness and how to be handle it with sensitivity while still getting the story.

## ONLINE/PODCAST

Ryan Casey: Covering sports for an online audience. 382 (seats 140)  
We will explore the best practices for covering sports for an online audience, including the basics of sportswriting, best practices for social media, and how to best showcase your work in a digital way.

## GENERAL/MEDIA LITERACY

Lynn Clark: The Future of News. 386 (seats 100)  
Based on interviews with diverse Colorado high school students, this presentation will highlight the ways that social media like Instagram and Snapchat are changing how people get, share, and make news. The presentation, by lead author of the award-winning book Young People and the Future of News, will summarize some of the most recent research available on high school news consumers and will involve audience members in brainstorming new ways of engaging with diverse audiences.

## ADVISERS: Our Press Law & Ethics class returns

After spending J-Day learning about the challenges of student media (and ways to overcome those challenges), you might consider continuing the conversation by enrolling on our Press Law & Ethics class, led by CSMA Past President Adam Dawkins, CJE.

Sixteen Colorado advisers over the past three years have completed this course already, which is just one reason Colorado student media are so strong. This is also just a great way to connect with other advisers.

The course meets on three Saturdays during the school year and covers all you need to know to properly advise your students as to their rights and responsibilities, about the Colorado Student Freedom of Expression Law, but also about creating solid policies, avoiding ethical traps, and navigating new challenges related to online and social media.

**The course is free** (and a great way to prepare to take the JEA Certified Journalism Educator test). Did you know that CSMA will pay your CJE testing registration fee (\$60)? Check it out at [www.jea.org](http://www.jea.org)

**The three Saturdays are Dec. 1, 1:30-3:30 p.m.**, at Rock Canyon HS in Highlands Ranch; **Feb. 2, 9 a.m.-2:30 p.m.**, at CU-Boulder (part of our Winter Professional Development day, focused on media literacy); and **March 2, 9-11:30**, at Regis Jesuit HS in Aurora.

Get all the details at [www.colostudentmedia.com](http://www.colostudentmedia.com)

### Plan out your day

**8:45 - 9:20**

Opening Session - Grand Ballroom

**9:30 - 10:15**

Keynote - Mary Beth Tinker

**10:30 - 11:15**

#### Session 1

First choice: \_\_\_\_\_

Second choice: \_\_\_\_\_

**11:25 - 12:10**

#### Session 2

First choice: \_\_\_\_\_

Second choice: \_\_\_\_\_

**12:20 - 1:05**

#### Session 3

First choice: \_\_\_\_\_

Second choice: \_\_\_\_\_

**1:15-2 p.m.**

Awards/Closing Ceremony - Grand Ballroom

Celebrate the All-Colorado award from last school year, our new Hall of Fame inductee, and the Best of Show awards from the first two months 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.

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

There will be overflow seating in the **North Ballroom** for the opening session and keynote. We have a record 1,700 plus registered, and various regulations limit Grand Ballroom capacity. Every chair will be needed.

## MEET THE SPEAKERS



**Emily Ambory**  
Fairview HS

Emily Ambory is the Social Media Editor for Boulder's Fairview High School Publications: the Royal Banner newspaper and the Lance yearbook. In the past year she's redesigned the publications' social media and increased followers by over 100 percent.



**Donnyale Ambrosine**  
Director of Marketing, Lory Student Center; Founder, Culturs - The Global Multicultural

A globally mobile Afro-Latina who lived on four continents & identified with seven cultures by age 19, Ambrosine is passionate about creating community for cross cultural populations. She has presented around the globe at conferences, universities & in media as a lifestyle expert focused on entrepreneurship, marketing, branding & cross-cultural excellence. She developed university curricula for global culture identity, has worked with Warner Brothers, Turner Network Television, The View, O Magazine and The Denver Post.



**Tina Barber, CJE**  
Cherokee Trail High School

Tina Barber has advised The Guide and The Legend at Cherokee Trail High School since 2003. As a former high school year 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 years). Both CTHS publications have been recognized annually by CSMA. In addition, The Legend received a CSPA Silver Crown in 2016 and earned an All-American critique from NSPA in 2017. Tina is a National Board Certified Teacher.



**Kenn Bisio**  
Professor of Photojournalism and Social Documentary

Kenn Bisio is a professor in the Department of Journalism and Technical Communication at Metropolitan State University of Denver where he teaches Photojournalism and Social Documentary. He is also 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. 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. Bisio's photographs are also in the NFL Hall of Fame for his coverage of four Super Bowls. His fine art photography is represented by The Geraint Smith Gallery in Taos, New Mexico.

## ONE DAY - Get ready to cover whatever happens Friday, Nov. 9

The election will be over (whew!) and the sports seasons are changing. We will be well into the second quarter of the year and everything from clubs to performing arts to electives and required courses are humming. Your task? Use your journalistic tools – photography, reporting, video, podcasting, social media and more – to make this ONE DAY, Friday, Nov. 9, come alive. Your media program can win a \$300 voucher to be used for J-Day 2019 registrations or reTHINK. next June. Find all the details at [www.colostudentmedia.com](http://www.colostudentmedia.com) – **without you, that ONE DAY will just not be the same.**

## STAFF LEADERSHIP

Jessica Hunziker: Love Is All You Need. Lory Theatre

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.

## STAFF LEADERSHIP

Justin Daigle & Carrie Hendrix: Deadline... It's Not A Dirty Word. Ballroom A

Does your staff have trouble meeting their deadlines? If so, that stops today. Learn 10 ideas to make sure that your staff stays on track, and deadlines are completed on time with ease.

## VIDEO

Steve Weiss: Drones and other video production tools. Ballroom B

Video production tools are constantly evolving and have changed the way we produce visual stories for our audiences. Whether the topic is news, filmmaking, music videos or corporate video production, you will need to understand and embrace the new technology that brings the most dynamic visuals to your audience. This session brings you up to speed on what video producers are using today and what you need to know to be a part of their future.

## DESIGN

Tina Cleavelin & Peter Griffin: Show OFF. Ballroom C

Nothing adds relevant coverage better than a show-stopper spread. Learn how to incorporate your visual and verbal trademarks on spreads that add the 'wow' factor to your book.

## DESIGN

Rob Rathbun: Magazine Design for Yearbook & Newspaper. Ballroom D

Learn the tools to start designing your yearbook or newspaper like current magazines. Both modular design for short and long form design, you'll take home some ideas to raise the level of design in your publication.

## PHOTO/VISUAL STORYTELLING

Shawn Montano: A Visual Storytelling Career Can Take You Anywhere. Cherokee Park

Many future college student don't realize the career paths available for graduates of Journalism Programs. These programs teach you visual storytelling skills that could land a career directing Hollywood films, working big businesses telling their stories, or even help craft shows like America's Got Talent. Join me as we discuss career paths.

## GENERAL/MEDIA LITERACY

Mark Newton: Covering News That Matters. North Ballroom

At the heart of media literacy is knowing the definition of news — and applying it to create content that resonate with your audience. This session explores media literacy from the broadest standpoint to create a working definition of news that will empower journalists to create content that provokes and inspires.

## WRITING/COVERAGE

Emily Ambory: Social Media For Us. 304-06

We model our high school publications' social media after those of major publications, but since we market to a drastically younger demographic we should use different methods. To best captivate that audience, our social media

should reflect a different style by applying different tones and focusing on different possibilities of an app. Aesthetic is just as essential for social media as it is for a newspaper or yearbook because the content is only effective if it's engaging.

## WRITING/COVERAGE

Tony Phifer: Sports writing - and why it matters. 308-310

We'll discuss the challenges associated with high school sports writing and how to overcome them by focusing on telling stories that live within your school's walls.

## WRITING/COVERAGE

Greg Luft: The Importance, the Impacts and the Personal Risk of Covering Tragedy. 322

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.

## GENERAL INTEREST

CMCI - CU Boulder: Experience Slow Motion Booth and Virtual Reality. 324

This room will be open all day. Stop by for a few minutes or get into the various experiences in some depth.

## WRITING/COVERAGE

Danielle Moretti Martin: Interviewing Techniques. 372-374

Learn tips to make your interview run smoothly - from developing questions, to body language and communication style.

## ETHICS & LAW

Jeff Roberts: Freedom of Information. 376-378

A presentation on the freedom of information laws that provide Americans (and Coloradans, in particular) access to the records and proceedings of government. I'll discuss the federal Freedom of Information Act, Colorado Open Records Act, Colorado Criminal Justice Records Act and the Colorado Open Meetings Law and explain the importance of these laws for both journalists and the public at large.

## ONLINE/PODCAST

Hannah Shapiro: "Stay With Us" - Welcome to Podcasting. 382

Podcasts have exploded as a source of news and entertainment. Learn how you can begin to incorporate podcasts into your journalism program. This workshop will explore various types of podcasts you can consider creating, inform you about the necessary equipment get started, introduce basic editing techniques, and discuss marketing strategies to get your voice heard.

## WRITING/COVERAGE

Taylor Blatchford: Uncovering Stories with Investigative Reporting. 386

Investigative stories from high school publications have revealed teacher misconduct and caused administrators to step down. You don't have to wait until after high school or college to be an investigative journalist, and we'll talk about how you can bring that mindset into normal news coverage. In this session, we'll discuss how to find story ideas, dig into public records and data, and navigate controversial topics with administrators.

## GUIDED TOURS

Check out the Rocky Mountain Student Media Corporation's facilities, from the KCSU radio station to the Collegian newsroom, to the CTV studios.

## MEET THE SPEAKERS



**Taylor Blatchford**  
Independent Journalist

Taylor Blatchford is an independent journalist and Colorado native with a degree from the University of Missouri in investigative and international journalism. She's worked at Poynter, Investigative Reporters and Editors, Politico Europe, the Charlotte Observer and the Columbia Missourian.



**Jeff Browne**  
Executive Director, Quill and Scroll

Jeff Browne is the executive director of the Quill and Scroll International Honor Society. He has also served as the executive director of the CU News Corps, the Colorado High School Press Association and the Kansas Scholastic Press Association, as well as the director of Student Media at Colorado State University. He taught high school journalism at Smoky Hill High School from 1990-1999.



**Hayley Candelario**  
Editor in Chief, The Rocky Mountain Collegian

Haley Candelario is the editor-in-chief of The Collegian for the 2018-2019 school year following a summer reporting on crime and breaking news at the Colorado Springs Gazette. Candelario is entering her third year studying journalism and media communications. She started at Rocky Mountain Student Media Corporation, which operates The Collegian, in fall 2016 as a member of the distribution team handing out the paper every morning to students, faculty and staff and started at The Collegian in fall 2016 as a news and arts and culture reporter. She worked as news director since May 2017 before taking over the position of editor-in-chief May 2018.



**Ryan Casey**  
Director of Digital Media

Ryan Casey is the director of digital media for the Colorado High School Activities Association, and oversees CHSAANow.com in its entirety. He also handles social media for the Association. Previously, he worked at The Denver Post, where he was multiple APSE top-10 awards.



**Lynn Clark**  
Professor and Author, University of Denver

Lynn Schofield Clark is author (with Regina Marchi) of Young People and the Future of News, published in 2017 by Cambridge University Press. Winner of the 2018 Best Book Award of the international Association of Internet Researchers, the book features interviews with Colorado high school students from diverse communities and highlights the ways that social media like Instagram and Snapchat are changing how people get, share, and make news.



**Tina Cleavelin**  
Jostens Creative Accounts 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 earns her cherished honors, such as, the Friends 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.



**Genise Cushman**  
Herff Jones yearbook representative

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!



**Justin Daigle, CJE**  
Reflections Yearbook Adviser Brighton HS

Justin Daigle advises the Reflections yearbook at Brighton High School. His students' publications have earned state and national awards including three CSPAs Crowns and a NSPA Pacemaker Finalist nomination. Daigle has been honored with the 2009 Colorado Student Media Association (CSMA) Teacher of the Year as well as JEA Rising Star in 2010 and Special Recognition (2014) and Distinguished (2016) Yearbook Adviser of the Year.



**Kevin Dale**  
CPR Executive Editor

Dale joined Colorado Public Radio in 2017, bringing two decades of experience in leading major newsrooms around the country. His resume includes 15 years at The Denver Post, where he was the News Director, the No. 2 editor in the newsroom. Dale directed The Post's coverage of the Aurora theater shooting, which was awarded the Pulitzer Prize for Breaking News. Most recently, he was the executive editor at Cronkite News at Arizona PBS, where he led a team of 15 directors and 150 student journalists.



**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 and the national JEA Scholastic Journalism Week Coordinator. 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.



**Dorothy Greer** Scholarship Winner  
Lauren Irwin, Mountain Vista HS



**Eric Benson** Scholarship Winner  
Natalie Marner, Eagle Valley HS

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**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](http://www.colostudentmedia.com), under scholarships



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