MEET OUR 2018 EDUCATOR AWARD WINNERS

Top adviser 'wise beyond her years,' role model for students

Jessica Hunziker, MJE, media adviser at Castle View HS, has been named CSMA 2018 Adviser of the Year.

Jessica is a 2009 graduate of Metropolitan State University of Denver and has spwent her entire teaching and advising career at Castle View, where she started in January of 2010. Her assignment there has grown to advising yearbook, print magazine, video broadcast, and online, and this year she is the English Department Lead.

"I don't know how she does it all," wrote Stephanie Rottman, a senior and Editor-in-Chief of The View magazine. "I'm convinced she must have some super power, like the ability to read really fast or slow down time."

Jessica is currently pursuing her Masters in Journalism and Mass Communications, taking online courses through Kent State University. She is the CSMA vice president/president-elect, and she regularly presents sessions at state and national journalism conferences and workshops.

Her past and present students are big fans. "She deserves this award because she is not only the prime example of what an adviser should be, but also an example of the type of friend everyone should strive to be," wrote Drew Baty, current Vieo yearbook editor-in-chief. "She has taught me yearbook skills, but more than that she has guided me to be of certain type of character, a person who understands and appreciates important virtues in life like respect, effort, and perseverance."

"Mrs. Hunziker is the embodiment of a hard worker she is driven and passionate and refuses to give up on something until it is the best it can be," wrote Kristen Plonsky, a 2017 graduate and former editor. "What's great is that she holds the same standards to all of her students."

Her fellow advisers are equally enthusiastic about Jessica. "She is wise beyond her years," says

Principal

supports

safety, free

expression

took on the principal job in 2008.

dom of expression."

Kevin Taulman, principal at Steamboat Springs

after graduating from Purdue University, teaching social studies and coaching in Indiana and

High School, began his educational career in 1994

Illinois. He served in various administrative roles

at Freeport HS in Illinois before moving to Steam-

boat Springs in 2005 as an assistant principal. He

He said he keeps the Tinker v. Des Moines

case in mind in every decision he makes involving

students and staff rights and free expression.

'I believe that schools need to use good

judgment and be supportive of student's rights to

express themselves," he said. "This is where the

Colorado law comes into play. It gives students,

does not waver with the partisan politics of the

times. He supported any student who wanted to

for any student to use at any time, regardless of

be recognized," said Morgan Kraska, fine arts

teacher who advised the Galleon yearbook for six

years. "Knowing that he is always there to back

me up has allowed me to take risks, discover my

strengths, and to lead our school towards some-

Springs and relive the events, tragedies, unique

personalities and culture of that year," Taulman

their gender identity or expression."

thing greater. Above all, Kevin cares."

participate in last spring's national school walkout

on March 14 and he has created unisex bathrooms

"It is his ability to believe in others that should

You can open any yearbook from Steamboat

teachers and administrators some clarity on free-

Meghan Hanson-Peters, social studies teacher, wrote, "His support for the First Amendment

student



Jessica Hunziker 2018 CSMA Adviser of the Year

Hear from Jessica during Session 2 in the Lory Theatre (Level 2)

Kristi Rathbun, MJE, adviser at Rock Canyon HS, for whom Jessica was a student teacher. "It may sound like I'm gushing, but Jess is the 'real deal.'"

"I have met few other advisers who take advantage of as many opportunities for growth as Jess does," says Adam Dawkins, CJE, media adviser at Regis Jesuit HS. "Then Jess trains her students to be journalists. They run the newsroom, she advises."

Jessica describes her role this way: "Kids matter, and so do their stories. It's the student journalists' job to tell those stories and my job to support them."

The most important thing she does, she says, is advocate for the First Amendment rights of students. "Everything else," she said, "is secondary to this.

Jessica lives in Highlands Ranch with Peter, her husband, and enjoys yoga and her monthly book club, as well as traveling to unique places around the world with Peter.

We are so proud of Jess and all she is doing for student media in Colorado.



Kevin Taulman 2018 CSMA Administrator of the Year

wrote. "The yearbook is the voice of the students. It is their opportunity to create something that represents our entire school community."

The student walkouts last spring provided an opportunity to see this caring in action. "I got word that a group of parents didn't believe we should allow any protests," Taulman said, "and wanted us to punish anyone who walked out."

To avoid conflicts yet not take away from the planned protests, he closed the campus to anyone not a student or employee of the school. "Parents and community members could stand on the sidewalk and watch the student protest," Taulman said. "I was not going to let a group of adults with their own agendas take away the voices of the students who joined in these protests."

"My response may not have been the most popular decision for some of the parents, but it was not about them," he said. "It was about allowing the students of Steamboat Springs High School to express themselves and for them to be heard."

Congratulations to Kevin Taulman.

MEET THE SPEAKERS



Olivia Doro Fossil Ridge HS

For the past two years I have been a leader within Etched in Stone and this year I am the Co-Editor in Chief. Along with my leadership in journalism, I have clocked over 200+ hours covering events for the paper and live-tweeting, taking pictures, and writing the article all on the same day. I have won first place for my Breaking Sports Coverage article in Best of Colorado, third place for my Sports Reaction Photography in Best of Colorado, and first place in an article I co-wrote with other staffers for the Lifestyle Article in Best of Colorado.



Nic Garcia Reporter, The Denver Post

Nic Garcia is a political reporter for The Denver Post. He is currently covering the gubernatorial campaign, which means he's crisscrossing our state listening to candidates — and more importantly — voters. Previously, Garcia covered education and IGRT issues



Annie Gorenstein Falkenberg, CJE Longmont HS

Annie advises the Priam yearbook at Longmont H.S. During her time as an adviser, her staffs have won numerous state awards, and earned CSPA Silver Crowns in 2014 and 2015. Gorenstein Falkenberg is the Colorado Student Media Association president, and was honored as the 2017 Colorado Student Media Association Teacher of the Year and as a JEA Rising Star (2015)



Tina Griego,Managing editor,
The Colorado
Independent

Tina Griego is the managing editor of the nonprofit digital newsroom *The Colorado Independent*. She was a city columnist for the Denver Post and the Rocky Mountain News, and is a veteran reporter and former staff writer at The Washington Post, the Los Angeles Times and the Albuquerque Tribune. Her work covering immigration, education and urban poverty has received numerous state and national awards.



Peter
Griffin,
CJE & ACA
Jostens Publishing

Peter began his yearbook career at 22 years old and continues after 28 years to enjoy his job as a Jostens yearbook specialist. His staffs continually earn state and national awards as well please their students and communities. He specializes in creating experiences for yearbook staffs that focus on education and creating the best book possible.



Anastasia Harrison, CJE Legend HS

Anastasia Harrison, CJE, advises the Epic yearbook and The Forum newspaper at Legend H.S. Her students' publications have earned state and national awards including CSPA Silver Crowns and an NSPA Pacemaker as well as Pacemaker finalist nominations. Harrison was honored with the JEA Rising Star award in 2011 and was the Colorado Student Media Association Adviser of the Year in 2016.



Carrie Hendrix, CJE Lewis-Palmer HS

Carrie Hendrix, CJE, has been advising the Westwind yearbook since 2003 and the Ranger Review News website since 2008 at Lewis-Palmer HS in Colorado. Her students' publications have earned top state and national awards including two CSPA Crowns and an NSPA Pacemaker. Hendrix was honored with the Colorado Student Media Association Adviser of the Year in 2015.



Shelby Holsinger Colorado State University

Shelby Holsinger is a senior at Colorado State University studying journalism and media communications with a minor in ethnic studies. Holsinger started her career in student media as a newspaper page designer for Ball State Daily News in Muncie, Indiana. Transferring to CSU gave Holsinger the opportunity to work for a student media company that she has always admired.



Michael Humphrey Colorado State University

At Colorado State University, Michael Humphrey teaches digital storytelling and audience engagement. At Forbes.com, he writes about augmented reality, virtual reality and how new technologies are changing storytelling and art. Mike grew up in Westminster, Colorado and earned his Ph.D. at Colorado State University



Jessica Hunziker. MJE Castle View HS

Jessica Hunziker, MJE advises the CV Student Media program at Castle View High School, which includes yearbook, newspaper, broadcast, Hunziker's media staffs have earned numerous awards to include the All-Colorado award, All-American ratings from NSPA, Gold Medalists ratings from CSPA, NSPA's Best of Show yearbook and newspaper competitions, and CSPA Crowns. Hunziker is currently serving as President-Elect of the Colorado Student Media Association.



Sheila Jones JEA Mentor

Sheila Jones served as the adviser at Englewood High School for 23 years during which the award-winning Pirateer newspaper developed into a convergent media program with multiple platforms. Now retired, Sheila is honored to serve Colorado advisers and their students as a JEA mentor and member of the national JEA Mentor Committee.



Bonnie Katzive Monarch HS

Bonnie Katzive has more than ten years experience as a high school publications adviser and is currently the adviser for Monarch High School's Mosaic yearbook. Bonnie has written for CJET, presented at CSMA J-Day and JEA, and has written for advising-related publications. She was one of the first recipients of the Press Law and Ethics certification in Colorado in 2012 and has interviewed professional journalists, cartoonists, and comedians about satire and how to get in trouble.

J-Z LUNCH SHIFT

WRITING/COVERAGE

Tina Griego: The Art of Being Nosy. Lory Theatre Young reporters often talk about the desire to become better writers, but good newswriting depends upon one critical skill: good reporting. And good reporting depends upon another key skill: good interviewing. In this session, we'll talk about how to talk to someone and more to the point — how to listen to someone so that an interview yields more than answers, but detail, insight and clarity.

ONLINE/PODCAST

Kevin Dale, Hayley Sanchez: Not Your Dad's Public Radio. $Ballroom\ A$

Looking for a stable path to practice journalism? Public Radio stations in Colorado and across the country are growing and hiring. To earn your way onto a staff, you'll need to master journalism fundamentals, as well as a variety of skills to tell a story with audio, words, photos and video. Through a discussion with the head of news at CPR and members of the staff, you'll hear how public radio stations are pushing to the front lines of news organizations.

DESIGN

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

Understand the basics of design, but want to take it a step further? Come to this session to review the alphabet and grammar of design, as well as walk away with ideas on how to improve your design.

ETHICS & LAW

Dennis Ryerson: Ethics in the Age of Trump. Ballroom C

The credibility of our work always has been important in journalism, but never more so than in the era of the Trump presidency. Why does it matter? What can we do to regain the public trust?

VIDEO

Adam Dawkins: 50 Second Broadcast News Stories for Instagram. Ballroom $\,D\,$

Learn how to create short, professional news broadcast video stories to add to your website and post on Instagram and other social media. We will look at examples and break down the techniques you need (and the rubric needed to critique them) including A-Roll interviews, B-Roll and shooting for sequence, and the art of writing the video broadcast story arc.

GENER A

RMSMC panel - Shelby Holsinger (College Avenue editor), Leslie Cory (Media Adviser) & Emma lannacone (CTV executive producer): Collegiate Reporting from Within Our College. Cherokee Park Learn what it's like to report on the college you go to and the city you live in from students working at Rocky Mountain Student Media Corp. Other panelists: Leslie Cory (RMSMC Media Adviser) and Emma lannacone (Collegian Reporter, CTV Executive Producer).

WRITING/COVERAGE

Nic Garcia: Election Night 101. North Ballroom Every year, citizens come together to reset our democracy. From school board races to the president, residents use their vote to express their satisfaction or frustration with the direction of our government. What information do they need to better understand their choices? And how can you best cover the issues? Find out here.

WRITING/COVERAGE

Karen Slusher: You've Got the Power. 304-306 Everything we do in life boils down to the individual moments. As a member of a school media staff, it is your job to predict those moments and be there to capture them as best you can. However, we often forget that we have the ability to create moments for our own staffs. This session will go over The Power of Moments and how to capture and create moments that will matter.

GENERAL/MEDIA LITERACY

Feb. 25, 2019

Michael Humphrey: Journalism 2028: What Will It Look Like? 308-310

A chance to think about the future of media and your part in it.

Plan to attend our annual

It's your government, after all!

Capitol Hill Press Conference

GENERAL/MEDIA LITERACY

Sheila Jones: In a World of Fake News, Keep Yours REAL.

Over the last year, many literacy and news organizations have stepped up to educate the public on the pitfalls of fake news. While it's important for high school journalists to recognize fake news when they are researching stories, it's also very important to produce news that is instantly identified as trustworthy. This session will look at a ways you may be inadvertently de-legitimizing your staff's work with unintended elements of fake news, but attend this session to learn ways to ensure your credibility and keep your news REAL.

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.

DESIGN

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

Do you ever feel like you are in a design rut? Are you running out of inspiration? During this session, we will look at 10 ways that you can improve the way you design for your publication.

ONLINE/PODCAST

Olivia Doro: Live-Tweeting Boot Camp. 376–378 Introduces the basics of live-tweeting a sporting event. With an emphasis on proper live-tweeting this session teaches the rules of how to manage live-tweeting and putting out the best content possible. Along with the basic rules it demonstrates how to make tweets more engaging and how to utilize all the options Twitter has available.

WRITING/COVERAGE

Donnyale Ambrosine: Multiculturalism and Hidden Diversity in the 21st Century. 382 In the 21st century, assessing someone's background from outward appearance isn't enough — hidden diversity means people increasingly bring more to the table than meets the eye. Whether through travel, nationality, race or ethnicity, many of us straddle culture in one way or another. This presentation will celebrate the unique perspectives of such

people. One that shows a new-world order — a new normal

that affects not only our lives, but the lives of those around us.

WRITING/COVERAGE

Ben Reed: 300 Word Stories. 386
Pioneered by journalist Brady Dennis, 300 word stories are fun, creative ways to tell the stories of the people in your school. In this session, we'll look at lots of professional and student models, we'll investigate how to tell real stories with real emotion, and we'll learn about a new way to present the stories that take place inside the walls of your building.

Now what?

We hope you will join us back in the Grand Ballroom (please give LSC staff a few minutes to prep the space at 1:05) for our Awards Ceremony.

Each school medium that entered last summer's All-Colorado critique and rating program will receive its award certificate, and we will honor our newest All-Colorado Hall of Fame inductee, Eques yearbook from Ponderosa.

The day end with the announcement of the Best of Show winners, honoring early work in yearbook photojournalism, print news, online/social media, streaming video, video broadcast/segment, and our newest BOS category: podcast.

Serious fun for serious journalists.

MEET THE SPEAKERS



Greg Luft Colorado State University

Greg has taught television news and production since 1988. He has worked in television news as a reporter, and is an independent producer of documentaries, educational programs and corporate video. He is chair of the Department of Journalism and Media Communication at CSU.



Karen Manley Fossil Ridge HS

Karen Manley is a student at Fossil Ridge High School in Fort Collins. In her four years on the newspaper staff, she has served as Academic Beat Leader, News Director, and now Editor in Chief of Etched in Stone. Manley's experience with mental illness has inspired her to write about topics others find difficult to face and she hopes to encourage other journalist to do the same.



Jim McClurg Rock Canyon HS

Jim McClurg opened Rock Canyon High School in 2003 and built a Digital Media Program that has been honored for it's TV Production program RCTV, Film, and Animation the past 15 years. During this time RCTV has been recognized as one of the top broadcasting programs in Colorado along with it's many film awards in various film festivals like the Colorful Colorado Film Festival for Youth, Centennial Film Festival, and the Breckenridge Film Festival. The past two years the Animation program has created amazing 2D and 3D productions including motion capture Faceware and Body Suit technology.



Rebecca McGrath Herff Jones Yearbook representative

Getting "stuck" with advising yearbook in her first year of teaching was a blessing in disguise for Rebecca. Now 15 years later (5 as an adviser and 10 as a representative), Rebecca loves sharing management and lesson ideas with advisers, instructing staffers in journalism and technology skills and working with schools to ensure that the entire community receives a yearbook they can be proud of.



Scott Melanson Cimarron MS

Scott is the Video Production/Multimedia Teacher at Cimarron MS in Parker. Scott has been teaching video production for over 10 years and was Douglas County School District's "World Class Educator" in 2012.



Shawn Montano University of Northern Colorado

Shawn Montano is a nationally recognized video professional and has over 20 years of video experience in newsrooms, production houses and his own small business. Shawn is the only video editor to ever win the National Press Photographers Association Video Editor of the Year four times. Shawn's lectured in nearly 30 states at conferences, colleges, news-stations and workshops. Shawn joined the Journalism and Media Studies Faculty just this August.



Danielle Moretti Martin Mesa State University

Danielle Moretti Martin earned her master's degree in public relations from Montana State University. She teaches courses in theory, writing and public relations, and brings real-world experiences into her classroom. She spent the majority of her professional career in communications. Working as the director of marketing and public relations for a leading healthcare organization, she earned three Colorado Health Care Communicator awards.



Patrick Moring, CJE Mountain Vista HS

This is Patrick Moring's 11th year advising the award winning KRAM program at Rampart High School in Colorado Springs. The Broadcast program recently won the Best Overall Broadcast Program award from the NFHS Network, and has earned multiple CSMA and NSPA recognitions over the years. He also is the current Digital Media Coordinator and an executive board member for CSMA.



Mark Newton, MJE Mountain Vista HS

Mark Newton, MJE is the journalism teacher at Mountain Vista High School in Highlands Ranch, Colorado. He is the adviser of MV Media, a comprehensive journalism program consisting of the Aerie yearbook, Eagle Eye news magazine, VistaNow.org and VistaNow Video. Newton has been teaching journalism and advising student media for 35 years. He is the current past-president of the Journalism Education Association



Tony
Phifer
Colorado State
University
Communications
Specialist

Tony Phifer spent nearly three decades working as sports writer, covering everything from the Super Bowl and World Series to high school state championships. He is a passionate storyteller who believes that some of the best and most important stories come from sports.



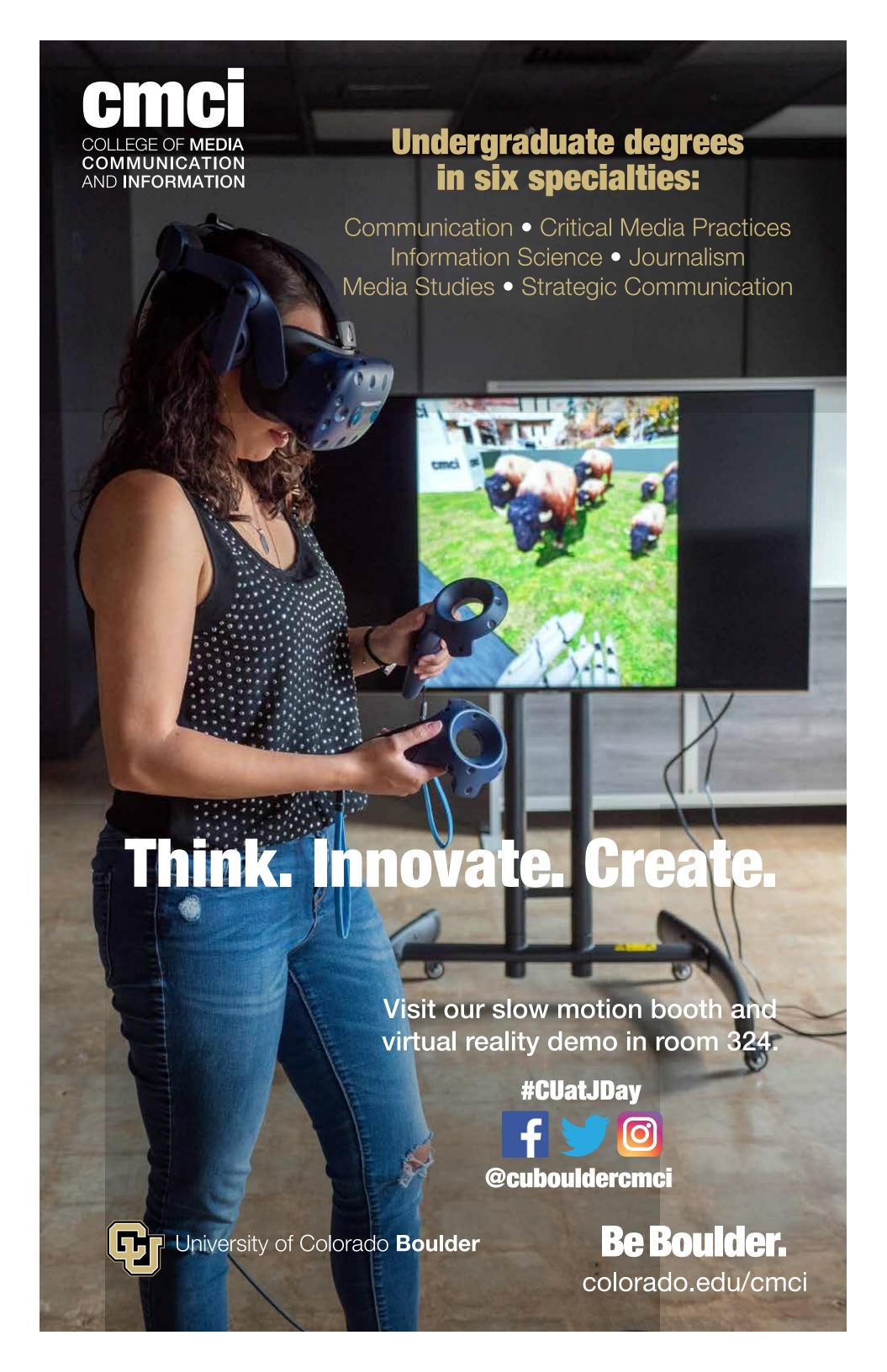
Kristi Rathbun, MJE Rock Canyon HS

Kristi Rathbun, MJE advises The Black & Gold yearbook, The Rock newsmagazine and Rockmediaonline.org at Rock Canyon High School in Highlands Ranch. Her students have earned All-Colorado Awards from CSMA, Crown and Medalist recognition from CSPA, Pacemaker and All-American recognition from NSPA and Best of Show honors. Rathbun is CSMA Advocacy Coordinator and Colorado JEA State Director; she was a JEA Distinguished Adviser in 2014 and received a Gold Key in 2016.



Rob Rathbun Balfour Senior Yearbook Representative

Rob Rathbun is the Colorado representative for Balfour Yearbooks and has helped schools build strong journalism programs for both middle and high schools across the state. An expert in Adobe Photoshop and InDesign, Rathbun is a frequent speaker at national, state and local workshops and conventions, helping students innovate their processes and achieve excellence in journalism.











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



Be sure to use **#jday18** to tweet about your favorite sessions today.

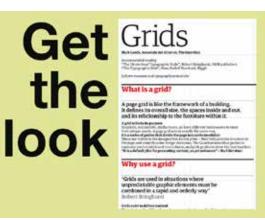
And join us in the Grand Ballroom for our Awards Ceremony after Session 3 ends. Find out why Ponderosa's Eques yearbook staff is walking around with big smiles.

We will give out All-Colorado awards and reveal today's Best of Show winners in photojournalism, print news publications, video, online, and for the first time: podcast.

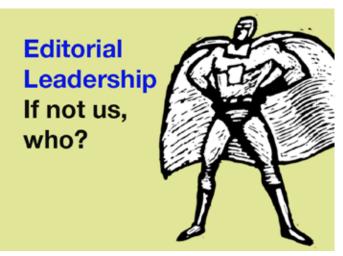
Time to celebrate!

Want to know what it means to push past "the first four boxes"?

Join us next June for an experience like no other!







PUSH IT **TO** THE LIMIT **NEXT** JUNE

reTHINK and the Summer Adviser Workshop

June 5-7, 2019 / at Rock Canyon HS

THREE INTENSE DAYS OF REFINING, REDESIGNING, AND REFRESHING YOUR MEDIA

MEET THE SPEAKERS



Ben Reed Monarch HS

Ben Reed is the adviser for MOHI Media at Monarch High School. He believes in freedom of the press with all his heart. His students write, share, and publish amazing stories.



Jeff **Roberts** Executive Director. Colorado Freedom of Information

Jeff Roberts has been the executive director of the Colorado Freedom of Information Coalition since 2013. He was a reporter and editor at The Denver Post for 23 years and later worked at the University of Denver's Center for Colorado's Economic Future. He earned bachelor's and master's degrees in journalism from Northwestern University.



Dennis Ryerson Retired editor, The Indianapolis Star, Des Moines Register

Served as Managing Editor, The Denver Post; Editor, the Des Moines Register; Editor, The Indianapolis Star. 4-time Pulitzer Prize juror. Moderated three nationally televised presidential debates. Supervised coverage that won national awards for service to the First Amendment and for reporting on issues of child abuse.



Haley Sanchez Colorado Public Radio

Hayley Sanchez is one of two Max Wycisk Fellows at Colorado Public Radio. The fellowship is a yearlong paid program that introduces early-career journalists to public radio. Before joining CPR, Sanchez was a digital producer at The Arizona Republic. She holds a bachelor's in journalism from the University of Colorado Boulder.



Hannah **Shapiro** Eagle Valley HS

Hannah Shapiro is the journalism and filmmaking teacher at Eagle Valley High School in Gypsum Colorado. She advises the print, online, and broadcast programs, in addition to sponsoring the literary arts magazine. The broadcast program EVTV was a finalist for the broadcast Pacemaker in 2017, and Shapiro has recently been recognized as one of JEA's Rising Stars for 2018.



Karen Slusher, CJE Eaglecrest HS

Karen Slusher has been teaching journalism and advising a combination of Yearbook and Newspaper for the last 14 years. She has her M.Ed. in Journalism Education and oversees a Journalism Arts Certificate Program at her school to help students advance their journalism experience. Karen also serves the Journalism Education Association as the Awards Committee Chair.



Mike Taylor, CJE Walsworth Yearbooks

Mike Taylor is the National Accounts Manager and Journalism Specialist for Walsworth Yearbooks. Previously, he was the Marketing Manager for Taylor Publishing. Mike taught, advised the publications and broadcast programs at Lecanto High in Citrus County, Florida for 13 years. He was Florida Scholastic Press convention co-chair, vice president and president. Mike has received the CSPA Gold Key, FSPA Gold Medallion and the JEA Medal of Merit. Find him on Twitter at @YRBKMIKETAYLOR #ASKMIKE



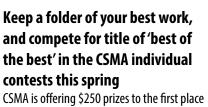
Steve Weiss Journalism Instructor and Special Projects Coordinator, Colorado State University

Steve Weiss has enjoyed a distinguished broadcasting career of 25+ years as an anchor, reporter, and producer of local and network television news and sports programming. Weiss has worked as a program producer, host, and analyst for ESPN, TNN, FOX Prime Sports, Outdoor Channel, and the Outdoor Life Network. He is currently an instructor in the Journalism and Media Communication department at Colorado State University.



Jivan West Fairview HS

I am a Junior at Fairview high school and the Editor in Cheif of The Lance Yearbook. I also shoot sports photography for The Lance, CU Athletics, Mile High Sports Magazine, and Pro Motion Ltd.



Aiden Hicks, who was named 2018

Photographer of the Year.

Two photos from Smoky Hill's

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



YEARBOOK FOR YOUR EARS

The Walsworth Yearbooks Podcast Network (WYPN) offers two great podcasts to help you on your yearbook journey.

Ask Mike

Join Mike Taylor, CJE, as he educates listeners on yearbook foundations. Finding your theme, drawing out creativity in students and boot camps – Mike covers it all!

Yearbook Chat with Jim

Listen in as Jim Jordan chats with yearbook people. Every yearbooker has a story to tell, and Jim provides a platform for them to share.

Find these shows at **walsworthyearbooks.com/podcasts** or wherever you get your podcasts, and stay tuned for more great shoes in the future!

To learn more about Walsworth, contact your local sales representative.



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