



2019 Guide CSMA membership benefits

The **Colorado Student Media Association** was originally called the Colorado High School Press Association (until summer of 2015) and was created in 1970 by a small group of dedicated Colorado advisers, led by a retired adviser from Kansas (Dorothy Greer), who had moved to Estes Park. CSMA will be celebrating its **50th anniversary year in 2019-2020** with a variety of events.

The association is somewhat unusual in that membership is by student medium, with advisers representing the media they advise. **Membership is \$65 per year per medium**, which covers all contests and critiques, and provides the best rates for J-Day registration and ad hoc workshops. Schools with multiple media memberships enjoy discounts. A school currently may have up to four media memberships (print news, online, yearbook, and video media).

In recent years, CSMA has had about **200 total media members from nearly 150 schools**.

Nearly two-thirds of the CSMA budget comes from J-Day registrations and sponsorships, while membership dues are about 20 percent of our revenue. This funding formula is what allows us to be a “one fee” organization for contests, critiques, and scholarships. We post our IRS 990-EZ forms on our website.

Our website is www.colostudentmedia.com, where much more detail can be found on CSMA. CSMA also maintains a Facebook page and a Twitter account.

CSMA seeks to broaden the impact and scope of student media throughout Colorado and offers a “Sister School” program where participating media donate money to cover memberships of economically disadvantaged schools.

We are by and large a **volunteer organization** with our headquarters currently in the home of the executive director, who receives a monthly stipend from the association. An elected board of directors, all of whom are active advisers, provides leadership, determines funding priorities, and provides programming direction.

www.colostudentmedia.com

Join us by completing our online membership form. Pay immediately by credit card or request an invoice.

Check out our website for all the latest news, contest info, new lesson plans, and so much more!



What we offer media advisers

The **CSMA listserv** provides opportunities for advisers to ask questions of other advisers and take advantage of crowd-sourced answers. Advisers of member media are automatically enrolled in the listserv, though may choose to opt out.

CSMA offers media advisers a variety of **leadership opportunities**, from elected positions on the board of directors (featuring two-year terms), to a variety of appointed positions on committees, to the chance to share learning sessions at our annual state conference.

There are lots of great reasons to be a member of the **Journalism Education Association** (the only national organization for advisers), and it's so easy to pay for your membership when you renew your CSMA membership. We take care of forwarding your membership information to JEA. One less item for your to-do list.

Interested in becoming either a **JEA Certified Journalism Educator** or a **Master Journalism Educator**? CSMA will refund the cost of your test [\$60 or \$85], and we regularly offer local testing sites, so you don't need to travel to national conventions for testing.

We have an ever-evolving website loaded with advising resources at **www.csmaadviser.com** and you can find helpful links, downloadable lessons, and timely handouts.

We have sponsored the **Adviser of the Year** award since 1983 and the **Administrator of the Year** award since 1994. Both programs recognize outstanding leadership and performance in education.

One of the important duties of the CSMA board is to nominate outstanding advisers for **national recognition**, through award programs sponsored by JEA and NSPA. We have had 17 Colorado advisers honored as **JEA Rising Stars** in the past decade, a recognition of how important our younger educators are in student media.

We sponsor a **winter professional development conference** each year, with recent topics including media literacy, photojournalism, and journalistic ethics. This conference brings advisers to the CU Boulder campus for a focused day of learning and discussion on one topic. Participants can earn five hours of continuing education credit.

CSMA has sponsored the **Summer Adviser Workshop** for many years, in several locations, but most recently at Rock Canyon HS. This workshop runs concurrently with our reTHINK workshop, which is mostly for students. Veteran Colorado advisers lead participants through three days of sessions that are immediately useful for both new advisers and veterans, at an affordable cost [\$150]. Advisers can earn up to 18 continuing education credits toward recertification.



What we offer student media

CSMA offers support for the following **media types**:

- Print newspapers and magazines
- Hybrid newspapers and magazines [combining print and online]
- Online only news sites/social media
- Yearbooks [middle school and high school]
- Video Broadcast [including in-house programs and online video]

We offer our **All-Colorado critiques**, which are completed during the summer and back to schools by early August, for all member media. There are no extra costs, and similar critiques from national organizations run well over \$100. Judges are from across the country, and all are experienced advisers [many are national award winners]. There are no enrollment classes for our critiques, as the standards do not change due to size of school or staff.

To honor consistent excellence, we created the **All-Colorado Hall of Fame** in 2017. Media earning our highest ratings in the summer critique program for six of seven consecutive years qualify for induction into our Hall of Fame.

CSMA offers one of the nation's largest state conferences each fall, averaging 1,500 attendees each year. **J-Day**, as it is called, brings students and advisers from across the state to the Lory Student Center on the campus of Colorado State University

for a day of learning sessions and award presentations. The registration cost is \$25 per person, and the association offers a number of scholarships for students in need of help. Our friends in yearbook publishing, universities, and professional organizations contribute money that goes to scholarships and awards in exchange for exhibitor space at this conference.

A fun contest connected with our annual J-Day state conference is the **J-Day Best of Show** competition, which honors the best work from early in each school year. There is no added cost, beyond having students attend J-Day.

Our **reTHINK summer workshop** began in 2005 and offers a commuter workshop three-day experience for only \$150 per person. Hundreds of student journalists have benefited from this workshop's emphasis on pushing into new media, new reporting techniques, new design strategies and new leadership opportunities. In many years, advisers have attended right along with their editors, and those staffs have often been honored with top state and national awards.

CSMA has offered several ad hoc workshops over the years, most recently bringing experts from **School Newspapers Online** [SNO] to Colorado for hands-on training for staffs going online. As always, we try to keep these workshops affordable and accessible.



What we offer individual students

CSMA has honored our top senior journalists with the **Dorothy Greer Scholarship** since 1975. The scholarship is currently a \$2,000 award for winners attending a Colorado university. In recent years, we have also presented a \$1,000 runner-up award. For winners who choose to attend college outside Colorado, the awards are half those amounts.

CSMA took on the administration of the **Eric Benson Scholarship** in 2010, on behalf of Eric's family. This award combines excellence in student journalism with some demonstrated financial need and is currently a \$1,000 award (no matter where the winner attends college).

Our **Best of Colorado awards** are presented each May and prompt an average of over 1,400 entries in nearly four dozen categories, covering print news and online, yearbook, and video broadcast. This set of contests is judged by a mix of out-of-state advisers and professional journalists, and features enrollment classifications (small, medium and large) for most categories. Award certificates are mailed to schools early in May in time for award banquets and ceremonies.

CSMA recognizes several outstanding students each spring, awarding the winner a \$250 check, and also sending the winners' school media programs an additional \$250. **These individual awards include Broadcast Journalist of the Year, Designer of the Year, Middle School Journalist of the Year, Photographer of the Year, and Reporter of the Year.** These competitions are judged by former national journalism teachers of the year, and winners are announced in early May.

The Capitol Hill Press Conference is an annual tradition since 1984, bringing top students from CSMA member media to the state capitol for tours, meetings with local legislators and press conferences with state legislative leaders. There is no added cost for our members.

We offer occasional ad hoc coverage contests, most recently our **ONE DAY coverage contests**, challenging students to cover a designated day in the life of their school community. Winners receive certificates and their work is shared on our website.

Our Professional Partners

CSMA is proud to partner with the Colorado State University Department of Journalism and Media Communication, with the University of Colorado Boulder College of Media, Communication and Information, with the Colorado Freedom of Information Council, the Colorado Press Association, the Society of Professional Journalists, the American Civil Liberties Union - Colorado, and nationally with the Student Press Law Center and with the Journalism Education Association.

We contribute to many of these organizations through donations and dues, and the CSMA board budgets for this support. A small percentage of your dues contributes to these partnerships.